

A new image: what lies behind our identity

After ten years with the same image, PAPIK Group is renewing its corporate identity. In keeping with a value we hold high, transparency, we explain the ideas behind the change.

At PAPIK Group we work continuously to stay abreast of new developments in construction, whether new techniques, new materials or new applications, with a single goal: to build the houses of the future. That same restlessness also shapes the way we communicate. After months of work, we are presenting a new corporate image that breaks with the previous one without abandoning its essence. The decision reflects the changes the company has undergone over the past decade.

Faced with a brand or a logo, the response often comes down to whether people like it more or less. Here we want to go a step further and share the ideas that underpin our graphic identity. Transparency is part of how we understand our work, and extending it to an exercise like this feels natural.

Ten years under the image of an Inuit

The image that represented us for ten years included, above the name, an illustration that not everyone knew how to read: an Inuit rowing a canoe. The reference was not incidental. Papik is a proper name of Inuit origin, and it was the original name of the company's founder.

Beyond that coincidence, the choice had a construction logic. The inhabitants of the Arctic achieve comfort and warmth in a climate as extreme as the polar one. That was precisely our challenge: to raise houses so well insulated that indoor comfort would not be disturbed by the outdoor climate, neither during cold spells in winter nor heat waves in summer. Inuit culture, able to live in extreme conditions, is an example that captivated us and still accompanies us in the new image.

From "Passive Houses" to a new paradigm

Below the name there was a clear description of what we did: passive houses. Today it may seem obvious, but ten years ago hardly anyone knew what a passive house was. Outreach was necessary, and so the concept was part of the brand itself.

Ten years is a long time, and the world changes at speed. Climate change has established a paradigm of climate emergency from which the construction sector is not exempt. New materials, new procedures and legislative updates have brought the sector to the point where we stood a decade ago. Both the industry and society have grown aware of the importance and benefits of building passive houses. High energy efficiency is here to stay, and so we now need to introduce the value of new concepts, just as important or more so: building in a sustainable and natural way.

Building in a sustainable and natural way

It is worth clarifying what building a sustainable house naturally means. Beyond the definition offered by the UN, we are comfortable with the reflections that Andreu Escrivà sets out in his book **Contra la sostenibilitat**, which reach well beyond strictly green sustainability. It is a holistic view, one that encompasses every sphere of society.

That approach translates into comfortable environments, built with very high energy efficiency that adds value not only for our clients but also for the immediate surroundings and the environment in general. We also aim for the process itself to be a comfortable experience for our workers and to reduce waste and emissions. We do this systematically, without artifice, in our habitual way of working and with materials that reach our hands in their natural state. Naturally.

The Inuit heritage in the new logo

At this point, one question may remain open: where is the Inuit inspiration in the new image? It is there, though subtly, and in part that discretion is its virtue. The letters of the new logo draw on the Inuit alphabet, and the combination of some of those symbols shapes much of the brand. The reference is not limited to the logo: it is also present across the rest of our communications.

We devote considerable effort to delivering a quality product, and the same demand guides decisions such as updating the graphic identity. That spirit is what you will recognise in every project, including when we take on an energy retrofit.

A brand does not describe what a company claims to be, but what it does every day. Ours stands for high efficiency, holistic sustainability and a heritage that keeps rowing.