

Industrial3D Announces Rebrand To Modernize Company

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7/28/2022 - Having been in the animation industry for 25 years, Industrial3D has rebranded to reflect today's technology.

Tulsa, OK: The 3D production company Industrial3D announced today that it has completed a significant rebranding. Keeping up with modern technology as a 3D UX design leader motivated the brand to undergo a rebranding.

Industrial3D was founded in 1995 as an animation company for the oil and gas industry. As a hobby, I3D's founder Beau Brown animated standard processes and equipment associated with oil and gas production. In 1995, I3D became an animation & design studio, now serving companies around the country.

Various logo adaptations have occurred throughout the years, but Industrial3D's brand has remained consistent. However, with technology rapidly advancing and I3D being at the forefront of this with advanced technology marketing, it was time to modernize Industrial3D. The time has come for I3D's brand to reflect the complete change of modern technology and best support our clients through a complete rebranding with a

new organization logo, colors, and website.

In a statement, Industrial3D said, "Our old branding reflected what was trending at the time it was created. With the advances in technology, we wanted our new and existing clients to feel the same excitement as we do for what's coming next." Industrial3D continued, "Our new vibrant color palette and modern feel adequately reflect all the services we offer."

Industrial3D's colors and branding with a square of reds, whites, and blues were perfect for many years. This theme embraced the rich history as a veteran-owned company and suited industrial marketing well. However, as technology advances and game design becomes more standard - for all companies - the view of I3D must also evolve.

Visit https://industrial3d.com/ to explore the new website, brand, and see the new demo reel.

About Industrial3D: Industrial3D is a media, marketing, and communications agency specializing in computer animation, serious games, and VR & AR design. Industrial3D's goal is to help companies visually impress and engage their audience to increase sales, revenue, and efficiency. 3D animation, VR, and 3D graphic design communicate a product's value in an easy-to-understand and highly impactful format.

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Industrial3D

Industrial3D (I3D) is a 3D design studio providing Virtual Reality for Immersive Learning and Game Design for Training, 3D Animation & 3D Models. Our digital media brings solutions to companies involved in technical and industrial fields.

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