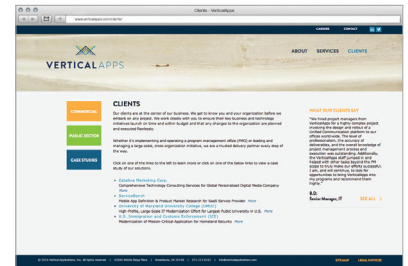
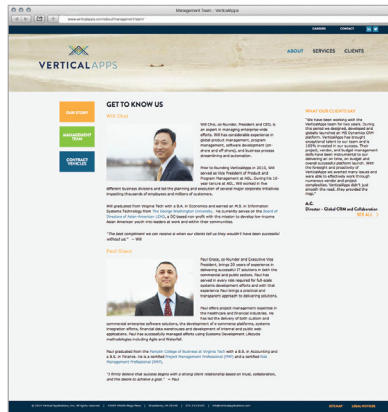
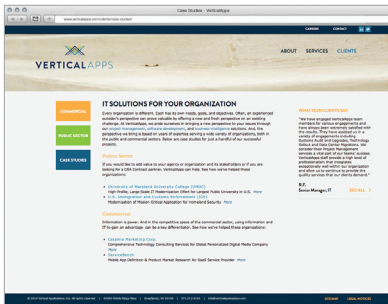


VerticalApps

VerticalApps is an information technology consulting firm focused on listening to their clients' needs to maximize their satisfaction and return on investment by delivering high-quality, professional IT services and solutions.



» website

Getting to new heights. VerticalApps (formerly known as Vertical Applications) first came to us looking for a new website. After initial discussions, however, it became clear much more was needed if they were going to get to the next level. They had made a name for themselves in the government contracting and consulting space, but wanted to expand their client base more into the private sector. To help them do this, they need a new brand identity. After conducting research and listening to their clients via one-on-one interviews and online surveys, we recommended shortening the company name. We designed a new logo identity and created a new tagline as well, and then expanded the brand identity into a new website.