



## **SUBWAY® RESTAURANTS REVEALS BOLD NEW LOGO AND SYMBOL**

Milford, Conn., Aug. 5, 2016 – SUBWAY® restaurants, the world’s largest sandwich chain, reveals a bold update to its iconic logo, along with a powerful new symbol designed to bring the brand to life in the digital space.

This is the next step in the evolution of the brand following [menu enhancements](#) and the launch of [SUBWAY® Digital](#) earlier this year. The ability to position the SUBWAY® brand as a delicious, nutritious and affordable choice for today’s discerning consumers, and to reach them across all channels, are essential to these changes.

“We are on an exciting journey to meet the changing tastes of our guests,” said Suzanne Greco, president and CEO of SUBWAY® restaurants. “The SUBWAY brand is recognized throughout the world, and this new look reinforces our commitment to staying fresh and forward-thinking with a design that is clear and confident without losing sight of our heritage.”

The new logo stands up tall, bold and confident, capturing the essence of the brand in a fresh, contemporary look. The core colors have been optimized to live and work across all channels. And the symbol, a new asset for the brand, distills the iconic arrows into a powerful and simple mark. Capturing the essence of the brand in a smaller footprint, the arrows symbolize the choices SUBWAY® provides its guests.

The new logo and symbol, along with additional visual assets, will roll out to all SUBWAY® restaurants, communications, and digital experiences worldwide beginning in early 2017.

### **About SUBWAY® restaurants**

Guests in 112 countries have easy access to a fresh line-up of vegetables for their made-to-order sandwiches and salads at any of the more than 44,000 franchised locations. The company, founded 50 years-ago by then 17-year-old Fred DeLuca and family-friend Dr. Peter Buck, is still a family-owned business with thousands of dedicated franchisees/entrepreneurs in neighborhoods around the world, providing easy access to vegetables, detailed nutrition, dietary, and healthy lifestyle information. This has been a priority for the SUBWAY® restaurant chain for many years. To learn more, visit [www.subway.com](http://www.subway.com). SUBWAY® is a registered trademark of Subway IP Inc.

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