

## Brand aid for Europ Assistance



The Europ Assistance Group has launched a new brand identity designed to symbolise its global strategic plan through to the year 2010. The new identity has been launched in 33 countries where the Group has a Europ Assistance branded company and replaces the former logo which had not changed since 1963. All Europ Assistance communication tools and corporate identity have been redesigned and the Group has launched a totally renovated internet site.

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