

Marketing & Communications Strategist / 616.485.6382 / randy@randallgoble.com

Accomplishment Story:

Visual Branding Evolution

Maintaining a visual legacy but evolving it to dovetail with a brand promise

Challenge

The old logo for HR Collaborative was well established but did not reproduce well in certain circumstances, such as on top of a mid-dark background color or when used small (the ink pen test). It also did not relate to the brand promise and appeared dated. The objective of this logo evolution was to update the mark and create stronger visual distinction.

Action

1. Audit the marketing materials to identify the strengths, weaknesses and gaps.
2. Create a visual connection to the brand promise: *Creating great places to work*. HR Collaborative delivers on this promise by helping businesses fill gaps and connecting the dots of HR, providing supplemental or complete staffing of HR functions, special projects and search management.
3. Evolve, rather than replace, the logo. Retain the color and familiarity of design. Develop new visual touch points that are consistent the mark and brand.

Deliverables

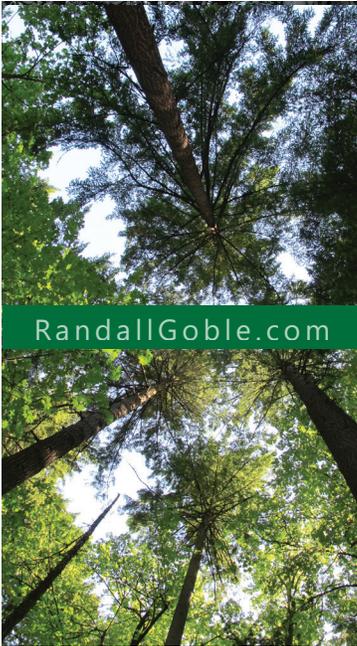
- Thematic development for marketing materials and advertisements
- Business card designs
- Email signature template
- Powerpoint and Prezi templates
- JPEG and EPS formats
- Versions in all black and all white
- An ink pen friendly version
- Logo reference sheet with color and usage specifications

Original



Upgrade





Name 12 pt Optima Std Bold

Title 9 pt Optima Std Roman

###-###-#### (9 pt Optima Std Roman)
fname.lname@hrcollaborative.net



*Business card
(front and back)*



*Alternate logo for small
horizontal applications*

HR Collaborative

687 Front Avenue NW, Suite 265
Grand Rapids, MI 49504
P 616-965-7860 | F 616-965-7906
www.hrcollaborative.net



*Theme development for
marketing materials and
presentations*

HR Collaborative logo specifications

This is the preferred logo format.



Margin of space equal to at least 1/3 of the logo height.



For applications where the height is limited, this version may be used.



Margin of space equal to at least 1/3 of the logo height.



Green Ink:
47 C, 22 M, 74 Y, 2 K
143 R, 138 G, 102 B
Hex: #60A056

Green 10:
47 C, 22 M, 74 Y, 02 K
95 R, 154 G, 68 B
Hex: #60C244

For applications only black is an option or if the background is dark, use the alternate logo options.

Black (where used):
27 C, 13 G, 0 Y, 100 K
50 R, 154 G, 68 B
Hex: #404040

Standards