



Celebrating 15 Years of Challenging Convention

News Release



It's our Birthday! So we decided to spoil ourselves with a fresh new look!

2019 marks Linea's 15th year of supporting clients to achieve exceptional performance through sustained Turnaround, Transformational Change and Continuous Improvement.

To celebrate this milestone we decided to refresh our brand and corporate style, along with our service portfolio

Linea is the Latin word for line and represents the improvement journey between two points along a planned trajectory. It embodies the interventions and

support we provide in improving clients organisations. Our branding symbolises these linkages, whilst emphasising our ability to 'Challenge Convention' by thinking outside the box.

We have refreshed Linea's subsidiary companies too, leveraging their own personalities and brand identities within the markets which they operate, whilst maintaining a collective group identity.

Our strapline has also been updated under the remit of 'Challenge Convention' which embodies the requirement to question cultural norms, predetermined beliefs and organisational behaviours in achieving new and advanced levels of performance.

Over the years, we have honed our expertise, developed our service offer and expanded our client base, but our purpose remains unchanged. Today we benefit from an exceptional track record of overcoming complex challenges for prominent UK and International Public and Private Sector clients, delivering multi-million-pound savings.

2019 brings about a number of exciting changes for Linea including the launch of our new website and the expansion of our panel of expert Leaders.

We hope that you join us in our celebrations by following us on Twitter, LinkedIn and Instagram.

