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PRESS AND MEDIA INQUIRIES

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VCC Unveils Dynamic New Brand Identity and Enhanced Website

Carlsbad, CA (November 05, 2024) – Visual Communications Company (VCC) is proud to announce a bold rebranding initiative, highlighted by the launch of a refreshed logo and a completely reimagined website, vcclite.com, aimed at providing a superior user experience and showcasing the company’s innovation-driven spirit.

The new brand mark draws inspiration from VCC’s heritage—paying tribute to its signature “indicator dots”—while signaling a forward-thinking vision. The three distinct lens elements within the logo represent VCC’s core pillars: innovative design, electronic components, and electronics manufacturing. The gradient color palette signifies the brand’s versatility, creativity, and eagerness to evolve. A vibrant blue was chosen as a nod to VCC’s Southern California origins, reflecting its coastal roots and inspirational mindset.

“This rebranding represents a significant step in our company’s evolution,” said CEO Andy Zanelli. “Our new logo and brand identity truly reflect who we are and where we are heading. We are excited to embark on this new chapter and continue to build strong relationships with our customers based on trust, innovation, and exceptional service.”

As VCC approaches its 50th anniversary, the company is in the midst of an exceptional growth phase, expanding its capabilities, and reaffirming its leadership in the electronics industry. The revitalized website reflects VCC’s dedication to improving user experience, providing customers with intuitive access to information and showcasing its comprehensive product offerings and services.

About VCC:

Headquartered in Carlsbad, California, with operations extending into Baja California, Mexico, Visual Communications Company, LLC (VCC) is a global leader in the design and manufacturing of cutting-edge electronic components and solutions. VCC is renowned for delivering innovation, value, and precision through a robust portfolio of products, advanced design expertise, and state-of-the-art manufacturing capabilities.

At VCC, our passionate team is dedicated to solving the unique challenges of our clients with creativity and precision. Discover more about how VCC drives innovation at vcclite.com.

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