The IDEC logo symbolizes: 1) Connection among people in various settings, support, and innovation, and 2) Business expansion, future growth and being a leader in all things. The blank white letter “I” adjacent to the special IDEC red “I” symbolizes connections among people: coworkers, business associates, and the rest of society. The white and red relationship also symbolizes behind-the-scenes support and innovation. The color gray on the left conveys new opportunities, value creation, business expansion, progress, and IDEC always going one step ahead of the competition through collaborations and partnerships.

The Message In The New Corporate Logo

The IDEC red expresses dynamic action, energy, passion, and speed.

The Corporate Tagline

“Think Automation and beyond...”

We are creating the future of manufacturing. We do not believe that advancement in automation is merely advancement in automation technology. The evolution of automation encompasses the evolution of people-friendly technology and other elements, such as safety features, ease of operation, reliability, and environmental considerations, which add value to the existing automation technology. By advancing all of these elements, we are constantly expanding the possibilities of automation into a new dimension.

The Corporate Color

The IDEC red expresses dynamic action, energy, passion, and speed.

Core Values

Harmony
In Harmony with our co-workers, our customers and society.

Passion
Joy in fulfilling our mission.

Innovation
Take on new challenges and embrace change.

Integrity
Exhibit honesty, fairness and respect at all times.

Commitment
Be the person everyone can count on.