

Unveiling the Brand New – New Brand

MEET YOUR NEW EASY SKILL.

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FOR IMMEDIATE RELEASE

Brisbane, Australia, June 01, 2021 – Easy Skill, a global workforce solutions provider, announced the reveal of their new corporate brand and new website that reflects their evolution and unifies the growing business. Easy Skill supercharges technical teams around the world with four core services.

“We started out as a two-person company in 2014 and to help clients solve the tough people problems. This is still what we do, but in new and exciting ways,” said Pierre Bussy, co-founder of Easy Skill. “So it was the perfect time to reflect on our evolution and where we’re headed.”

The company has re-engineered itself and revealed a new brand that captures who they have become. “The decision to redesign the brand to express the ways we help our clients succeed was a bold move,” said Samantha Shah, chief marketing officer of Easy Skill. “It was an intense 12-month global initiative to realign the company’s value, purpose, and passion.”

Redesigning the identity. Marked as the biggest transformation in the company’s seven year history, the 3-in-1 mega launch began with a redesigned visual identity. A refreshingly modern logo has emerged that pairs with a bold, vibrant colour palette that creates an unmistakably strong identity.

Rewriting the story. The reveal includes a rewritten story centered around the value of unlocking the right people power for clients, candidates, and the communities they serve. The new and improved messaging brings clarity to their formula to promote productivity through people.

Rebuilding the website. It also includes a new [website](#) designed to deliver a better customer experience. Built on a foundation of being human and helpful, the new digital platform connects visitors with high-value information that informs, entertains, and inspires.

“Our brand much more so now reflects who we are as a business. Our culture. The diversity of our people and our capabilities,” shared Christopher Lorho, co-founder of Easy Skill. “Our new brand reflects the types of solutions we offer, our innovative spirit, and the value we bring to our clients.”

About Easy Skill

[Easy Skill](#) supercharges technical teams around the world. Founded in 2014 based on the belief that with the right people power, anything is possible. Today, Easy Skill helps clients build their dream teams to deliver large, complex projects around the world. There are four ways to unlock the power of people – Find, Move, Train, and Power Up. Easy Skill aligns projects and people without translation so clients can build their teams, deliver their projects, and shape a better future. The Easy Skill crew is dedicated to helping clients elevate the way they work and to leaving the world better than we found it.

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