

Pega Silver Partner Instellars Rebrands Visual Identity



Bengaluru, Jul 12, 2020 ([Issuewire.com](https://www.issuewire.com)) - [Instellars Global Consulting Private Limited](#), a silver partner of [Pegasystems](#), announced its rebranding as part of the second phase of brand evolution. The new logo of Instellars incorporates the colours red, earth-tone orange and teal, and embraces the concept of minimalism.

“In the last three years, we have grown and evolved into a brand that stood the test of time and so we felt, it’s time to have a refreshed branding which reflects who we are today,” says Gopinath MN, the co-founder of Instellars.

The company decided to go with a logo that displays a modern look and captures its mission of commitment to excellence. The brand management team took a careful approach to keep the design in line with modern visual aesthetics and flexibility in terms of presentation. The star in the logo denotes performance excellence whereas the colors indicate the diverse technological profile of Instellars.

As per the official announcement, this transformation is not just in terms of look and feel but it also resonates with the changes in business strategy, underscoring adaptability to changing times. With this, Instellars aims to present itself better and enhance its presence in the technology space, in the days to

come.



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