

YAGER celebrates 25 years and reveals its new logo, claim and brand

YAGER kicks off 2024 with the reveal of its new brand, claim and website, celebrating the companies 25th anniversary over the whole year

BERLIN – January. 24, 2024 – YAGER has revealed its new corporate logo and brand identity as the kickoff for the companies 25th anniversary. The introduction of the new brand represents YAGER's achievements and development in the long-lasting history of the Berlin based videogame developer and publisher.

YAGER's new logo and brand symbolizes the meaningful further development of the studio and showcases the values and mission of the company based on its history and future: Being a passionate game developer who creates and markets unique & innovative action games, while believing the best gameplay stories are those shaped by the players.

Timo Ullmann, Co-Founder and Managing Director of YAGER said: *"YAGER can now look back on a storied history of 25 years. A number we are immensely proud of! Back in 1999 we five founders were not sure where our path would lead us, but we always believed in what we are doing: Creating great games; with and for great people. Our company values, mission and vision have developed steadily in the past years, and we decided that our 25th anniversary is the best time to reflect that. Therefore, we are adapting our brand to reflect this development and to show off what YAGER stands for today. We are YAGER - TRUE TO THE GAME."*

A new website and yearlong celebration

YAGER has launched the new company website under www.yager.de which not only showcases the new brand but also offers a glimpse of the company's goal for 2024: To celebrate the 25th anniversary of the studio by showcasing the games they have developed and released, the ones they have supported and the ones that never came to be.

YAGER will also be engaged in events and sponsoring activities in the upcoming months and will share more information during the year and over their newly established company newsletter.



press@yager.de

About YAGER

YAGER is a passionate game development studio based in Berlin and founded in 1999. YAGER's team of highly experienced and skillful developers create and market unique & innovative action games. With empathy and openness, YAGER enables over 130 international employees to grow with the company and achieve ambitious goals together. To learn more, please visit: www.yager.de