

AKA presents new brand identity

„We finance future. Worldwide“

Frankfurt/Main, 5 December 2025. AKA Ausfuhrkredit-Gesellschaft mbH, Frankfurt/Main, is presenting itself with a revamped brand identity starting today. At the heart of the relaunch of the specialist bank for international trade and export financing is the new slogan "We finance future. Worldwide," complemented by a modernised word and design mark and a new key visual in various colour gradients. The Frankfurt-based brand agency GABC GmbH is responsible for the concept and implementation.

The new brand identity strengthens AKA's positioning as a reliable and forward-looking partner for international export and trade financing. The visual language follows three brand attributes: partnership, pioneering and openness. The logo and claim are designed to be clear, concise and recognisable in an international context. The guiding principle is a wave of momentum that stands for connection and movement and focuses on people, companies and sustainable global projects.

‘With the relaunch, we wanted to create an identity that both highlights AKA's decades of expertise and its future orientation – both locally and globally. The claim “We finance future. Worldwide” succinctly summarises this ambition. In the new visual system, we combine clarity and openness with a design language that works internationally,’ says **Professor Gregor Ade**, head of the brand agency GABC.

Marck Wengrzik, Chief Executive Officer of AKA, adds: ‘Our new brand identity reflects our values and our commitment to acting in a spirit of partnership, pioneering and openness. It clearly shows what we have stood for for over 70 years and how we finance and support future projects worldwide.’

AKA is introducing the new brand across all relevant channels: website, social media, business stationery, publications and at customer and investor events. The aim is to create a consistent, recognisable image that emphasises cooperation with banks, exporters and international partners.

About GABC

The renowned agency GABC GmbH, based in Frankfurt am Main and Berlin, is responsible for the concept, design and implementation of the new logo and corporate design. GABC oversaw the entire process, from strategic positioning, brand identity and website design to the development and production of all media. More about GABC: www.gabc.partners.

About AKA

AKA Ausfuhrkredit-Gesellschaft mbH, based in Frankfurt/Main, is one of the leading financial institutions for international export and trade financing. Founded in 1952 by a consortium of state and private banks, AKA now has 17 shareholders. Around 190 employees work in the heart of Frankfurt city centre on financing solutions for future projects worldwide, with a focus on emerging markets. As a complementary institution to the banks, AKA finances and supports companies from all sectors and, in close cooperation with European export credit agencies (ECAs), assists them in entering international markets. Its service portfolio includes ECA-covered financing, structured financing, FI desk transactions, syndicated loans and, since 2025, the business area of acquisition finance & midcap loans. AKA is committed to responsible and sustainable economic activity. Its activities are based on the 17 United Nations Sustainable Development Goals (SDGs), the European Green Deal targets and the goals of the Paris Climate Agreement.

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Image and material service

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