



## The Telenco Group presents its new visual identity



**Telenco is reaffirming its ambitions and its uniqueness. The company has a new identity, designed to reflect its boldness and its multidisciplinary approach to telecommunications.**

The customer is at the heart of our ambitions. 20 years after its creation, Telenco can pride itself on being a major player in the French telecommunications market, but also a recognised exporter with deliveries to more than 70 countries around the world.

To achieve its goals and ambitions of working for the development of networks worldwide, Telenco needed a strong brand. This is why it created a new visual identity:

- A new, more modern logo that illustrates our work and dynamism through a studied typography and colours representing technicality, singularity and infinite possibilities.
- More impactful visuals, representative of our know-how, which enhance our identity while conveying a professional and confident image.

This new visual identity is the result of the desire to showcase a company that operates for the implementation and sustainability of networks, while opening up to new development perspectives. We are not drawing a line under the past, on the contrary, we are starting from these fundamentals to create an identity that embodies a visionary project led by a company and its employees, and supported by its partners and customers.

Through this new visual identity, we aim:

- To strengthen our image with our partners. It is a necessary evolution in order to better correspond to our dynamics and to establish our durability in France and internationally
- To assert our positioning: The new visual identity is intended to reflect the changes and major developments of the company. In recent years, Telenco has experienced a significant demand for material and equipment for the installation and maintenance of telecom networks. The Group has also accelerated the development of its global presence and is currently pursuing its internationalisation strategy.

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