

BALGUERIE, new image

Let's just imagine the future. BALGUERIE is about to unfold its new corporate branding. A low-key design, but which has a lot to say. Deriving its inspiration from the various means of transport. A nod in the direction of our history. Aimed at making things simpler whilst maintaining our DNA. The needle of the compass which signifies control and traceability. The four cardinal points which recall our worldwide coverage. At a slant for speed and precision. Blue like the sky and the seas. A distinguishing mark which is recognised straight away and adaptable. An identity which is innovative, reassuring, easy to understand, modern, cohesive and arrayed with efficiency. And a signature which reveals our ambition.

Enjoy our new image:

[BALGUERIE, new image](#)