1 + 1 = 1?

Brand Merger Case:
Uniting Two Heritage Brands

Markus Bucheli
Head of Marketing & Market Communications

Two strong brands with distinct identities

baloise

+

helvetia

Modern, vibrant brand identity with a contemporary visual identity.

Established, traditional brand presence with strong recognition.

Baloise Logo Transition: The basilisk evolves from historic emblem to modern Baloise signet

01 ORIGINS · 1916 – 1963

Founded in 1863, the basilisk recurs on a 1916 policy and the 1963 centenary letterhead.

02 ABSTRACTION

The detailed figure is progressively reduced to a distinctive geometric signet.

03 BASLER VERSICHERUNGEN

The signet becomes the visual anchor of the corporate logo.

04 BALOISE REBRANDING · OCTOBER 2022

The Group unifies its subsidiaries under one modern brand.

From illustrated basilisk to scalable signet: the visual identity becomes simpler, stronger and easier to use across markets.

Helvetia Brand Evolution: One identity, refined rather than reinvented

01 ORIGINS · 1858	02 CONSOLIDATION · 1961	03 RENAMING · 1989	04 BRAND PROMISE · 2017
Founded in St. Gallen on 6 December 1858, Helvetia builds its identity around Swiss reliability.	Helvetia Transport joins Helvetia Feuer, marked by its flame-triangle emblem; full integration follows in 1974.	After splitting from Helvetia Unfall, Helvetia Feuer becomes Helvetia Versicherungen, modernising its triangle emblem.	The “simple. clear. helvetia.” platform modernises communication while the triangle remains the visual anchor.

helvetia

simple. clear. helvetia

Your Swiss Insurer

Helvetia evolves through continuity: one recognisable symbol, strengthened over decades rather than repeatedly replaced.

The merger announcement marked the start of the Group-wide brand transformation

The announcement of the “merger of equals” between Helvetia and Baloise on 22 April 2025 marked the start of detailed planning for the Group-wide integration. The Branding workstream was established within the integration programme to steer all brand-related topics.

helvetia

baloise

Group Integration Branding Workstream:

- Led the development, alignment and communication of the future brand strategy
- Workstream leads: Markus Bucheli (Helvetia), Marc Hallauer (Baloise)

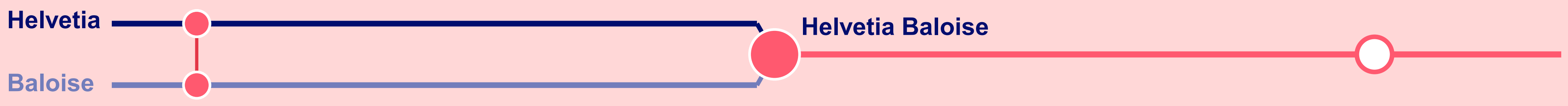
Two companies and two boards before the legal Group merger

BEFORE DAY ONE

TWO COMPANIES · TWO BOARDS

FROM DAY ONE

ONE LEGAL GROUP · ONE BOARD



22 APRIL 2025

MERGER ANNOUNCED

Integration begins

5 DECEMBER 2025

DAY ONE

One group · one Board

Note: the Swiss operating insurance entities merged later, effective 1 July 2026.

Brand transformation in a challenging merger environment

A new identity – not a brand takeover

The merger required the development of a shared brand rather than continuing either existing brand.

Preserving brand affinity

Employees and customers identify strongly with the existing brands.

Merger amid multiple crises

Inflation, geopolitical tensions and other crises increased the demands on the transformation process.

Diverse market conditions

The new brand had to work across different markets and customer contexts.

The key strategic choice is how much existing brand equity to preserve

Creation of
future brand capital

Focus: Repositioning

Utilization of existing brand capital

Focus: Continuity

Brand takeover
One brand is dissolved in favor of another

helvetia

baloise

Dominance strategy
One brand is given more weight

helvetia baloise

baloise helvetia

Brand merger
Both brands are combined

helvetia

baloise

helvetia baloise

balvetia

balvetia

((build on existing branding))

((improve existing branding))

Brand creation
Both brands are deleted

newco

NEWCO

A new shared identity was created by combining the strengths of Helvetia and Baloise

baloise + helvetia

Logo, colours & typography

"Helvetia" wordmark

22 April 2025	5 December 2025	5 February 2026	1 July 2026
Merger announced	Day One – Legal merger	New brand announced	Market launch & new brand identity

helvetia
helvetia
helvetia
helvetia
helvetia
helvetia

Baloise’s logo, color palette and typography create a modern and contemporary brand identity

Typography

This is
Baloise Create
Headline

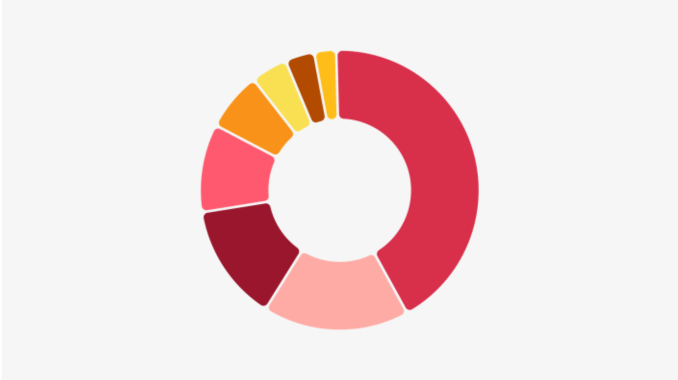
Colours

Imagery

Helvetia Shape

Brand Icons

Graphic Elements



SwissSki sponsorship showcases the flexibility of the Helvetia brand design

5

Our Transformation to One Brand until 2030

2026 **Integrating / merging Units**

- Group (5 February)
- Germany (1 May)
- Switzerland (1 July)
- Spain (Q3/26)
- Asset Management (Q4/26)

2027 **Units without name change**

- Italy
- France
- Specialty Lines Int.

2028 **Units with name change + Austria**

- Belgium
- Luxembourg
- Austria

2030 **Project End**

Process

- Soft Launch Period of 2-3 years per Market Unit
- Project end by 2030

Status

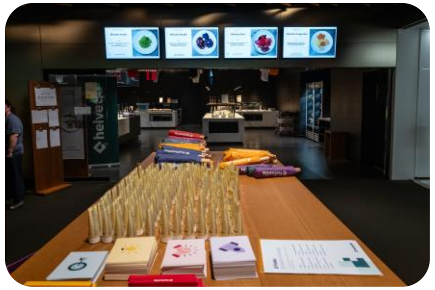
- Germany: Successful brand launch in May
- Switzerland: Brand launch preparations for the sales start in July are on track
- Spain: Preparations for the transition campaign from Caser to Helvetia are in progress
- Asset Management: In parallel to renaming of Baloise Asset Management AG to Helvetia Asset Management AG (expected in Q4, at the earliest from 1 October 2026)
- Other Market Units: Preparations for local rebranding projects, including brand launch campaigns, have started

Employees across Germany and Switzerland celebrated the new Helvetia brand

Brand Day Germany – May 5

Brand Day Switzerland – June 29

Wheel of Fortune


4-Colors-Menu



MUCH Townhall


Concert & BBQ




helvetia
MÖVENPICK