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Ceylon Tobacco Company PLC Unveils New Logo

Ceylon Tobacco Company PLC (CTC) announced its new corporate logo today. CTC is one of Sri Lanka's oldest and most respected corporates having been present in the island for over 114 years. It is recognized as one of the most economically impactful corporates, contributing Rs. 110 Bn in excise duties and sales taxes to the Government in 2019 alone.

The change in CTC's logo comes following British American Tobacco Group (BAT), the parent company of CTC, unveiling its new logo in March this year. BAT's new logo, along with the new brand identity, reflects the business today – with an evolved purpose that aims to reduce the health impact of the business.



A CTC Spokesperson said:

“CTC's new logo reflects our business and is aligned to the new logo launched by British American Tobacco earlier this year. For decades, our previous leaf logo served us well as a strong symbol of an entity that is a member of a world-leading tobacco company. However, our purpose has evolved, and our dynamic new logo reflects the company as it is today as well as our journey ahead. The new logo and brand identity will be rolled out across our business in the coming months.”

For more information contact:

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