



## ***New HSL Corporate Identity***

*Livingston, Scotland, 1<sup>st</sup> January 2005*

HSL (Hay Systems Limited), one of the leading providers of global mobile messaging services, are pleased to introduce their new corporate brand and identity, which highlights exciting and progressive times for the organisation.

The HSL corporate identity has been updated and modernised with the intention of refreshing the overall image of the company. Combining the reliable and high quality reputation of HSL with a fresh approach to the design, the new identity demonstrates the drive of the company to build and develop its reputation and position within the mobile communications industry. As a key part of the new identity launch, the HSL company website, [www.hslsms.com](http://www.hslsms.com), is the first to have been refreshed with the new branding, demonstrating the new image and approach of the company for 2005.

This new identity signifies an important and exciting phase for the company, with new technical and commercial developments to be announced in the coming months. For further information on HSL and SMS services and solutions available, please contact the HSL Marketing and Sales team on +44 (0)1506 424950 or e-mail [sales@haysystems.com](mailto:sales@haysystems.com).

*Contact –*

Karen Thom / Lynne Girdler

Tel - +44 (0)1506 424950

E-mail – [karen.thom@haysystems.com](mailto:karen.thom@haysystems.com) / [lynne.girdler@haysystems.com](mailto:lynne.girdler@haysystems.com)