

# HAVAS

PRESS RELEASE

Paris, June 13, 2023

## HAVAS REVEALS A NEW BRAND ARCHITECTURE AND VISUAL IDENTITY, MORE IN LINE WITH ITS GLOBAL STRATEGY

*For the first time in 20 years, Havas has streamlined its brand architecture and updated its look, making it more modern, meaningful, and easier to navigate for clients, partners, and talents. The team at Conran Design Group, Havas' leading strategic branding agency, helped realize the project, producing a new, unified brand that is powerful, iconic, and timeless, to better reflect the group's integrated model, and further establish its unique positioning around meaningfulness and entertainment.*



Today marks a defining moment in Havas' almost 200-year history as it unveils a refreshed look and reimagined brand architecture that more clearly tell its story. In line with the acceleration of its strategy rooted in integration, Havas is bringing all Havas branded networks and operating companies under one new, shared brand identity, which will amplify the true nature of Havas: a client-centric, creative powerhouse that is part of the Vivendi Group, at the crossroads of entertainment and communications. Non-Havas branded networks and operating companies will maintain their individual identities but will add an endorsement that clearly links back to Havas.

The refresh kicks off today, June 13, 2023, with Havas' headquarters in Paris and key Havas Villages around the globe, including London, Madrid, Mumbai, and New York, to be rolled out companywide in phases over the balance of the year. The update encompasses all Havas physical and digital branding worldwide, including a new corporate website organized by core services, providing a more client-centric experience.

As one of the six largest groups globally with more than 22,000 people in over 100 countries, a single, modernized, dynamic brand elevates Havas' offer and unlocks value for clients and talent alike. Realized in collaboration with Conran Design Group, the new brand is all about positive upward momentum, expressed visually with a dynamic edge that represents the creativity and forward-looking mentality at the heart of Havas' business.

*"Havas is unique in being the most integrated, meaningful, and entertainment-oriented group in our industry. Our new identity is much more than a logo tweak. It reinforces our difference and gives us a competitive advantage by simplifying our service lines and highlighting our core values. It ensures we are treating our brand as a powerful, meaningful business asset and capitalizing on our integrated approach to deliver seamless communications strategies that exceed our clients' expectations,"* commented **Yannick Bolloré, Chairman and CEO of Havas.**

*"Making the Havas brand a meaningful business asset, meant addressing two fundamental challenges. The first, to improve client-centricity by integrating the brand architecture system and optimising the navigation of services. The second, to make the Havas brand truly distinctive through a new visual identity built around a characterful, modern logotype and signature assets that represent positive momentum. The new visual identity and endorsement system will present all Havas networks and operating companies as 'One Havas', making the group more meaningful as a multiplier that adds value across the portfolio,"* remarked **Thom Newton, Global CEO of Conran Design Group.**

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**About Havas**

Founded in 1835 in Paris, Havas is one of the world's largest global communications networks, with more than 22,000 people in over 100 countries sharing one single mission: to make a meaningful difference to brands, businesses, and people. Havas has developed a fully integrated model through its 70+ Havas Villages around the world, covering all communication activities. The teams of the three business units, Havas Creative Network, Havas Media Network and Havas Health & You, work together with agility and in perfect synergy to offer tailor-made, innovative solutions to clients that support them in their positive transformation. Havas is committed to building a diverse culture where everybody feels they belong and can be themselves and thrive. Havas integrated into Vivendi, a global leader in media, entertainment, and communications, in December 2017. Further information about Havas is available at [www.havas.com](http://www.havas.com).

**About Conran Design Group**

We combine insight-led strategy with the emotive power of great design to help people and businesses thrive. We partner with our clients to create, evolve and activate transformative brands and communications that matter. With teams based in the UK, US and India, we're an integrated part of one of the world's foremost communications networks: Havas, part of Vivendi. For more information, please visit [www.conrandesigngroup.com](http://www.conrandesigngroup.com).