Building Tomorrow. Today.



Throughout its 36 years in competitive business, the Pico Group has met and overcome many challenges in striving for growth; as a result it is well positioned for building tomorrow, today.

Management predicts soaring opportunities worldwide as the Group resolutely expands – particularly in Asia where its roots lie – and symbolizes these opportunities in the logo.

The *'building blocks'* represent our core interlocking businesses within the Group – a one-stop solution from which our clients across the globe can tap into a vast array of event options. While the blocks represent solidity and stability, and can be viewed as steps, they can also be viewed in another dimension: as arrows hurtling into the future and multiplying opportunities exponentially.

The *'ribbon'* signifies the dynamic nature and endless creativity the Group brings to its projects and assignments time after time. The ribbon is not only endless but endlessly flexible. The Group makes ideas come alive.

The *'atoms'* represent technology and the important place it holds in not only our clients' business but in the way we at Pico communicate the brand and product strengths of our clients.

Together, the logo represents our collective skills, hopes and aspirations and should serve to remind each and every one of us in the Pico Group that vision is limitless.