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Meet the New Logitech

A Company with Design at Its Core

NEWARK, Calif.--(BUSINESS WIRE)-- Today Logitech (SIX:LOGN) (NASDAQ:LOGI) revealed its biggest brand transformation in its history. Building on its heritage as a technology company, Logitech has placed design at its core. It is crafting a portfolio of products that go beyond PC peripherals, to products that have a place in every aspect of your daily life. This brand reflects the company's reinvention, with a colorful new attitude and a re-imagined logo. You'll even see a new label for our latest product categories: Logi.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150708005372/en/>

[Tweet now](#): Meet the new @Logitech. Logitech unveils its biggest brand transformation since its founding. More on this #news: <http://logi.ly/logi>

Since 2013, Logitech has been working behind the scenes on reinventing the company, shaking things up culturally and through its product innovation. Its latest products are an outward expression of these changes, and moving forward Logitech is also bringing new life to its brand identity. Expect bold colors and simple designs to make their mark across Logitech.com, social media, on packaging and in-store displays over the coming year.

"We've been reinventing Logitech, creating products that strive to blend advanced technology and design to bring you amazing experiences," said Bracken Darrell, Logitech president and CEO. "We've built a world-class design team, led by chief designer Alastair Curtis. We're putting Design at the center of everything we do. Our approach to Design goes beyond the classic definition. Design to us is the combination of advanced technology, business strategy and consumer insights. Our products have come a long way, and now it's time to bring the brand forward too."

As part of the brand reinvention you will begin to see the name Logi on select products in existing categories, and expect some twists and a few surprises in new categories.

"Logitech has undergone huge changes, so we've created an identity that is an expression of who we are today and who we will be moving forward," said Alastair Curtis, chief design officer at Logitech.

"A company transformation of this magnitude should come with an equally bold transformation of its brand."

If you have questions or for more information, please visit Logitech.com, our [blog](#) or connect with us on [Facebook](#).

About Logitech

Logitech designs products that have an everyday place in people's lives, connecting them to the digital experiences they care about. Over 30 years ago Logitech started connecting people through computers, and now it's designing products that bring people together through music, gaming, video and computing. Founded in 1981, Logitech International is a Swiss public company listed on the SIX Swiss Exchange (LOGN) and on the Nasdaq Global Select Market (LOGI). Find Logitech at www.logitech.com, the [company blog](#) or [@Logitech](#).

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Logitech
Jessica Monney
1-510-713-5830

jmonney@logitech.com

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