



ID Unique Solutions rebrands to InspireDesign

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Long Beach, NY ID Unique Solutions has recently rebranded doing business as InspireDesign, a full service creative studio, following their certification as a New York State Women-Owned Business Enterprise.

Celebrating their 11th anniversary, a lucky number for co-founders and spouses Diana and Rocky Lillo, the rebrand marks a new era for the Long Island-based firm. Poised for growth, the plan is to expand their team and promote their interior and graphic design services and solutions, as they continue to provide exceptional service to their ever-growing clientele. “Our goal is to become an extension of our client’s team by taking the time to understand their vision for their brand culture and then developing an environment that will embody and support their company’s mission. The spaces we create facilitate growth from the inside out.”

InspireDesign performed a soft launch of their newly rebranded website and updated Instagram profile over the summer. Boasting a new logo and updated messaging, the site highlights the firm’s passion for “elevating everyday environments.” Features include a projects page with visually-driven case studies, a services page with an overview of what the team offers, and a newly expanded About page that gives the history of the firm along with their vision of the future. The full rollout of the rebrand — which includes the firm’s new name and brand identity as well as the introduction of their curated art collections and interior elements service, UpRight, Inc. — is set for September.

InspireDesign is a full service creative studio with a passion for sustainability, workplace wellness and biophilic design. In 2005, their co-founder and chief creative officer, Diana Lillo, got her start designing for the healthcare industry on Long Island. Working with a mentor, she learned the ins and outs of the business, and soon their relationship evolved into a partnership. Under the monikers of ID Unique Solutions and MD Design Group they offered graphics and signage as well as interior design services. With co-founder and chief operations officer, Rocky Lillo, at the helm of their fabrications department, the firm has been able to take on larger projects and expand their offerings to meet the needs of their clients while exceeding their expectations. Rebranding in 2019 as InspireDesign, the firm continues to offer cutting edge design and top notch project management (to their core audience in the corporate real estate, property management, education, public and private healthcare, and wellness industries). Previous projects of note include Dealertrack Technologies, Metro Physical + Aquatic Therapy, Wilen | New York, The Long Island Center for Digestive Health and Vanderbilt Financial Group – one of the first LEED Platinum office buildings on the island.

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