

| The New Inventronics Brand Identity

| Our New Brand Position

Inventronics Brand Pillars

- A Trusted Partner for Lighting Companies
- A Forward-Looking, Global Enterprise
- A Broad Portfolio of Dependable Products
- An Innovative, Technology Leader
- A Customer-Focused, Service-Driven Collaborator

Inventronics Brand Attributes

- Trusted
- Global
- Dependable
- Innovative
- Collaborative

| Creating our New Brand Image

Design Approach

Good design must be based on our communication and positioning strategy, which frames how we want audiences to see and understand our company.

Design Approach

The new Inventronics brings together the complementary strengths of two solid-state lighting leaders

to form a new global leader with the scale, reach, portfolio, and expertise to

build a brighter future for customers, employees and communities around the world.

Design Approach

The heart of our brand is our logo.
The new Inventronics logo
should express innovation and agility,
while also acknowledging the heritage
of both Inventronics and OSRAM DS.

| Welcome to Our New Logo

Our new logo

inventronics

inventronics

Our name is our proud statement of industry leadership.

Innovation and agility is at the heart of our new logo.

inventronics

The notch in the letter “i” represents a visionary light funnel and conveys our inventive and imaginative mindset.

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