

# Orbis Unveils New Brand Identity to Drive Future Growth

7 months ago



[Orbis](#), a leader in protection solutions for property, people, and assets, is proud to announce the launch of its new brand identity. This rebrand marks a significant milestone, reflecting the company's growth, strategic direction, and commitment to delivering tailored, innovative solutions for its customers.

## Protecting What's Valuable

The refreshed brand embodies Orbis's mission to minimise risk by protecting what's most valuable to its customers. This concept is at the heart of the new branding, uniting all parts of the business under a shared vision and strategy.

Ben Howard, CEO of Orbis, commented: "Our new brand reflects who we are today: a customer-centric organisation with market-leading credentials and a strong focus on innovation. Centred on 'Protect what's valuable,' our look may have evolved, but our values and commitment to our customers remain unchanged. We're excited to continue driving the future of our industry together."

## Evolving Together: A New Era for Orbis

As part of its long-term growth strategy, Orbis continues to enhance its capabilities and expand its service offering through technology development, investment in our people and strategic acquisitions; by integrating businesses that align with its values and expertise, Orbis is strengthening its ability to provide comprehensive protection solutions across a broader range of industries and geographies. This rebrand reflects the company's evolution and positions it for future expansion while maintaining its core commitment to delivering trusted, innovative solutions.