

PRESS RELEASE

Agoseguro presents its new corporate identity: an evolution that embodies closeness, modernity, and technical rigour

- **As part of this evolution, Agoseguro has refreshed its visual identity with a new logo and launched a renewed brand strategy: “Protecting what unites us”**

Madrid, 15 October 2025 Agoseguro has unveiled its new corporate identity, marking a step forward in the company’s evolution and reaffirming its commitment to the sustainable development of the primary sector. This new image is grounded in the core values that define Agoseguro’s work and reflects its mission—highlighted by the company’s president, Ignacio Machetti—to ensure “the continuity, strength, and development of the primary sector through the design and management of agricultural insurance across the country, fostering a responsible future for coming generations.”

The redesigned identity aims to bring the brand closer to the market and enhance its adaptability in digital environments. The new logo represents an evolution of the previous one, featuring rounded shapes and a lowercase typeface that convey trust, passion for agriculture, and modernity.

agoseguro

Green remains the brand’s primary and distinctive colour, accompanied by blue, red, yellow, and brown as secondary tones. Together, these colours reflect the diverse shades of nature, capturing the vibrancy and richness of the Spanish countryside.



Protecting what unites us

This visual renewal forms part of a broader brand strategy developed over more than a year of collaboration with the key stakeholders in Spain’s Combined Agricultural Insurance system. The outcome is Protecting What Unites Us, a brand narrative that encapsulates Agoseguro’s purpose: “to protect the value of the countryside through solutions that offer confidence, security, and stability to farmers and livestock breeders.” This same purpose inspires the new advertising campaign -which underscores Agoseguro’s role as the first line of protection for the primary sector—supported by a committed, experienced, and technically skilled team, and by an efficient internationally recognised for its quality.

Beyond its focus on accessibility and modernisation, Agoseguro also reaffirms its dedication to technical rigour, one of the pillars on which its reputation has been built. The new identity reinforces rather than replaces the precision, reliability, and transparency that define its management, integrating these qualities into a more approachable and engaging narrative.

The “Protecting what unites us” campaign was launched today alongside the new corporate identity and will serve as the cornerstone of Agoseguro’s communication strategy in the years ahead.



Agoseguro

Spain’s Combined Agricultural Insurance system provides coverage for the agricultural sector against losses in crop and livestock production caused by various natural and accidental events. Increasingly extreme and unpredictable weather conditions, and their harmful impact on harvests, underscore the importance of agricultural insurance as a vital tool for protecting farms and ensuring their resilience in the face of adversity.

All Agoseguro press releases are available at: <https://agoseguro.es/sala-de-prensa/>

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