



Colas Danmark A/S changes its logo

Press release 13th January 2021

Today, after 53 years with the same logo we're going to change our red rhombus into the Colas Group's yellow colour.

In 2020, we celebrated our 90th anniversary - but we are still adaptable. Since our founding in 1930, we've only had three logos - the present one since 1967 and now it's time for a change.

Colas Danmark A/S is releasing an updated brand identity, which includes a new logo, colours, and font – in consistence with the brand identity of the global Colas Group that we have been a part of since 1995. You'll see the new look anywhere we're out in public, like our website, social media; and very soon you'll see it on our equipment, buildings, and workwear, as well.



International research and knowhow within road infrastructure

We believe the new look matches what we've become: a local Danish company that is also part of a strong international provider of innovative and sustainable products and solutions for the transport infrastructure.

Colas Danmark A/S has benefited from the access to international research and know-how via the Colas Group since 1995. This means, among others, that we can offer the Danish market new innovative and sustainable products which are tested on the international market. The knowledge sharing that takes place across the group's companies all over the world is an inspiration and entails a boost in competencies and development that both Colas Danmark A/S and our employees can benefit from.

"We open the way"

Symbolized by the yellow diamond shape of its logo the Colas brand is well known and well recognized. It is associated with the transport infrastructure segment and it recalls a global network of deeply rooted local companies, and it reflects the strengths and resilience of a global group. The English baseline "We open the way" is the Group's brand signature and a clear reminder of who we are. We created roads as we know them today. Now, we are here to build the mobility of tomorrow. More than ever, it is our job to open the way!

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About Colas: Colas, a subsidiary of the Bouygues Group, has one mission: to imagine, build and maintain sustainable transport infrastructure. Backed by a network of 800 construction business units and 3,000 material production units in more than 50 countries on five continents, the Group's 57,000 employees act locally to connect communities and foster exchanges for today and tomorrow. Colas' ambition is to be the world leader in innovative, sustainable mobility solutions.

In 2019, consolidated revenue at Colas totaled €13.7 billion

Colas Danmark A/S is a subsidiary of the Colas Group. Colas Danmark A/S and its Icelandic subsidiary have activities all over Denmark and Iceland and a workforce of approx. 520 people.

