Spain: Cajamar standardizes the Group corporate logo

The twenty Cajamar Cooperative Group entities have decided to unifies its brands to reinforce their common identification reference to customers, investors and markets. Each entity will retain its own name and trademark to its customers.

Cajamar has begun the journey of a new logo, "who wants to make clear what we are: cooperative and social banking", as reported. This decision has already started to be implemented in the buildings housing the headquarters of Cajamar and Central Services Cooperative Credit Bank, as well as the web of entities. Gradually, the new corporate image will also be displayed in brackets branches showing new commercial campaigns in the first quarter.

Then, gradually, it will apply in the new office openings and reforms, and further in the coming months, it will spread to the entire network of branches throughout Spain.

Cajamar Cooperative Group was established in 2009 and following integrations and mergers carried out in recent years, is currently made up of 19 rural banks and Cooperative Credit Bank, which acts as the parent.

Source: Cajamar