

## PRESS INFORMATION

**Rebranding completed: FLOCERT launches new logo**

Bonn, 1 June 2026. Today, FLOCERT launches a new company logo and visual identity, the two final elements completing its new brand identity. The logo and visual identity follow last year's update of the company's brand narrative, which reaffirmed FLOCERT's commitment to evolving as an organisation while remaining firmly rooted in the needs of its customers and the Fairtrade mission.

FLOCERT's finished brand identity features the new logo, a new colour palette, new typography, playful visual elements and illustrations, a new website look and feel, and a continued brand promise to support any business in their journey towards ethical and fair global trade. The new visual identity reflects both continuity and progress, providing a more modern and accessible experience for users across all FLOCERT communications.



The logo retains a visual hand element, tipping its hat to its predecessor and denoting FLOCERT's core corporate value "human focus" and collaboration with all of our customers. The new visual element, a check mark, stands for FLOCERT's core operations as a social auditing and certification body, combined with the letter "F" for "FLOCERT". Alongside the new logo, FLOCERT has introduced new brand colours, including a new primary colour: "Deep Iris", a very dark purple. The color mixes dark blue, symbolising reliability, quality, excellence, and trust, with tones of red, representing FLOCERT's human focus and interest in collaboration. The new primary colour offers an improved contrast and readability across digital and print materials.

*"These changes link our heritage to our future. The new logo complements the company's evolution into today's full-service assurance provider,"* said Jens Taubel, FLOCERT's Chief Growth Officer. *"The updated visual identity allows our existing customers to stay connected and upholds trust, while supporting FLOCERT in promoting the full breadth of our capabilities to any new business seeking a strategic partner in their journey toward ethical business transformation."*

To learn more about the new logo, check out the podcast with the brand designer here:

<https://www.flocert.net/flocerts-new-look-podcast-with-the-logo-designer>

and check out the new look and feel throughout our website.

*FLOCERT is a leading global assurance provider. Besides providing sole certification to Fairtrade, FLOCERT offers certification and verification as well as customised sustainability to support companies in their ethical business transformation. With seven international offices conducting business in around 120 countries, FLOCERT specialises in combining global reach with local expertise for its over 6,000 customers. FLOCERT remains mission-driven and dedicated to working with all types of organisations, from small-scale producers to internationally recognised brands, to promote fairness in global trade. As a People and Planet First verified organisation, FLOCERT is proud to be recognised as an enterprise prioritising social and environmental goal.*