Beazley Logo

Press Releases

Fresh New Look

Georgina Peters-Venzano • November 30, 2022

Following the unveiling of our new look last month, we caught up with Georgina Peters-Venzano, Beazley's CMO, to hear more about what the new brand represents …

GEORGINA, HOW HAS THE BEAZLEY BRAND CHANGED, AND WHY?

Just like any of us, brands are living and breathing; so they need to be nurtured and invested in to ensure they are still fit for purpose. That's why it's important to maintain an active eye on your brand identity – checking in on what's working, what needs to evolve and what needs to be retired. We've spent time over the last year or so doing just this, and whilst carrying out a brand audit it became apparent that we needed to make changes to both our visual identity and brand assets to ensure they aligned with our corporate strategy and continued to help propel our business forward. The most obvious changes are to our visual identity and tone of voice, which are designed to bring to life the Beazley difference.

THERE HAVE BEEN SOME STRONG VISUAL CHANGES, TOO. HOWEVER, YOU'VE CHOSEN TO KEEP THE PINK, WHY?

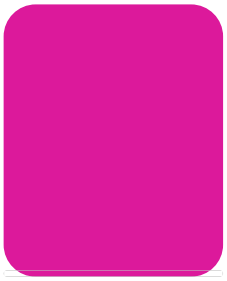
We have! The great thing about our brand was the strength of our unique colours and illustrations – that helped us stand out in our market. Therefore it made sense to keep these strong visual indicators and enhance them by giving them a modern twist to help them work better across digital channels and better reflect our personality.

The most obvious change is to our logo – it's an evolution, not a revolution, and continues to pay homage to our founding fathers, but has been brought up to date. The eagle-eyed amongst you will notice that the line drawings have evolved to convey more energy and personality through the introduction of perspective, a looseness in application and a moving line that engages the viewer.

In essence, these changes are designed to evoke emotions, helping people to more easily connect with us as an organisation.

WHAT SEPARATES BEAZLEY FROM THE CROWD, IN YOUR OPINION?

For me, our difference is summed up in our values – values that we believe in and bring to life in our day to day activities: being bold, striving for better and doing the right thing. Every day across the organisation we have examples of individuals bringing these values to life in the way they deal with our brokers, clients and each other – and it’s our commitment to living up to these values that really set us apart. What really makes a brand truly successful is its’ ability to align what it says with what it does, so that everyone who interacts with the brand has a consistent experience that lives up to its values. I truly believe that we do this.



Georgina Peters-Venzano

Chief Marketing Officer

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