



Press release

New brand identity for BKW

The companies of the BKW Group are moving closer together under a single brand

Bern, 17 September 2026

Today, BKW launches a new brand architecture and a new visual identity. This brings the companies of the BKW Group closer together and gives them a stronger profile as part of BKW. The single identity will make it easier for customers to recognise the wide range of services on offer in the fields of energy, buildings and infrastructure. At the same time, it will reduce the complexity of the existing brand landscape.



CEO Robert Itschner is pleased with BKW's new brand identity.

Once a traditional energy supplier, BKW has evolved into an international energy and infrastructure company in recent years. Today it combines extensive expertise in the fields of energy, buildings and infrastructure. BKW's "Solutions 2030" strategy pursues the goal of creating added value for customers along the entire energy transition value chain. This development is now reflected in the Group's branding.

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A single brand for the BKW Group

Going forward, the focus will be on one strong BKW umbrella brand. It will consolidate the diverse expertise of the Group and provide clarity both internally and externally. At the same time, the brand structure is being simplified, by linking the BKW umbrella brand more consistently with the names of the individual companies. Each company will retain its own identity while highlighting its affiliation with the BKW Group.

“The energy transition requires solutions that integrate energy, buildings and infrastructure. That’s exactly what BKW stands for,” says Robert Itschner, CEO of BKW. “The new brand identity presents a clearer picture of the elements that make up BKW and our combined expertise as a Group. At the same time, the single identity will help us become simpler and more efficient.”

New logo symbolises connectivity and progress

BKW is also changing visually. The three letters BKW are at the heart of the new logo, while the previous orange square will disappear. The linked letters evoke the idea of a more cohesive BKW Group. At the same time, the design points the way forward and expresses the Group’s intention to play an active part in shaping the future. Orange remains BKW’s defining colour and will play an even greater role in its new brand.



“Our new identity encapsulates something we want to emphasise in the future: wherever BKW is involved, BKW should be visible,” says Martin Schweikert, Chief Communications Officer at BKW. “This will provide greater clarity for our customers while also simplifying our identity as a Group.”



One BKW for over 12,500 employees

The BKW umbrella brand is designed to promote greater cohesion among BKW's workforce of over 12,500 employees. The companies in the Group will remain close to their respective markets, but their affiliation with BKW will be more visible. Having grown over time, the brand landscape is being gradually streamlined.

"More than 12,000 people work for BKW in a wide range of professions and companies," says Manuela Wendland, Chief Human Resources Officer. "Rather than standardising this diversity, the common brand aims to strengthen our sense of belonging."

Fewer brands, less complexity

The BKW Group has grown significantly in recent years – and so has its portfolio of brands. Currently, more than 110 different brands are in use within the Group. This brand landscape is now being streamlined. Fewer individual brands and more consolidated activities will reduce duplication and simplify marketing and communication processes. This will result in significant cost savings.

The new brand identity will be introduced gradually and with careful use of resources. Locations, vehicles, communication tools and other touchpoints will be adapted in the course of regular renewal cycles wherever possible.

Would you like more images of the new BKW brand identity? Contact the Media Relations department at media@bkw.ch.

BKW

The BKW Group is a Bern-based international energy and infrastructure company, employing over 12,500 people. Its company network and innovative technologies enable it to offer customers a full range of skills in the areas of infrastructure, buildings and energy. The Group plans, builds and operates infrastructure to produce and supply energy to businesses, households and the public sector, and offers digital business models for renewable energies. Today, the BKW Group portfolio includes everything from engineering consultancy and planning for energy, infrastructure and environmental projects to integrated services in the field of building technology, as well as the construction, servicing and maintenance of energy, telecommunications, transport and water utility networks.