



**Revolutionize e-design. Accelerate electrification.**

## **Powersys unveils new brand identity reflecting company's transformation**

Le Puy-Sainte-Réparate, October 27<sup>th</sup>, 2022.

Powersys unveiled a new brand identity reflecting the company's transformation of culture and a redefined strategy, which is focused on accelerating electrification of EV and Grid applications.

The new identity was unveiled during the company's two most significant events of 2022: an Advanced E-motor Design Conference held in Nice, France on September 27-28 and in Los Angeles, CA, USA on October 20-21. At both events, various marketing collaterals such as banners, badges, programs, apparel, goodies and brochures were distributed to attendees with the new logo and colors.

### **Initial elements of Powersys' brand evolution include:**

**New logo:** as a representation of the company, people and brand, the new logo is agile, dynamic and modern.

**New brand colors:** to remain consistent with our company philosophy, the new of colors are limited. Primary colors of white and black represent modern simplicity. Complimentary colors - electric blue, green, and grey - were selected, representing our electrical DNA and allow us to energize our communication with our valued clients.

**New tagline:** Revolutionize e-design. Accelerate electrification.

Better than words, please see this [short video](#) that illustrates our exciting transformation.

### **About Powersys**

Powersys revolutionizes e-design, accelerates electrification.

We are a global electrical engineering software and services provider, offering fully customized solutions to accelerate the design of Power Systems.

For 20 years, we have delivered our solution to more than 2500 customers in over 80 countries, enabling our clients to solve their most complex electrification challenges in EV and Grid.

Our solution includes electrical engineering expertise, simulation software and power computing.



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