

## SFR

### CREATING THE IDENTITY FOR A NEW GENERATION TELECOMMUNICATION COMPANY

Through its merger with Neuf Cegetel, SFR has become the second largest telecommunications provider in France and the leading alternative operator in Europe. We repositioned this new global provider by redefining it as a creative, innovative and reliable brand.

#### WHAT WE DID

Corporate Identity  
Packaging  
Brand Guidelines



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#### CHALLENGE

As a new generation telecom operator with comprehensive offerings such as cell phones, land lines, Internet and television, SFR needed to position themselves with new company values such as audacity, simplicity and ultimately commitment. They wanted to be seen as a true brand leader for cell phones and Internet innovation while establishing trustworthy relationships with customers through simplified offers and great communications. To develop a “client-centric” stance SFR also needed to place the client and their satisfaction at the center of its concerns.

#### SOLUTION

We partnered with the brand throughout its repositioning by:

- Upgrading the logo to increase its sensory appeal and attractiveness.
- Developing of a more ambitious and consistent graphic style.
- Establishing complete brand guidelines across various touch-points, including publications, corporate communications, events and direct marketing; and eventually defining these in both a general graphic chart. Specific guidelines were created for B2B communication under the brand “SFR Business Team.”

From the logo to the graphic style—and even across the Neufbox packaging—the brand’s communication and positioning have been completely renewed.

