

Press release

New logo concept marks a new era for SEFE and its group of companies



[Berlin, 11.10.2022] SEFE Group makes another step towards the future with its presentation of new logos. Along with SEFE GmbH, SEFE Marketing & Trading, SEFE Energy, SEFE Mobility and SEFE Switzerland continue to build their new brand identity after renaming this summer.

Our new logo signifies our identity and mission in the energy markets, to source and to supply gas and other energy carriers now and for the future. Our core mission – encapsulated in our name – is to Secure Energy for Europe (“SEFE”). This is a powerful and bold statement of intent and action.

SEFE leverages its sophisticated capabilities to ensure reliable energy flows. We span oceans and continents to reach customers with our supply of gas, steering a path towards a sustainable energy future.

The icon in our logo – a gas flame transitioning into a leaf – symbolises the evolution of our business to deliver a low carbon economy.

The blue colour reflects our reputation as a trusted and reliable partner that fulfils its promises across society. The green stands for our aspiration of renewal and growth.

“The introduction of our logo marks a new era for the SEFE Group of companies. This not only reflects our commitment to being a reliable partner in the current energy crisis, but also our promise to play a leading role in steering a path towards a sustainable energy industry”, explains Dr Egbert Laege, CEO of SEFE Group.

SEFE Group companies that have not been renamed will retain their existing brand.

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