

The resource planning firm WILLIAMS & ASSOCIATES

needed to revamp their entire identity system, starting with a new logo. Their previous identity was very plain and outdated with no real sense of direction or purpose. The company wanted to make sure that the logo matched well with their theme of "resource planning made simple."

Our client's main business is to place people into organizations based on their skills and ability to fit well into the organization's culture. Through talks with the company's founder and research of other enterprise resource planning firms, we developed a logo utilizing the idea of "building blocks." We showed the other blocks dropping down into a larger black box to display enterprise growth. The red and blue were used to represent color schemes used prominently in the industry.

By sitting down with the client, we were able to pull together several different ideas to deliver a very resourceful identity system for Williams & Associates. Anyone who sees the logo and reads the tagline can easily relate to the "building block" theme. The new identity system sums up the business's mantra of "people" being the number one resource in any organization, and no matter what the size, people represent the tools that will build the company from the ground up.

Shortly after developing the new logo, we designed letterhead, envelopes and a master template for PowerPoint presentations for the company's salesforce. We are currently in the development stages of integrating the new identity into the company's website, as well as into other sales and marketing pieces.

