

Ireka's new look reflects drive for progress

BUILDER Ireka Corp Bhd has embraced change with a refreshed corporate identity, which appears in a splash of energetic red, paired with an understated grey, besides moving into its new corporate office in Wisma Mont' Kiara.

"In Ireka's history of over 40 years, we constantly embrace change as we evolve with time. Our new look reflects our vision to be a modern and progressive entity. Most importantly, it is an affirmation of the group's commitment to deliver on its promise to its stakeholders, in line with the group's tagline 'In Trusted Hands'," its executive director, Lai Voon Hon, said in a statement.

Ireka's logomark has built up a strong brand equity since its inception in the 1980s. The lines that flow down the logomark symbolise the company's association with highway construction, while the two lines at the base represent tree roots firmly embedded in solid ground,



IREKA

signifying Ireka's firm foundation.

The three triangular areas outside the lines signify "tracts of land", representing Ireka's endeavour in property development. The glow in the

heart of the logomark gives it a more multi-dimensional and "globalised" look, resembling Ireka's visionary strength at the core of its businesses in infrastructure, real estate and technologies.

"Our company name derives from 'I Create', coined from the combination of 'I' and 'REKA' (a Bahasa Malaysia word for 'create')," Lai said. "We strive to create and unlock value, be it tangible or otherwise, in our products, services as well as systems and processes. This brand promise is best symbolised by the design device that resembles a "door", which can be seen in our revamped website (www.ireka.com.my) and other visual identity system."