

Bluelvy Communications Marks 15 Years with New Visual Identity and Renewed Vision

South Florida agency celebrates milestone anniversary with a refreshed brand reflecting its next chapter of growth

WEST PALM BEACH, FL, UNITED STATES, June 24, 2026 /EINPresswire.com/ -- [Bluelvy Communications](#), one of South Florida's leading public relations and strategic communications firms, is celebrating its 15th anniversary with the launch of a new logo and refreshed brand identify that reflects they agency's evolution and vision for the future.

Founded in 2011 by Melissa Perlman, a long time South Florida resident and graduate of Brown University, Bluelvy was built on a simple belief: that powerful storytelling, authentic

relationships, and strategic communications can help organization connect more meaningfully with the audiences they serve. Fifteen years later, the agency has done exactly that, partnering with hundreds of clients across South Florida and beyond, providing public relations, marketing, and strategic communications counsel to organizations spanning the legal, healthcare, nonprofit, education, civic, sports, nonprofit, technology, and business sectors.

“

We are proud of what we've accomplished, but we're even more excited about where we're headed.”

Melissa Perlman, founder and president of Bluelvy Communications

"Fifteen years is both a celebration and an opportunity to look ahead," said Perlman, founder and president of Bluelvy Communications. "This refreshed brand reflects who we are today: a seasoned team of communications professionals that has grown significantly over the years while remaining grounded in the values that built this



Bluelvy Communications Logo

company — integrity, relationships, creativity, and results. We are proud of what we've accomplished, but we're even more excited about where we're headed."

The new logo represents a thoughtful evolution of the Bluelvy brand and serves as the first step in a broader agency refresh, which also includes a redesigned website and expanded service offerings.

Since its founding, Bluelvy has grown from a solo consultancy into a full-service communications agency. Today, Perlman's business and life partner, Mark Burns, serves as CEO, helping lead the firm's continued expansion. Together, they have broadened Bluelvy's capabilities to include media relations, content strategy, crisis communications, thought leadership, digital marketing, and emerging AI-powered communications solutions.

Over the past 15 years, the agency has represented a diverse roster of clients, including the Delray Beach Open, the Community Foundation for Palm Beach and Martin Counties, GenH2, Ferd & Gladys Alpert Jewish Family Service, Sachs Sax Caplan, leading senior living organizations, educational institutions, healthcare providers, nonprofits, municipalities, finance, technology, and law firms. Many of the agency's client relationships have spanned years, reflecting Bluelvy's commitment to long-term partnership and measurable results.

As it enters its next chapter, Bluelvy is focused on continued growth, innovation, and helping clients navigate an increasingly complex communications landscape.

About Bluelvy Communications

Bluelvy Communications is a full-service public relations, marketing, and strategic communications agency serving clients throughout South Florida and beyond. Founded in 2011 by Melissa Perlman, the agency specializes in media relations, content strategy, crisis communications, thought leadership, digital marketing, and reputation management. Bluelvy serves clients across the nonprofit, legal, finance, technology, healthcare, education, civic, sports, and business sectors and is headquartered within the 1909 entrepreneurial ecosystem in West Palm Beach. For more information, visit blueivy.co.

Melissa Perlman
Bluelvy Communications
+1 561-310-9921
[email us here](#)



Melissa Perlman

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/921863200>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.