

Korus Group unveils its new brand platform and launches a bold communication campaign

Korus Group, a key player in the creation of professional spaces, reveals its new brand platform. This move is part of a bold strategy to sharpen its positioning and strengthen its identity. The goal: confirm its role as a go-to partner for performance-driven organisations.

A renewed vision to turn space into a growth lever

In 2025, Korus Group makes its ambition loud and clear: turn professional spaces into real drivers of growth. The Group champions a clear and assertive vision—designing work, retail and hospitality environments that support organisations through change and performance challenges.

Fuelled by its core values—Commitment, Boldness, Sharing—Korus Group adopts a holistic approach that puts People, Buildings and the Environment at the centre of the conversation. These three dimensions are not just cost centres. They are strategic levers. And major opportunity zones.

“This new positioning gives us the means to grow our brand and stand out in a highly competitive market. We make a clear commitment: to turn professional spaces into a catalyst for positive transformation—spaces that attract and retain talent, enhance working conditions, deliver standout customer experiences, accelerate energy transitions, strengthen brand identity and boost real estate value,” explains Charles Marcolin, President & Founder of Korus Group.

A logo that reflects our vision: rooted, transformative, impactful

As part of this brand evolution, Korus Group updates its logo to better reflect its ambition and positioning.

While keeping its historical markers, this new logo expresses the strength of an international group offering end-to-end expertise—from consulting to space management.

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PRESS RELEASE

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“With 17 locations in 8 countries, our international reach is a key asset. It guarantees our clients reliability, consistency and excellence—everywhere. The word ‘Group’ says it. The ‘K’ embodies it. It’s a symbol of acceleration and transformation—a force in motion that turns space into a lever for impact and performance,” explains Anne Fuynel, Marketing & Communications Director.

*“Just like our new signature: short, sharp, international and packed with meaning—**Changing spaces. Transforming businesses.**”*

A punchy campaign: *This is not a square meter*

To illustrate this new momentum, Korus Group launches a bold communication campaign with a provocative tagline: *This is not a square meter*.

Three striking visuals shake up the industry’s usual codes by plunging the viewer into botched customer experience scenarios. Through humor and contrast, they highlight what happens when space is designed as a surface instead of a tool for experience.

The message? Every square meter *can* and *must* become a lever for performance, meaning and experience.

“We need to break the rules, challenge perceptions and shift the way we see professional space. A square meter isn’t just a surface—it’s an opportunity. A place for talent to thrive, for brand stories to grow, for environmental change to accelerate. With this campaign, we want to challenge the norm and open new perspectives on how space drives transformation,” adds Charles Marcolin.

A bold, visual campaign rolled out across digital and print platforms.

About Korus Group

A creator of professional spaces, Korus Group advises, designs, builds, furnishes, and maintains your work, retail, and reception environments. Our ambition? To make your new spaces a driver of positive transformation for your company. Korus Group continues its role as a general contractor with a strong focus on larger-scale projects.

Korus Group in numbers: 17 locations - 8 countries / 250 employees / 63% of its revenue generated in France / 500 projects completed per year / Core values: commitment - boldness - sharing.




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A man with brown hair and a beard, wearing a white bathrobe, is looking directly at the camera. He is holding a slice of toast with red jam in his right hand. In the foreground, a white plate with another slice of toast is visible. The background shows a bathroom setting with a towel rack and a sink.

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A close-up photograph of an elderly woman with short, wavy white hair and red-rimmed glasses. She has a wide-eyed, surprised expression. She is wearing a brown and black patterned sweater. In her hands, she holds a thick stack of Euro banknotes, with a 100 Euro note clearly visible. The background is blurred, showing other people in a public space, possibly an airport or train station, with an ATM visible on the left.

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