

asmodee celebrates 30th anniversary with new consumer facing brand reveal – “Inspired by players”

Boulogne-Billancourt & Paris, France – 3 June 2025 – asmodee, a global leader in the tabletop games industry, turns 30 this year. Today, the company is revealing its new brand identity, marking a major leap forward as a vibrant and visible consumer-focused brand, inspired by its players.

Since 1995, asmodee has pioneered the tabletop gaming industry, bringing iconic titles such as *Ticket to Ride*®, *CATAN*®, *Dobble*®/Spot it®, *7 Wonders*, *Azul*, *STAR WARS™: Unlimited* and many more to millions of players worldwide.

Tabletop games are captivating more players than ever and asmodee is one of the driving forces behind it. asmodee recently became a publicly listed company in February 2025 and this new branding represents a key milestone in strengthening asmodee’s direct relationship with players, while reinforcing its reputation for quality and innovation.

“At asmodee, we have made it our mission to create meaningful, shared experiences through our games to celebrate all players” says Thomas Kægler, CEO of asmodee. “During our 30-year journey in the tabletop games industry, our brand hasn’t always been visible to players themselves. With this brand evolution, we aim to change that—making asmodee a name that’s recognized, trusted, loved, and sought out by players around the world.”

The new branding, developed with Publicis Groupe’s design agency, Carré Noir, places players at the heart of the company, which is entering an exciting next chapter in its 30-year journey. The new tagline “Inspired by Players” reflects the new positioning. With 21 studios and a portfolio of over 400 IPs, asmodee continues to push the boundaries of tabletop gaming by releasing innovative, award winning, and successful games year after year.

asmodee’s rebrand is designed to deliver a clearer experience for its audiences. By unifying its brand ecosystem, the company is aligning its internal and external communications to give consumers, retailers and partners a better way to connect with the brand. Reza Bassiri, Chief Creative Officer at Carré Noir said *“As a board game and role-playing enthusiast, I know the vast selection of games can feel overwhelming. By collaborating with asmodee on their new brand identity, we helped them to boldly express their passion for gaming while giving players a strong and recognizable brand they can trust. This new identity will help customers navigate a competitive*





Press Release
03 June 2025 15:00:00 CEST

market and position asmodee as a clear point of reference."

With this evolution, asmodee is reinforcing its position as a leader in the tabletop industry and a powerhouse of creativity that players will engage with even more.

For more information, contact

asmodee Corporate Communications team

E-mail: press@asmodee.com

About asmodee

asmodee is a global leader in tabletop gaming. Inspired by players, asmodee has been crafting and taking to market immersive, shared experiences for over 30 years. Its portfolio includes beloved games and intellectual properties such as *CATAN*®, *Ticket to Ride*®, *Dobble/Spot it!*®, *7 Wonders*, and *Exploding Kittens*®. Operationally headquartered in France, asmodee operates globally, making its games accessible to players in over 100 countries around the world. asmodee group's Class B shares are publicly traded on Nasdaq Stockholm under the ticker ASMDEE B. Learn more about asmodee [here](#).

Image Attachments

[Asmodee logo](#)

[Thomas Koegler corporate picture](#)

Attachments

[asmodee celebrates 30th anniversary with new consumer facing brand reveal – "Inspired by players"](#)

