

Gilat Blog

Gilat's Bold Transformation: A Journey into the Future of Connectivity

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In the ever-changing world of technology and innovation, companies often find themselves at a time and place where rebranding becomes not just a choice, but a strategic imperative. A brand is more than just a logo; it encapsulates a company's identity, values, and aspirations. As industries evolve and global challenges emerge, companies must adapt to stay relevant and continue making an impact. To this end, Gilat, a leader in the world of satellite connectivity solutions, has recently undergone a transformative rebranding process and I would like to share the reasons behind the rebrand, how we created our new brand, and how we can all help to bring our new identity to life.

The Dynamics of Rebranding

Companies choose to rebrand themselves for various strategic reasons. The decision to undergo a rebranding process is often influenced by shifts in the business environment, changes in customer expectations, or a desire to align with changing corporate objectives. A successful rebrand not only revitalizes a company's image but also positions it for future growth and success. It's about staying ahead of the curve, adapting to market trends, and ensuring that the brand remains a reflection of the company's core values.

Why Now? The Timing of Gilat's Rebrand

Rebranding is a strategic decision that must be carefully planned and executed to ensure that the new brand aligns with the company's objectives. For Gilat, the decision to rebrand wasn't just about keeping up with the times; it was a carefully calculated move driven by a vision for the future. Technology is changing the way we live by delivering the most advanced and widespread connectivity the world has ever seen; SATCOM is no longer a niche play, but a game played by the industry leaders! The world is on the cusp of a connectivity revolution, with the demand for seamless communication and data access skyrocketing. Gilat recognized that now, more than ever, the company's role in connecting the world was poised for exponential growth.

Our Vision and Mission – The Foundation of Gilat's Brand

Our new brand is built on our Vision and Mission statements that encapsulate our essence:

Vision: We Believe in the Right of all People to be Connected

Mission: To create and deliver deep technology solutions for satellite, ground, and new space connectivity. With proven expertise, a can-do attitude, and a winning global team, we aspire to be the natural partner, bringing real value in the SATCOM market. We are united in our resolution to provide communication solutions to all reaches of the world.

Our rebranding was a soul-searching adventure for us. We dug deep into our mission, vision, and how we can influence the world. The new brand is not merely a visual facelift; it's based on our belief that everyone, anywhere and at any time, must have access to communication services to improve and enhance their lives, be it emergency services, medical care, education, social interaction, business, or recreation

The Ripple Effect: Connecting Everyone, Everywhere

Gilat's new brand is a testament to our mission of fostering boundless communications.

Inspired by the boundless connectivity found in nature, our brand draws its essence from the mesmerizing sea ripples effect, symbolizing the ubiquitous and far-reaching nature of satellite communications. The ripple effect serves as a powerful metaphor for the inclusive and pervasive connectivity we strive to provide. With our new brand, we aim to mirror the seamless and widespread impact of sea ripples, ensuring that the right to be connected transcends geographical boundaries, just like the vast expanse of the open sea. Whether it's connecting remote regions, empowering businesses, or enabling seamless communication, Gilat's vision is to create a world where connectivity knows no bounds.

Rebranding is a Journey

The new brand is a visual representation of Gilat's core values, mission, and vision. The logo, color palette, and design elements have been carefully chosen to convey a sense of reliability, innovation, and global reach. It reflects the company's commitment to pushing the boundaries of what's possible in the world of connectivity.

Our rebranding is a journey, and we are excited about the future it holds. Together, we will make a profound impact on the lives of people and organizations everywhere on the planet, and in space, bringing Boundless Communications!

To learn more read [here](#) or contact us at: info@gilat.com