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PRESS RELEASE

Teréga and Babel win gold at TOP/COM for the creation of the Teréga logo

The “Teréga” brand, designed with the Babel firm, brings home the 2019 TOP/COM gold prize in the design section, “Logo Creation” category, at the 2019 Corporate Business Awards Show. Selected by a jury of experts and industry professionals, the TOP/COM Awards recognise each year the best initiatives in the field of corporate communication.

At the end of 2017, TIGF, top player in the gas transport and storage sector, decided to enlist the Babel firm in order to revamp its brand identity and proclaim its mission with regard to the energy transition.

On 30 March 2018, TIGF thus became “Teréga”, a name with a powerful sound, modern and easy to memorize. It evokes the countries in which the company operate, the systems it develops and, of course, gas, a key energy of the energy transition. This new Teréga brand illustrates its roots in South-West France, its industrial expertise and, finally, its stance on the central role of gas in the energy models of today and of tomorrow. Backed by a modern, refined visual identity—a horizontal line around which energy flows circulate—the “Teréga” brand is now a major asset for the company and is appreciated as much by employees and by external stakeholders. See what people are saying about the award:

Dominique Mockly, Chairman and Managing Director of Teréga: *“We are very proud of this award, which we dedicate to all 600 employees at Teréga, who embraced this new brand very quickly and who are now its first ambassadors”.*

Juliette Mutel, Deputy Managing Director of the Babel firm: *“This TOP/COM award recognises a very virtuous collaboration between Teréga and Babel, which resulted in a beautiful brand that reflects the company’s identity and its commitments to the energy transition”.*

This new identity is mirrored in the signature “Gas, accelerator of the future”, quite simply because it is this belief that drives the company and its leaders to build the future world of energy.

About Teréga

Established in South-West France, at the crossroads between major European gas flows, Teréga has shared exceptional know-how for over 70 years in the development of gas transport and storage infrastructure. Today, it continues to develop innovative solutions to overcome the major energy challenges facing France and Europe. A true accelerator of the energy transition, Teréga operates over 5,000 km of pipelines and 2 underground storage reservoirs representing 16% of the French gas transport network and 24% of national storage capacities. In 2017, the company generated revenues of €471 million and had more than 580 employees.

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About Babel

Babel was created in 2012 out of a desire to establish a firm of excellence in the creation and promotion of powerful brands. Since its creation, Babel has continued to meet high market expectations by offering, for the first time, an effective integration of the various aspects of communications. It quickly became the first independent global firm in France with €18 million in gross profit and 200 employees.

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