

Indiegogh Creative Announces New Brand, Commitment to Women-Owned Small Businesses



Texas, Austin, Feb 24, 2021 ([Issuewire.com](https://www.issuewire.com)) - Earlier this month, Austin-based branding studio [Indiegogh Creative](https://www.indiegoghcreative.com) unveiled a new brand and website as part of a larger initiative to empower women-owned small businesses across the country. The new brand officially rolled out on February 10, marking an important milestone for the company as they celebrated their first year in business.

“Our new brand communicates the energy, passion, and joy that we feel when working with small businesses,” says the company’s Founder and Creative Director, Emily DiGrazio. “It gives us an opportunity to start an open dialogue about how we can support women-owned businesses in our local communities. And, it means we can fully commit to serving those clients by specializing even further.”

The announcement appropriately comes in the wake of the COVID-19 crisis, which has disproportionately affected small businesses and underscored the need for supporting, funding, and advocating for these historically disadvantaged communities.

A [recent post](#) on the company’s Instagram account reads, “On the inside, nothing is changing. On the outside, our new brand will now reflect our core values – our drive to keep growing, evolving, and adapting to the ever-changing world around us. The world looks a lot different today than it did a year ago when we launched, and we’d like to commit to serving those businesses that need us most.”

The branding studio has recently made headlines in other news, earning the following titles of recognition:

- [Best Branding Agencies in Austin 2021](#) (Expertise.com)
- [Best Digital Marketing Agencies in Austin 2021](#) (Expertise.com)
- [Best Web Designers in Austin 2021](#) (Expertise.com)
- Top 100 Logo Designers of 2021 (The Manifest)

“We are a proud woman-owned small business, and we’re dedicated to empowering a generation of plenty more.”

To learn more about Indiegogh Creative’s mission, process, and a suite of small business branding services, visit Indiegogh.com.

About Indiegogh Creative: Indiegogh Creative is a boutique branding studio based in the heart of Austin, TX that specializes in empowering women-owned small businesses and start-ups. Through focused, guided workshop-style sessions, their brand strategists help entrepreneurs establish a strong identity that communicates value to their target audience. Services include brand identity systems, brand strategy, website design, social media marketing, packaging design, and more.

Media Contact

Indiegogh Creative

emily@indiegogh.com

5129621310

609 W. Mary St.

Source : Indiegogh Creative

[See on IssueWire](#)