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Hero Honda To Unveil New Brand Identity On 9th August



Hero Honda will reveal its new global brand identity post its break up with Japanese automaker Honda in London on the 9th of August, 2011. The new brand identity is the first step by Hero Honda to transform into a major global brand. Wolff Olins has worked on HeroMoto Corp's new name, logo, brand architecture and positioning. The company also took the services of Law & Kenneth to establish the new brand and to promote it through various communication mediums.



Hero Honda also plans to unfold a series of strategic initiatives which will help the company maintain its leadership position in India. What could this be? Could Hero Honda have struck a deal with an European motorcycle manufacturer for technology and expertise? Or has Hero Honda taken over a 2-wheeler company, giving it access to new motorcycles and engines? We will have to wait a few more days to find out.

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