MATHESON continues the evolution of its corporate identity and introduced a new logo in 2010. The definition of this logo is “transparent and clean,” and it is meant to illustrate the seamless integration of state-of-the-art technology with nature. The logo has a transparent look to it, which represents MATHESON’s efforts to operate as a transparent company to its stakeholders and employees, while the shades of blue and green illustrate the importance the company puts on the environment and safety.