

Press Release

Identity First: Beta Systems Reveals New Brand Identity for Garancy

Berlin, April 14, 2026 – Fresh, emotional, confident: German software manufacturer Beta Systems is presenting a new look for their identity management brand Garancy. Bright colors, modern prism patterns, and an iconographic logo strengthen the brand's recognizability – in line with the motto "Identity first."

Backdrop to the brand relaunch is the increased importance of identity management in the market. Mirko Minnich, COO and Member of the Board at Beta Systems: "For companies – whether SMEs or enterprises – automated identity management is no longer a 'nice to have', but an essential part of their IT infrastructure. We are responding to this: The redesigned Garancy brand now expresses its uniqueness in the market with its own visual aesthetic."

A Design with Personality

With its new corporate design, Garancy stands out in the technical software environment. The straightforward typography, modern imagery with a glassy look, and a color combination of anthracite, yellow, and lilac create a style that clearly communicates messages and is emotionally appealing at the same time.

The logo has also been redesigned: The new star-shape symbolizes Garancy's huge connection flexibility. A wide variety of standard connectors enables seamless integration into all existing target systems.

Strong Look, Strong Attitude

Andreas Kröber, Executive Vice President IAM, explains that "Identity first" not only expresses a core idea of cybersecurity, but also voices the claim of the Garancy brand: "For us, it means that we have personality, character, and attitude – and we show it. It describes our great strength at Garancy as a leading software manufacturer from Germany: individual customer service and partnership-based cooperation."

Newsletters, press releases, and mailings from Garancy will from now on appear in the new corporate design. The same applies to digital communication on the website www.garancy.com, on social media accounts, and in print and online advertising materials.

The new brand identity was developed and implemented in collaboration with the Hamburg-based design agency formvermittlung.

About Garancy

As part of the product portfolio of Beta Systems Group, a German software provider with over 40 years of experience in developing complex IT solutions, Garancy automates the management of digital identities, roles, and access rights – eliminating manual processes. This minimizes security risks, saves time and resources, and helps companies comply with regulatory requirements in an audit-proof manner.

Whether SME or enterprise – with Garancy, companies remain in control. Software and support originate from Germany and offer security in accordance with strict EU standards. The identity management software is available with exactly the same features for the cloud or on-premises.

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