

Articy Software has a new look

Articy Software undergoes a major re-branding including a top-to-bottom redesign of the company's website and visual representation.

Today Articy Software is announcing a major re-branding marking the beginning of a new chapter in the company's evolution. Established in 2011, originally as Nevigo, Articy Software is a global software developer with a focus on narrative solutions, known for their flagship product articy:draft.

The gaming industry is evolving at a fast rate and the expectations of players everywhere are keeping up with every trend. As a result, game writers, designers, and developers have been facing a remarkable rise in complexity in recent years. Keeping track of storylines, characters and variables is a challenge in itself while transporting the story through design and production without deprecating the user experience is exponentially more difficult.

Typically, creators have looked to dozens of different solutions to help navigate this complexity, struggling to transport the information from one tool to the next without losing the message, emotional connection or fun value of the game "through the cracks". There's also a need for integration; writers and narrative designers often struggle to test their story logic in the game engine and spend time either learning how to code or asking the development team for help which often creates friction and time loss. The vision at Articy has been to build out the talent and capabilities to create the tools to address this acute need in one place.

Having constantly added further features to its solutions such as export options, global variables, simulation mode, spell-checking and advanced search options, Articy has rounded off its holistic narrative solution with the Unity and Unreal importers, closing the gap between content creation and the implementation into game engine. The added improvements address three areas of the story creation process that later became the base pillars of development and also support the design of the new website: Game writing, Game planning and Game CMS

"The tremendous advances over the last 8 years required a few changes, not only for Articy as a company but also for the way it looks. We've built a strong team with a perfect mix of industry veterans and enthusiastic new talent to help execute our vision and bring value to our clients. With the re-branding we are now bringing all these assets under a clear, clean and revitalized brand." adds Carsten Schröder, CEO

The new visual identity of Articy is centered around the logo based on a concept exploring branching connectors and their association to the narrative world. The connectors are linked together to form an icon spelling the letter "A" suggestive of the way the tool connects different storylines and brings together different parts of development by forging a link between content creation and integration.

The re-branding includes a top-to-bottom redesign of the company's website, logo, graphics and other visual communications that utilize simple, bold designs to convey complex solutions in an understandable way.

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