



P R E S S R E L E A S E

Bucharest, 21 January 2013

## A NEW IDENTITY AND A NEW TAGLINE FOR COFACE

Since 2011, Coface has refocused on its core business, credit insurance, and has reorganized itself to improve the way it supports its clients in an unstable economic environment. In this spirit, the Group has now taken on a new visual identity and a new tagline: "**Coface for safer trade**". A unique sign of an international brand, the new identity is being introduced from 21 January 2013 in the 66 entities of the Coface Group.

*"The new visual identity launched today reflects the substantial transformation of Coface over the past 2 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**, Chief Executive Officer of the Coface Group.*

### A new brand positioning, symbol of a strong commitment to clients

Coface's 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 what the Group's new tagline reflects: '**Coface for safer trade**', symbol of Coface's strong commitment to its clients.



### A new image for a new ambition

Designed by the French agency W & Cie (Havas Group), Coface's new visual identity is easier and more powerful. Each component of this identity (logotype, typography, color 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 Coface maintains with its clients.

The different color 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.



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

The logotype and graphics are organized 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 modernization of the Group.



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**About Coface**

The Coface Group, a worldwide leader in credit insurance, offers companies around the globe solutions to protect them against the risk of financial default of their clients, both on the domestic market and for export.

In 2012, the Group posted a consolidated turnover of 1.6 BEUR. 4,400 staff in 66 countries provides a local service worldwide. Each quarter, Coface publishes its assessments of country risk for 158 countries, based on its unique knowledge of companies' payment behavior and on the expertise of its 350 underwriters located close to clients and their debtors.

In France, Coface manages export public guarantees on behalf of the French state. Coface is a subsidiary of Natixis whose Core Tier 1 ratio is 10.2% end December 2011.

[www.coface.com](http://www.coface.com)