

Pure IP Launches Brand Refresh and New Corporate Website

Pure IP launches a brand re-fresh and re-designed interactive website to aesthetically capture the growth and evolution the company has seen over the past 15 years.

January 10th, 2019 · Pure IP, an international provider of enterprise SIP trunking voice communications solutions, has launched a re-designed corporate website and brand refresh to aesthetically capture the growth and evolution that the organization has seen over the past 15 years. The new branding is intended to visually reflect Pure IP's core service offerings and values – a continuous focus on excellent customer service paired with an extensive and growing coverage map to provide effortless enterprise voice communications.

New color palettes, fonts, tonality, and imagery choices were deliberately selected to communicate a clean, modern, and uncomplicated aesthetic that mirrors our philosophy of reliability, resourcefulness, and a premium customer experience.

“As Pure IP has continued to evolve, our commitment to exceptional customer support, secure voice services, and expanding international coverage has never diminished,” said Gary Forrest, Founder and CEO. **“I’m pleased that our new brand identity provides a visual indicator of the commitments and values we strive to deliver every day.”**

In addition to enhanced UX design, the new Pure IP website illustrates streamlined functionality, simplified navigation, and robust, yet easy-to-use, features including:

- **The Build Your Own Solution module** for creating a voice communications solution by selecting your desired connectivity, channel, region, number type, intelligent network features, and managed services.
- **An interactive coverage map** for quickly determining which services – including coverage in 90 countries and full PSTN replacement in 32 countries – are available in the countries that you require voice communications.
- **A services listing modal** for easily viewing Pure IP's full suite of voice service options.

The re-designed corporate website also includes a “News” section in the primary navigation that will be regularly updated with telecom and Unified Communications (UC) content, unique commentary and content from Pure IP's leadership and engineers, as well as new product announcements. Additionally, our added sign-up form makes it easy for visitors to subscribe to specific mailing lists, as well.

Pure IP specializes in unified voice communications and SIP trunking solutions tailored to keep FTSE100 companies, Fortune 500 corporations, and carrier partners connected to their regional and international offices. Our engineers are experts in consolidating international sites, reducing complexity, streamlining services, and simplifying telecom infrastructure. Pure IP is proud to offer one of the largest next-gen voice communications global networks including international coverage in 90 countries, PSTN replacement in 32 countries, cost-effective local PSTN conference numbers in 65 countries, as well as 11 worldwide Points of Presence (PoPs).

Learn more about Pure IP by visiting our website: <https://www.pure-ip.com>