

# Upside Learning Unveils New Corporate Identity; Revamps Its Website

Upside Learning, a recognized leader in training outsourcing, LMS solutions, custom eLearning development & mobile learning, has unveiled a new corporate identity emphasizing its 'you-centric' approach, and focus on growth through learning and per

Upside Learning has undergone a major transformation – the first of its kind in the company's 6 year journey. In line with its efforts to align the company's image with its evolving business, Upside Learning has unveiled a new corporate identity today. The new identity symbolizes the company's movement into new domains, birth of new ideas, innovation and development of new products. It combines the elements of agility and innovation to reflect a shift in the way Upside Learning thinks & works; its focus on higher growth & success, and its step towards the new & improved. The logo has been designed to reflect the company's philosophy of putting YOU (the customer, its employees and other stakeholders) first - denoted by the 'U' shape, the arrow signifies its focus on growth through performance and learning, while the color green embodies the eco-friendly nature of its solutions and services. The branding initiative involves a new visual identity across all communications, which include a revamped website and blog, and relevant changes in the marketing and support materials. Upside Learning has also released a 'new identity launch' video on You Tube that captures the essence of the company and that of the new logo. You can watch the video here <http://www.youtube.com/watch?v=FxEeCRwR114> Commenting on the background on the development of the new corporate identity, Amit Garg, Director of Content Solution at Upside Learning, added, "With a view to adapting with the dynamically changing eLearning landscape, our new corporate identity reflects the company's philosophy to constantly innovate itself with the evolving technology, and customer requirements, and move along the curve." "Upside Learning has grown significantly over the past 6 years with diversified offerings, and today it serves over 150 customers across the globe," said Amit Gautam, Director of Technology Solutions at Upside Learning. "Our new identity reflects the attributes of our unique culture - focused on the customers, employees and other stakeholders. Most importantly, it symbolizes our fervor to grow", he added. Subsequently, the company also plans to re-align its products and service offerings with a renewed focus on innovation; underlining its commitment of providing effective learning solutions to the global community. About Upside Learning Established in 2004, Upside Learning is a globally recognized leader in training outsourcing, LMS solutions, custom eLearning development & mobile learning. With a collective experience of 600+ person-years, it has successfully completed more than 300 corporate and academic projects for over 150 clients worldwide. The company's product & services portfolio ranges from Custom eLearning to Catalog Courses, Mobile Learning to Blended Learning, Learning Management Systems to Technical support services tailor-made to an organization be it an Enterprise, a SMB or a Training Company. Upside Learning has been consistently picking up awards & other recognitions every year, including the most recent, 3 Brandon Hall Excellence in Technology Awards for its flagship Learning Management System – UpsideLMS and Deloitte's Technology Fast1600 Asia Pacific Program award. It is its constant endeavor to develop advanced & innovative learning solutions to provide cutting-edge solutions to its clients thereby impacting their organizational learning and hence, performance. For more information visit the website: <http://www.upsidelearning.com>

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