



logility

Brand

Refresh Logility



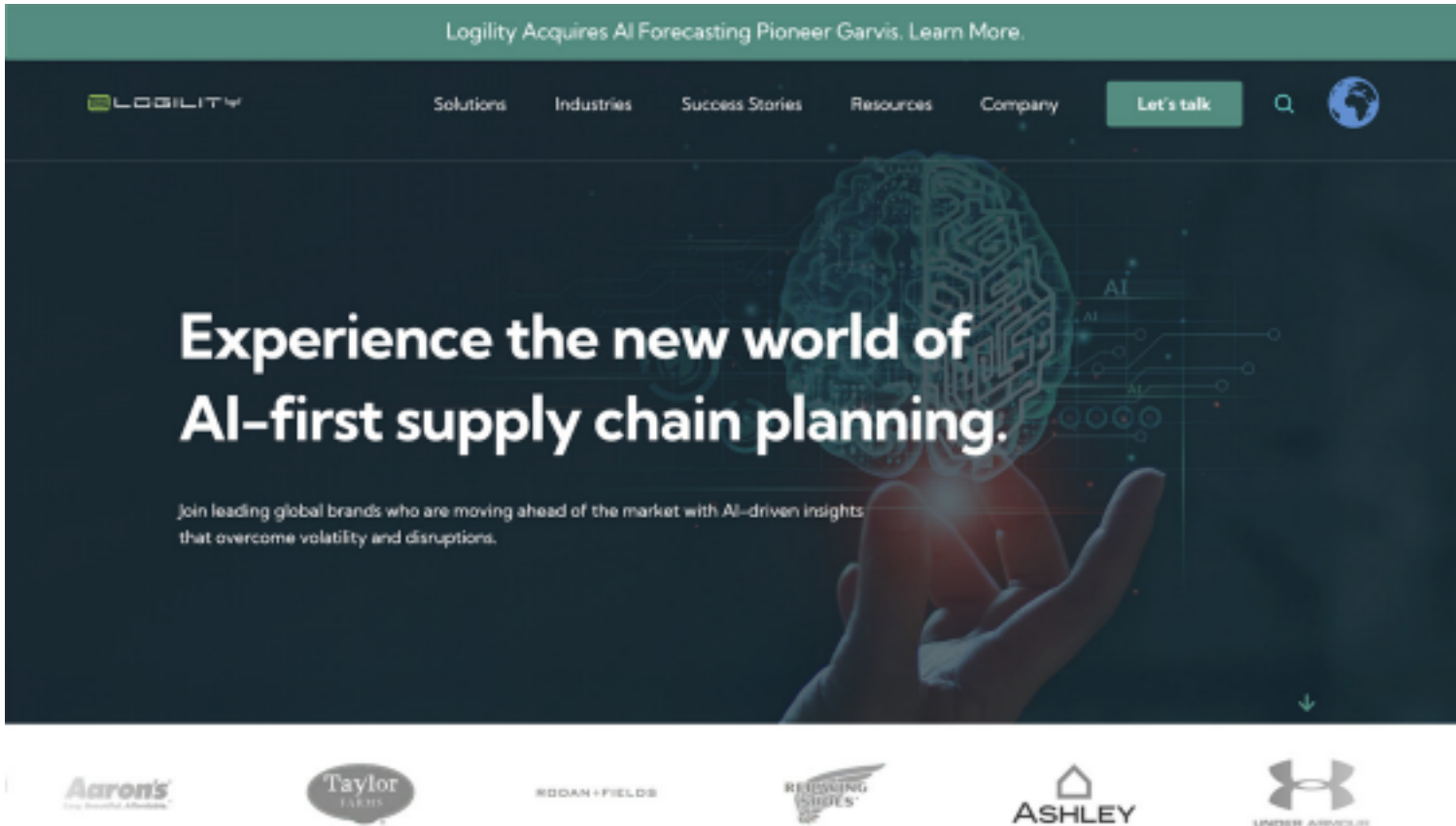
LOGILITY®

Logo — Before



Logo — After

logility



Your strategic supply chain outcomes delivered.

The Logility® Digital Supply Chain Platform enables you to seize new opportunities, sense and respond to changing market dynamics, and more profitably manage complex global supply chains.

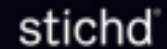
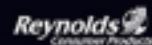
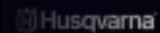
Website Homepage — Before

AI-First Supply Chain Planning

Move from what happened to what's coming



Bigger, more frequent, more impactful – that's the nature of the challenges facing supply chain professionals. Yet, within these challenges lies extraordinary opportunity. It's time to reimagine supply chain.





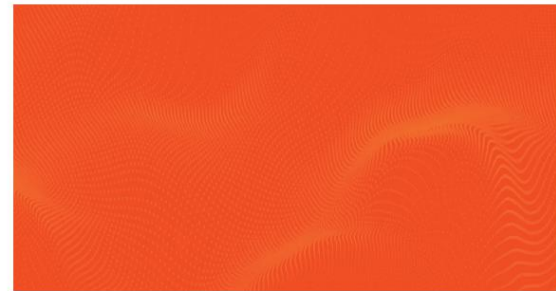
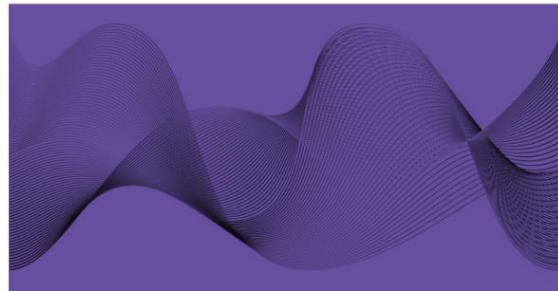
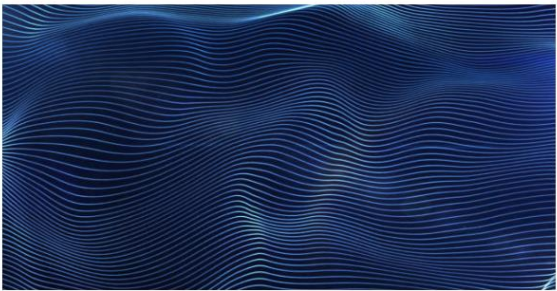
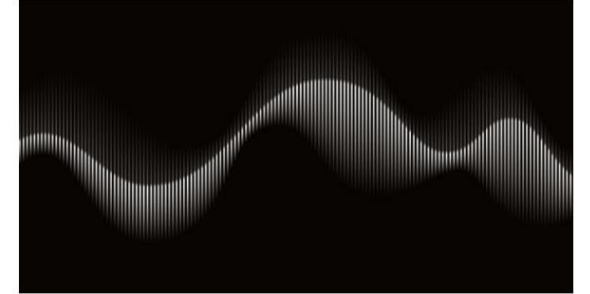
and represent visibility – almost as if eyes seeking for the truth that Logility delivers.

The “bug” has been refined to become the “focus frame” giving the branding program a device to feature messages and images. The logotype is fresh, crisp and approachable aligning with a progressive brand movement. The green dots connect with the “focus frame”



Brand Identity: Background Patterns

Dimensional, digital, connected, motion, abstract, global, energetic



Brand Identity: Industry and Lifestyle Photography

Human-factor representing end users, enjoyment, fresh, colorful, satisfied, lifestyle and Industry, happy, friendly, productive



Brand Identity: Platform Design

