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New branding for MB92



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The Spanish yard unveils new corporate logo with the tagline “World Class Superyacht Refit”.

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MB92, the superyacht maintenance, refit and repair shipyard based in Barcelona, Spain, has revealed a new corporate identity.

The company says the refreshed identity “reflects MB92’s commitment to strive for excellence, and to invest in their tools and resources in order to better serve its global client base”.

As part of the new branding, MB92 has chosen the tagline “World Class Superyacht Refit”. The company says it conveys the confidence and experience that the brand is already well-known for.

The new logo, which is derived from an outline of the borders of the city of Barcelona, reflects dynamism while a refreshed typeface and design treatment is optimised and improved for digital communications.

Commenting on the new branding, CEO Pepe García–Aubert, says: “MB92 has always been focused on assisting our clients with the complex tasks surrounding superyacht maintenance, refit and repair. Our refreshed logo, website and marketing materials continue our commitment to clear communication, forward-thinking approaches and investment in reliable tools.”

The new branding also includes an updated website to be launched in mid-October.



New corporate identity derives from an outline of the borders of the city of Barcelona

Henk Dreijer, MB92 commercial director, explains: “The online tools that we will roll out over the coming year will assist our clients as they book and manage their time in our shipyard, as well as better inform captains, crews and owners about the services on offer here at MB92.”



The shipyard operates a land area of 76,000sq m and 40,000sq m of water surface in the Port of Barcelona.

New MB92 website to be launched in mid-October

Earlier this year, D-Marin Investments Holding, a subsidiary of the Turkey-based Dogus Group took a 70% stake in the shipyard.

With the Turkish group support, MB92 has strengthened its infrastructure and a shiplift with a capacity to haul out yachts up to 4,000 tons will be operational in 2018.

MB92 renewed its concession in the port facilities of Barcelona in 2010 for 30 years.

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