



By Carl Collen

Wednesday 28th June 2017, 9:39 GMT

## CMA CGM unveils new image

Shipping group launches its 'new ambition through a new slogan, a new visual identity and new graphic identity'

**L**eading shipping group CMA CGM is continuing with its recently revealed strategy of 'shipping the future' by unveiling a new brand identity.

"An extraordinary entrepreneurial adventure, CMA CGM is a family business which has become a world leader in just 39 years," said Tanya Saadé Zeenny, executive officer of the group.

"Today it unveils its new ambition through a new slogan, a new visual identity and new graphic identity," she noted. "This new ambition reflects our values of initiative, boldness and imagination, our ability to innovate and our determination to continue the group's development."

The new ambition is reflected in the group's image, with a new logo, the eighth since the company was

founded in 1978. The logo 'exemplifies the power and energy of CMA CGM', according to the company.

There is also a new visual which 'symbolises CMA CGM's values: initiative, boldness, imagination and integrity... it shows the group's energy and ability to innovate'.



CMA CGM's new image poster