

# Sefas adopts a new graphical identity.

**Bristol, September 19<sup>th</sup> 2019 – Sefas adopts a new graphical identity, reinforcing our alignment within the Docaposte Electronic Business Solutions arm.**

## Why blue?

The new identity uses the Docaposte chart, updated in January 2019 (see the [press release](#)). The blue colour in the logo and subsequent documentation is a representation of our membership within the Docaposte group. Adding onto this, the digital bluebird has also been adopted into the logo – a symbol of Groupe La Poste resonating through each of its' subsidiaries.

This change was initiated jointly in April 2018 by the teams of the Directorate of Communication, the Brand La Poste and those of Docaposte, accompanied by the agency *Brandimage* (who discovered the new identity of La Poste). This in-depth work on values and the identity will accompany Docaposte's new strategy, but also improve the readability, visibility and power of the commercial brand of Docaposte in order to make it the reference for La Poste's digital transformation in the market.

## About Sefas

Sefas is a leading provider of software for creating, producing and managing personalised customer communications. Sefas software suite allows users to create, transform and enhance customer-facing documents, across multiple channels, including print, email and SMS, with real time tracking and interactive management.

Sefas solutions are used by many of the world's leading outsourcing businesses to enable a quick and easy migration path for new volumes; by marketers to improve visual impact through trans-promotional messaging; by public bodies to control communication and improve correspondence; and, by many of the largest financial companies and FTSE 100 companies to produce complex, high-volume and mission critical transactional documents.

Sefas is a business unit within Groupe La Poste and has supported the evolution of personalised correspondence and the transformation of customer communications for more than 20 years. Learn more about Sefas at [www.sefas.co.uk](http://www.sefas.co.uk).

**If you publish an article about our company or solutions, we would be grateful if you could send a copy to the address below.**

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