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Rebranding of Cimento Nacional strengthens its integration with Buzzi

CIMENTO NACIONAL IS UNDERGOING AN EXTENSIVE REBRANDING PROCESS, ALIGNING ITS INSTITUTIONAL IDENTITY WITH BUZZI'S GLOBAL VISUAL STANDARDS FOLLOWING THE ITALIAN GROUP'S FULL ACQUISITION IN OCTOBER 2024. THE TRANSFORMATION INCORPORATES BUZZI'S DISTINCTIVE SYMBOL INTO CORPORATE COMMUNICATIONS WHILE PRESERVING PRODUCT IDENTITIES AND THE COMPANY'S STRONG BRAZILIAN MARKET PRESENCE.

Cimento Nacional is undergoing an extensive rebranding process, aligning its institutional brand with Buzzi's global visual standard. The change goes beyond a simple aesthetic update: it represents a complete transformation of the company's visual identity. The new brand incorporates Buzzi's distinctive symbol into the name Cimento Nacional in corporate communications, following the model adopted by all companies in the group.

"What is changing is our institutional brand, that is, the way we convey the company's name. We are now using the Buzzi symbol, as do the other companies in the group. The name Cimento Nacional, however, remains unchanged," explains José Eduardo Ramos, the company's CEO.

The rebranding required intense coordination between multiple areas, ensuring the uniform implementation of the new identity. All communication materials, ranging from administrative materials to corporate signage, were redesigned according to Buzzi's visual guidelines. On the other hand, the products kept their original identities, already well established in the market: Cimento Campeão keeps its traditional layout, and the packaging of Cimento Nacional continues to display the star so valued by customers.

The transformation focused exclusively on the institutional sphere, ensuring that the consumer experience remains unchanged.

Visual identity structural transformation – Internal launch

The process began internally, with the presentation of the new brand to employees. The date set was July 26th, when the launch took place in person at all company units.

A special podcast, hosted by Mariana Moura, Director of People and Culture, and José Eduardo Ramos, CEO of Cimento Nacional, explained, in a relaxed chat, this new moment, its importance, and the next steps in the transition.

To highlight the change, Cimento Nacional held in-person events at all of its units, as well as online meetings with sales teams and distribution centers. Employees participated in a celebratory coffee break and received kits featuring the new visual identity.

A new corporate Culture Guide was also launched, which was handed out to all employees and made available on the company's digital channels. The material plays a key role in the transition, helping employees to better understand Buzzi's



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values and purpose, facilitating adaptation to the new organizational moment, and strengthening the sense of belonging to the renewed brand. Official documents were revised, visual communication was re-designed, and institutional materials were aligned with the new standard. The second phase of the process, still in progress, involves the renovation of internal signage in all Brazilian units. This meticulous work ensures the consistent implementation of the new identity throughout the organization.

Strategic integration

“As a company and as professionals, we are experiencing a change with unique characteristics, which brings a very positive perspective,” says Mariana Moura. “Being part of a global group, present in 14 countries and with a century-long history, opens doors for exchanges of experience, mutual learning, and new opportunities,” she adds.

The brand update symbolizes Cimento Nacional’s growing integration into Buzzi’s global ecosystem. Since becoming 100% controlled by the Italian group in October 2024, the company has intensified its participation in international technical forums and best practice exchange programs, strengthening operational and strategic connections.

After internal consolidation, the new identity was presented to the external public during the 9th Brazilian Cement Congress, the main event in the sector in the country.



1. THE NEW BRAND IS ALREADY PRESENT IN THE COMPANY’S UNITS - ARCOS UNIT ENTRANCE IN MINAS GERAIS
2. NEW RESTAURANT AT THE SETE LAGOAS UNIT WITH THE NEW INSTITUTIONAL IDENTITY
3. MATERIALS AND DOCUMENTS WERE ALSO UPDATED WITH THE NEW LOGO