

FOR IMMEDIATE RELEASE

DeliveredSoft unveils new brand identity to accelerate its position as Europe's leading commerce partner

WARSAW, POLAND – September 17, 2025 – DeliveredSoft, a European software and consulting house specializing in Microsoft Dynamics 365, today announced a comprehensive brand update, launching a new logo, a refined color palette, and a new corporate website, where this press release is now available. This strategic evolution is the result of an intensive branding workshop with the company's board, designed to meet the needs of a competitive market and crystallize the company's ambitious vision.

The updated brand is a visual representation of the company's core promise. The new logo, an upward-pointing chevron formed by two interlocking shapes, symbolizes the fusion of partnership and successful delivery. This is built upon the company's foundational value of Simplicity, and is powered by its core values of Expertise, Authenticity, and True Partnership. All these values are unified by a single, overarching principle: Deliverability—a commitment to the successful delivery of results, projects, and values. The new identity, which features a sophisticated "Midnight Blue" and an optimistic "Pastel Yellow", is encapsulated in the new company slogan: Commerce, simplified.

To drive this new brand forward, DeliveredSoft is also pleased to announce the appointment of Grzegorz Kulpa as Brand Manager. Grzegorz is a skilled and creative professional with over two decades of experience in design, promotion, and communication. His extensive background in Branding, E-commerce, and Design Management makes him the ideal leader to oversee the rollout of the new brand identity. He will be responsible for updating all company materials to ensure a consistent and compelling brand experience.

"This rebrand marks a new chapter for DeliveredSoft," said the company's owners. "It's more than a new look; it's a clear statement of who we are and the value we promise to our clients. With our clear strategy, our strong leadership team, and this refreshed identity, we are perfectly positioned to accelerate our growth and help our clients succeed with their major transformations".

About DeliveredSoft

DeliveredSoft is an expert Microsoft Dynamics 365 Commerce partner for enterprise retail and logistics companies. The company uses a direct, expertise-driven approach to transform complex business challenges into simple, effective solutions. Its core mission is to simplify commerce through deliverability, partnership, and authenticity.

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