

Press Release

Tamedia with a new brand identity

A new logo, more colour, strong pictures and a new typography: Tamedia renews its identity. The logo is based on the historic typeface of Tages-Anzeiger. Using the claim, «Stay curious», Switzerland's largest media group directly addresses its 5.4 million customers and users. The new brand will be introduced on 17 November 2016 by Tamedia Advertising. The entire media group in Switzerland and abroad will follow from 17 January 2017 onward.

Zurich – Starting in 2017, Swiss media group Tamedia will feature a new logo and a completely renewed brand identity. The logo symbolizes a «T», which is based on the historic typeface of Tages-Anzeiger and also points to the digital future with its style. The «T» is used without the typeface and becomes the sole figurative mark of Tamedia. It stands for the shared values, qualities and goals and connects all media, services and employees.

Using the claim «Bleib neugierig», «Sois curieux», «Stay curious», Switzerland's largest media group directly addresses its 5.4 million customers and users in the country. The typography reflects the ongoing digitisation, as it can be used on all systems and devices. The visual language and the colour scheme support Tamedia's new identity with three fresh, modern colours and show people in their digital daily life.

New logo for Tamedia Advertising by November

The new identity goes hand in hand with the long-announced organisational changes: From November 2016 onwards, Tamedia will support its advertising clients centrally under the Tamedia Advertising brand – and offer all services from a single source. Tamedia Advertising will adopt the new brand as early as 17 November 2016. All other businesses of the media group will use the new branding from 17 January 2017 onwards. The group's new identity will not affect any individual media or brands.

Cooperation with Zurich-based agency Made Identity

The new brand identity has been developed over the past 18 months in close cooperation with Zurich-based agency Made Identity AG. The persons in charge at Tamedia are Pietro Supino, Publisher and Chairman, Christoph Tonini, CEO, Christoph Zimmer, Head of Corporate Communications, and Andres C. Nitsch, Project Manager; Georg Gadiant (Strategy and Consulting), Alexander Weis and Adrian Glatthorn (Design) are responsible at Made Identity.

The new identity will be presented on a separate website: branding.tamedia.ch

Contact

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About Tamedia

Tamedia is the leading private Swiss media group. The digital platforms as well as the daily and weekly newspapers and magazines of Tamedia provide an overview, topic classifications and great selections. The company founded in 1893 employs approximately 3,400 employees in Switzerland, Denmark, Luxembourg and Germany and has been listed on the Swiss Stock Exchange since 2000.

www.tamedia.ch