



## SmarTone's Corporate Identity

SmarTone's new Corporate Identity comprises a hand, an eye and an ear, representing touch, sight and sound - the essential components of effective communication and the essence of strong and enduring relationships. The Corporate Identity also reflects the on-going process of re-centering SmarTone around customers' needs and points to an increasingly data-driven future. Our "Get Closer" customer proposition is to help customers get closer to the people they seek, the information they need and the entertainment they desire.

