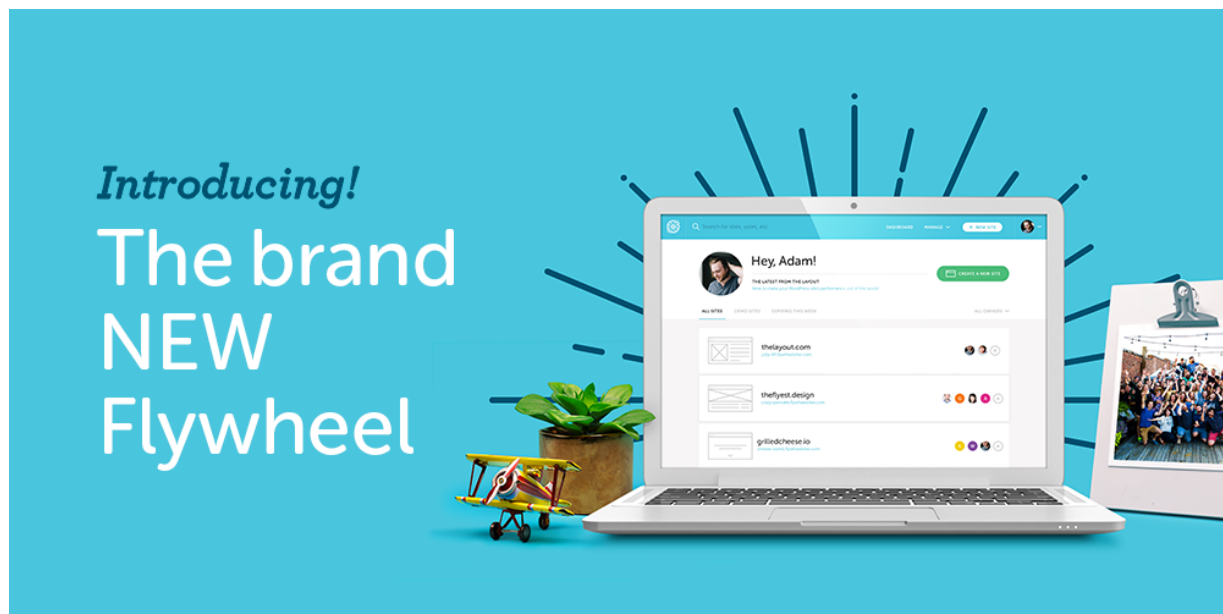




## Flywheel unveils a bright new brand inspired by the playfulness and professionalism of modern design

OMAHA, NE -- Flywheel, the delightful WordPress hosting and management platform for designers and agencies, has unveiled a fancy new visual identity that better incorporates the brand's signature whimsy and emphasis on industry-leading design. The rebrand spans across all of the company's materials, from a sleek and stunning new user experience in their hosting app to confetti-filled event invitations for agencies across the country.

This marks the first major design revamp in Flywheel's four-year history. The new rollout establishes a solid foundation for future enhancements and allows the team to easily evolve, adapt, and make really, really pretty things.



"We wanted to focus on building something beautiful that resonates with other designers and is fun to interact with, while still maintaining that key balance of both form and function," said design lead Andrea Trew.

Flywheel's new visual identity strikes the perfect balance between whimsy and sophistication, incorporating a bunch of bright and brilliant colors and surprising design elements with strong purpose. Whether it's a starburst treatment or a rocket ship icon, the details all offer that blend of playfulness with a nod to the technology that powers Flywheel's core business.

The biggest leap is in the company's user interface, which received a really detailed redesign and an extensive cleanup that'll make the app faster and more functional for Flywheel users. Unlike a lot of other hosting companies who rely on a clunky cPanel, Flywheel has always opted to build and design their own unique dashboard. This update makes the product even more consistent and intuitive, and the user experience is sleek, speedy, and unlike any other platform in the industry.

"Flywheel strives to be a leader in not only the hosting world but the design community as well, and this brand refresh is one step closer to accomplishing that goal," said CEO and founder Dusty Davidson. "Watching this unfold has been spectacular."

## **ABOUT FLYWHEEL**

Flywheel is a beautiful WordPress hosting and management platform built specifically for designers and digital agencies. They make it easy for you to build and develop WordPress sites for your clients, manage your projects in one place, and launch those sites in a scalable, reliable way. Flywheel launched in 2012 with a simple mission — to improve the lives of the millions of web designers and developers worldwide and allow them to get back to doing what they love: design. Over 50,000 clients choose Flywheel because of their powerful tools, expert support, and rock-solid managed hosting.