

## Mapfre Global Risks unveils its updated brand

The Mapfre Group is experiencing a historic moment. After undergoing an intense internal transformation process, we needed to reflect this evolution in **our brand**. Mapfre's taking a decisive step forward to better project who we are to the world: a human, innovative company that's ready to tackle the challenges of the future.

Mapfre Global Risks specializes in insuring large risks and we're also launching a new corporate image today, aligning our visual identity with the evolution we've executed in recent years.

This change isn't just aesthetic – it's the expression of our purpose, “We care about what matters to you”, and the **values that define us: solvency, integrity, service, innovation, and a multicultural and diverse team**.

**So what's the new identity all about?** Our iconic red has been updated and is now more vibrant and determined, reflecting energy and dynamism. The lowercase logo conveys proximity and modernity, and our clover – a hallmark of our visual identity – has evolved to better symbolize movement, sustainability, and strength. All told, the new image of Mapfre Global Risks that we're unveiling today aligns perfectly with the reality of who we are.

[VIDEO](#)

Thanks for sharing this incredible moment with us!