

Press Release

Cologne, 18 April 2024

New and true to itself. A new brand identity for Haufe Group.

Petershagen Kommunikation, a management consultancy for identity-based communication with headquarters in Cologne, Germany, has developed the new brand identity of Haufe Group together with the Düsseldorf office of design and branding agency MetaDesign (Publicis Group Germany). The content-driven strategy conveys the mentality, culture and values of the group of companies based in Freiburg, Germany and reinforces the umbrella brand.

Haufe Group is a success story made in Germany. Founded in 1951, the family-owned company has successfully achieved the transition from specialised publisher to a leading B2B provider of integrated business and workplace solutions for corporate services. With content, software, training and more than 2,700 employees, the group of companies lends support to more than one million customers in their business development throughout the DACH region, from solo self-employed to the complete range of DAX 40 companies. On its course of transformation and growth, Haufe Group has diversified and developed further: strong individual brands such as Haufe, Haufe Akademie and Lexware have high prominence, but few people know what Haufe Group represents as a whole. This, however, is the decisive factor for the corporate group's future development.

Show who you are. Say what you can do.

Petershagen Kommunikation, in cooperation with partner of choice MetaDesign, is developing a striking brand identity which clearly positions the group of companies and, in terms of marketing and communication, propels it into the future. Based on the corporate strategy, identity-based communication is created that underlines who Haufe Group is and what makes it special. A corporate story forms the basis for the new brand identity which consists of a corporate website, several movies, social media campaigns, an event concept, internal communication and a job portal for potential applicants. Haufe Group's mission statement testifies that "people are what make Haufe Group unique", and, as a consequence, the communication

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focuses on the employees - diverse, genuine and convincing, just like they are. The tonality is clear, warm-hearted and intelligent: Haufe Group says what it does. And does what it says.

MetaDesign is responsible for the new corporate design. The new text branding and design element 'window of the future' characterise the design, which is implemented in the form of a variable diamond and symbolically opens up fresh perspectives. With succinct and concise colours along with distinctive typography, the result is a bold, multi-faceted and powerful holistic image.

"We represent innovation and transformation," states Birte Hackenjos, Chief Executive Officer (CEO) of Haufe Group, on the occasion of the brand launch. "Our new presentation precisely expresses that and shows how we are: strong in character, highly accessible, and at the cutting edge of progress. With us, tomorrow's world of work is not only fashioned and constructed but put into practice."

Jens Petershagen, Managing Partner of Petershagen Kommunikation, adds: "Quality is created when everyone involved works towards one goal. We're proud to have made our contribution to this identity-creating brand presence, and we express our appreciation for the high level of confidence as well as the highly esteemed teamwork."

A new Haufe Group image movie at the centre of the new brand identity.

"Haufe Group supports people in the best possible way for them to work successfully." This statement launches the new Haufe Group image movie which communicates the fundamental mindset of the group of companies. A focus is placed on around 120 employees who attest to the diversity, individual strength and solidarity of the family-run company. A further statement of the highly authentic movie is "solidarity is our key to success." The movie is used internally at Welcome Days for new employees for example, as well as on the website, at career fairs and across social media platforms.

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Internal launch on 10 April 2024 during a hybrid event.

The new brand identity was first shown to around 2,700 employees as part of a hybrid event on 10 April 2024 before the new website went live. See for yourself at www.haufegroup.com.

Responsible for the new brand identity:

Haufe Group:

Carmen Klaeren (Chief Strategy Officer / CSO), Eva Oetinger (Strategic Corporate Brand Manager), Anna Kramer (Corporate Brand Manager), Christiane Ehret (CSO Consultant), Julia Wissler (Communications Consultant), Julia Ilg (Senior Manager Corporate Communications), Theresa Steudel (Copywriter), Jürgen Spiegel (Chief Human Resources Officer / CHRO), Gabriel Lehmann (Team Leader Talent Acquisition Management), Jennifer Weisenhorn (HR Marketing Specialist), Janosch Fechner (Team Leader Creation), Marco Lay (Team Leader Online Business Services)

Petershagen Kommunikation:

Christin Kaiser (Consulting), Jens Petershagen (Strategic Consulting), Melinda Schafstein (Producer), David Becker (Project Management), Susanne Karbe (Project Management) in cooperation with Peter Hirrlinger (Creative Direction & Text), Dagmar König (Creative Direction & Text), Stefanie Reeb (Creative Direction & Design), Otilia Vakej (Creative Direction & Design)

Movie production:

Wolff Brothers, Munich. Director: Stefan Pfeil

MetaDesign, Düsseldorf:

Arne Schmidt (Creative Director), Andreas Fachner (Strategy Director), Marcel Coulon (Client Partner) and Diana Brix (Managing Director)

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About Haufe Group

Haufe Group is a leading B2B provider of integrated business and workplace solutions. The family business supports people and companies in their business development and in successfully shaping transformation processes. With content, software and training. The family-owned company based in Freiburg im Breisgau, Germany, is broadly positioned to support customers on their own path into the future with a wide range of solutions. Haufe Group currently employs around 2,700 people at twelve locations. Haufe Group's best-known brands include Haufe, Haufe Akademie and Lexware. Over one million customers from the DACH region rely on the services of Haufe Group - from solo freelancers to all DAX 40 companies.

About Petershagen Kommunikation

Petershagen Kommunikation is a management consultancy for identity-based communication. Founded in 2008, Petershagen Kommunikation is primarily commissioned by mid-sized companies and family-owned businesses in transformation situations. The focus of its strategic consultation services is a systematic analysis of identity and marketing-based areas of action derived from this. Customers of Petershagen Kommunikation come from highly diverse sectors such as automotive, energy, waste disposal, recycling, the food industry, traffic, commerce, insurance, law offices, consultation companies and the hotel industry, and mainly in Germany and German-speaking countries abroad.

www.petershagen-kommunikation.de

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