

Brandimage designs the Carmignac logo and creates the brand's new design landscape.

Paris, November 19, 2015—Brandimage, a leading global consultancy of brand equity architects and designers, announced that it has designed new logo and brand landscape for Carmignac.



Brandimage portrays Carmignac's international ambitions with a new expressive landscape for the brand, a reflection of its iconic potential and reputation.

Founded in 1989 by Edouard Carmignac, the eponymous brand is today one of Europe's leading asset managers. The company is wholly owned by managers and employees, a stable shareholder structure that testifies to its independent spirit.

Carmignac positions itself as an aggressive and creative brand, atypical, unusual and singular. A brand that has forged its own style on boldness, conviction and flexibility.

Carmignac is embracing the spirit of the times and modernizing its image as it looks to the future.

Brandimage has designed a new brand signature for Carmignac. The typeface is an essential element in creating singularity and visual unity. The brand rediscovers all its radiance, intensity and value thanks to Imperial green.

The brand and its markers are stylish and sophisticated. The logo, alongside the new "Risk Managers" baseline, empowers the brand's daring and singular nature.

The symbol, a missile, is also an affirmation of power. It impresses security, readability and effectiveness. With its precise contours it is a strong and emblematic symbol. The brand's identity faithfully translates the precision, stability and control symbolized by Carmignac.

The style system devised by Brandimage adapts perfectly to both corporate and commercial media. Carmignac's independent, autonomous and free style is represented by new media created by the agency. To ensure a coherent and consistent launch, Brandimage has detailed all the design elements and their applications in a style guide.

"Brandimage has perfectly embraced the three-fold challenge we had: internationalize our brand, evolve our style codes created 25 years ago without losing their relevance and take into account the family and therefore the emotional aspect of the brand," explains Ivan Monème, Head of Communication at Carmignac.

ABOUT BRANDIMAGE - DESGRIPPES & LAGA

Brandimage is a global consultancy of brand equity architects and designers. Brandimage creates brands that drive brand performance. Brandimage is part of the brand development group of SGK. SGK is part of Matthews International Corporation (NASDAQ GSM: MATW). For more information visit: <http://www.brand-image.com>.

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