

EVBox rebrands to enter the next chapter in electric mobility

EVBox, founded over a decade ago to shape the electric mobility revolution, is rebranding to reflect the accelerating EV charging landscape.

AMSTERDAM, April 25, 2023 – EVBox was founded in 2010 to shape the electric vehicle (EV) revolution. Today, that revolution is unstoppable. Over the past decade, the industry has rapidly changed. In order to keep up with the fast-moving world of electric mobility, EVBox needed a brand identity that reflects who the company is today, while preparing for the industry of tomorrow.

“Electric mobility is now ready for mass-market adoption. This transformation has driven us to look inwards: if we’re truly going to continue to lead this movement into the future and build the world that we envision, we too must evolve. That’s why we embarked on this ambitious journey over a year ago, to upgrade our brand, our identity and our look and feel. I’m very proud that the core of the design and communication was all rebranded in-house.”

— Remco Samuels, (CEO of EVBox)

The new brand identity, developed completely in-house, reflects the company’s new generation of all-in-one products and services.

A new electrifying look and feel

Brand characteristics

- **Be Bold** - At EVBox, we embrace change. We challenge the status quo, we're confident about tomorrow, and believe we will build the sustainable future we imagine.
- *Think sophisticated* - At EVBox, we bring a wealth of experience to the table. We leverage our experience in a growing industry, a global mindset, and our award-winning design to build the intuitive solutions our customers need, before they know they need them.
- **Keep it simple** - At EVBox, we make complexity simple. We make the transition to electric mobility as approachable and accessible as possible so that we can build a sustainable future for mobility.

Logo

The new EVBox logo is modern and simple, reflecting the brand characteristics.

The skewed V catches the eye and conveys the idea of forward momentum while the E and V have remained connected to signify the idea of connectivity.

Colors

Inspired by the brand's hardware, the color palette puts the emphasis on green. The color being the symbol for electric mobility, being always on and ready for the future. The choice for green is also a nod to EVBox's purpose of "powering our sustainable future".

Get to know our new brand

Find the newly branded assets in our [media kit](#).

ORIGINAL URL

<https://news.evbox.com/en-WW/225299-evbox-rebrands-to-enter-the-next-chapter-in-electric-mobility>

ABOUT EVBOX WORLDWIDE

To build a sustainable future, EVBox empowers businesses and drivers to embrace electric mobility. EVBox's charging solutions lay the foundations for a world where electric mobility is the new normal by giving EV drivers the ability to charge with confidence, allowing businesses to easily enter the market and scale their offering as demand grows, and evolving with the rapid pace of innovation. Founded in 2010, EVBox is now a market leader in electric vehicle charging infrastructure (EVSE) who has delivered over 500,000 charging ports to partners and customers globally. The solutions EVBox is offering include charging stations for residential, commercial, and fast-charging network usage, as well as charging management software. More information can be found on evbox.com.



EVBox Worldwide