

New logo for Coface group

On 21 January 2013, the Coface Group rolled out its new brand identity across its 66 companies.



The new brand positioning is based on the strengths of a credit insurer, its expertise in assessing and preventing risks and the solutions provided to companies to protect them against the risk of their clients' financial default, therefore allowing them to develop securely. This is reflected in the new tagline, 'Coface: safer trade'.

"The new visual identity reflects the substantial transformation of Coface over the past two years. Our new tagline expresses our specific added value as a credit insurer and a strong promise towards our clients: safer trade across the world," explains Jean-Marc Pillu, CEO of the group.

Designed by the French agency W & Cie, each component of this identity (logotype, typography, colour range, layout, etc.) has been designed to reflect and support the group's new strategic direction.

The graphic play between the letters 'C' and 'O' in the logo, which meet like two arms, expresses the relationship of trust that the company maintains with its clients. The different colour of the two letters suggests complementariness: the clients of Coface have clients themselves. Lastly, the linkage of the 'C' and the 'O' brings to mind the infinity sign, which anchors the brand in its line of business by alluding to the universe of data and endless possibilities.

In the same way, the iconographic universe, representing the business people that Coface supports, puts the customer at the core of its concerns.

The logotype and graphics are organised around a blue and a bright green. The blue is part of the heritage of Coface, ensuring continuity with the previous logotype. As for the new green, it affirms the uniqueness and modernisation of the group.