

InspiringApps Launches New Brand and Website

With technology and a collaborative spirit, a meaningful new brand is born.

BOULDER, COLORADO, UNITED STATES, September 9, 2021 /EINPresswire.com/ -- After nearly a decade and a half of the same look and feel, InspiringApps is glowing up—and it only took pivot to remote work for inspiration to strike.

The company, an industry-leading web and mobile app and software solutions group headquartered in Boulder, officially launched an [innovative new brand](#) and website encompassing its roots and plans for the future.

While some companies struggled to work collaboratively and adjust to the new reality of remote teams, the InspiringApps team took on the massive challenge to become more cohesive than before.



Somehow, working remotely with shared screens produced even better results than we could have achieved if we were in the same office.”

Aaron Lea, Art Director

marketing teams.



A meaningful brand

Intentionally chosen colors and shapes bring the same depth to InspiringApps brand as they bring to their clients' projects.

The full InspiringApps logo, featuring a stylized icon of a mountain peak with a blue and pink circle above it, followed by the word "inspiringApps" in a bold, dark blue, sans-serif font.

“Emerging from over a year of pandemic isolation and recognizing that InspiringApps had used the same branding for over a decade, it was the perfect time for a change. Our teams are doing amazing work for start-ups and huge enterprises alike. I welcomed a fresh perspective on our logo and color schemes,” Brad Weber, founder and president of InspiringApps shared.

InspiringApps' new logo reflects the company's collaborative nature, combining efforts from our UI/UX and

“We collaborated a lot remotely; we had Slack open, cameras on, and worked from shared Adobe XD artboards, moving elements around while we discussed them. It was a powerful way to leverage technology for a smoother, more collaborative process,” Becca Collins, UI/UX designer, explains.

“Somehow, working remotely with shared screens produced even better results than we could have achieved if we were in the same office,” Aaron Lea, Art Director, noted.

The team started with a concept that encapsulated the InspiringApps foundation: the original location in Boulder, Colorado, the code that developers use to build web and mobile apps, and the core values the team holds at the center of everything they do.

Designers visually translated these elements into three simplified shapes: a triangle to encompass the mountainous Flatirons of Boulder, and a semicolon and less-than symbol representing code. Designers merged the three symbols into an abstract I and A—the company’s abbreviated initials—for a unique and meaningful new logo.

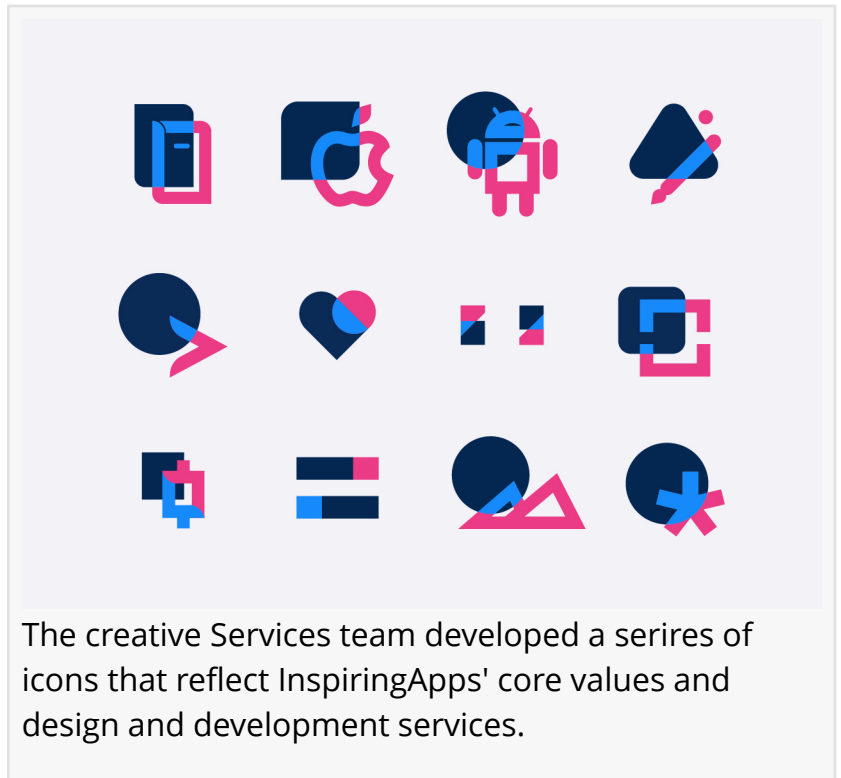
Although the company leads with intentional design with clients, rapid growth brought an increased demand for the services and little time for internal branding. For several years, the original design established the InspiringApps brand, but that logo had limitations.

“The logo served us well initially, but it was hard to work with. It was time for a change,” Aaron said.

A newly designed dynamic website accompanied the brand’s unveiling. On the new site, visitors can find [valuable resources and downloads](#), [case studies](#), and advice for companies considering a mobile or web app. The site also includes case studies from past clients to inspire new ideas.

“Our goal is to provide a design and web experience that reflects our mission and core values. We’re committed to putting just as much care and intention into your project as we did with our own,” Brad shared.

Stephanie Mikuls



The creative Services team developed a series of icons that reflect InspiringApps' core values and design and development services.

InspiringApps

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