



Press release

Green launches its new corporate identity

The new, colorful corporate identity communicates the range of versatile, holistic solutions and long-term vision that enable the company to lead its customers into the digital future.

Lupfig, 1st February 2021 – The new corporate image of green.ch AG and Green Datacenter AG has now been launched under the Green brand on all media channels. It embodies a diverse portfolio of offerings for private households, companies and partners, which are pooled together on the joint website www.green.ch.

The new corporate design reflects the values on which the company is based. With creativity and expert know-how, as well as with co-creation within the team and together with business partners, Green pledges clever solutions that lead to a sustainable future. The company also aims to increase recognition as an employer by focusing on creative freedom and an atmosphere of mindful cooperation.

With its pledge “We help you to evolve and are shaping the digital future. Today.”, the company sets out to inspire its customers to move forward. This self-assured message is also expressed visually in the new corporate design. The imagery is colorful and multifaceted – just like the company. The redesigned logo features a dynamic, 3-part image element and clear-cut, modern typography. The logo’s color has also changed. To reflect the vision of using technology to ensure a more sustainable future, the color scheme merges together blue (which represents technology) and green (representing sustainability) to create the logo’s new hue.

“With our new corporate design, we demonstrate that we put great energy, passion and pioneering spirit into developing innovative solutions. This makes us the ideal partner for our customers. A partner who values cooperation and trust. A partner who also takes advantage of opportunities to implement new ideas so that we can lead our customers into a colorful digital future,” explains Green CEO Roger Süess.

Images available for download.



About Green

For more than 25 years, Green has played an active role in shaping Switzerland's digital future. During this time, the company has transitioned from an internet pioneer into the leading Swiss digital services company. Green operates modern data centers, develops comprehensive cloud and network solutions for companies and, in addition to smart internet subscriptions with TV and telephony, also offers solutions in the area of security and team-working applications (collaborations).

With the construction of a new data center campus, which focuses on sustainability and energy efficiency, Green is investing more than 500 million Swiss francs in the digital location Switzerland.

Further information is available at www.green.ch

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