



CIPSOFT

INFINITE ENTERTAINMENT

-Press Release-

A new look for CipSoft

Regensburg, April 23, 2013 – CipSoft launches a new corporate design with new claim

CipSoft officially introduces a new corporate design in combination with the launch of its new claim “Infinite Entertainment”. “The new claim summarises what we, as a company with our products and employees, stand for”, says Stephan Vogler, Managing Director of CipSoft GmbH.

The new corporate design will be implemented step by step starting in April, when it will be applied to recruitment ads, business cards, internal publications such as employee presentations, for the web presence or at exhibitions.

The core element of the brand appearance is the new CipSoft logo. In a subtle way, it connects the initials »C« and »S« as curved flames to a lemniscate, the sign of infinity, symbol of the infinite worlds and possibilities of CipSoft online games.

“Further key elements of the new corporate design are a colorful and pleasant layout, a dynamic colour scheme with the primarily used colours of dark rich purple and warm grey”, explains Stephan Vogler. “With this new visual identity and the new claim, we are positioning CipSoft clearly and independently in the market of online games.”

About CipSoft

CipSoft is an independent German developer and publisher of online games for various platforms. With 500,000 international players, Tibia, the main product is one of the oldest and most successful online role playing games from Europe. Furthermore, TibiaME is the first online role playing game for mobile phones worldwide.

www.cipsoft.com ; www.tibia.com ; www.tibiame.com

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