

Logo Redesign Case Study

for the Hampton Roads Society for Human Resource Management (HRSHRM)



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GROUP INC.



The Problem

A chapter of the national association, the Society for Human Resource Management, HRSHRM has a long history of providing local human resource professionals with the opportunity to exchange information in an atmosphere of mutual trust, respect, and cooperation. They serve more than 600 members, representing more than 300 companies in Hampton Roads in Southeastern Virginia.

In late 2017, their leadership decided it was time to modernize HRSHRM's identity. The old logo (see below) was not only difficult to read at small sizes in modern, digital environments, but the original design files had been lost prior to OMG's management, forcing volunteers to use low-resolution copies and making updates nearly impossible.



The challenge set before OMG was two-fold; first, come up with a design that was clean, clear, and reflective of the group's values, and second, to adhere to the very strict guidelines set forth by SHRM national for chapter logos.

In the months that followed, OMG worked closely with the HRSHRM Board of Directors to meet those objectives, starting with an email questionnaire in lieu of an in-person discovery meeting. Each member of the board was able to reply with their thoughts, concerns, and ideas. They shared examples of designs they liked from other associations and businesses, and OMG staff helped walk them through the process of explaining why they were drawn to certain things, to better define the goal for HRSHRM's new look and brand story.

The Work

OMG designers provided several rounds of ideas, exploring various concepts such as community, support, growth from a central point, and forward movement. Each spoke to different facets of the organization.

The process took more than a year, but continued smoothly even as volunteers' terms ended and new board members were installed. OMG kept each new person involved in the project up to date and informed of its history. The decisions made at each step of the process were carefully considered and logged, so that everyone felt confident in their footing, and new perspectives could be entertained without forcing a complete reboot.

Many board members felt that the "people" imagery in the center of their existing logo was an important piece to keep in the new identity, and the design that they finally chose was reflective of that.

Logo Elements

The feeling of forward movement is portrayed with a nod to the coastal locale of Hampton Roads, in two-color waves and a golden sun, which also can be viewed as a person running (or swimming!) towards the right. The two navy blue curves form a stable base, with the cyan wave above pushing ahead, supporting and lifting the gold disc as the tide might carry a ship. The whole of the image is a call-back to the people in the center of the original logo, with an energy suggesting progress instead of the previous central spin.



Color Palette

The coastal theme is captured by the two shades of blue, while the warm gold conveys optimism and energy. The three colors work together to portray a trustworthy, positive attitude. The look is bright and professional.



NAVY

C100 M75 Y0 K13
R0 G74 B148
#004A94



GOLD

C0 M13 Y75 K6
R242 G205 B88
#F2CD58



TEAL

PANTONE 3145
R0 G179 B209
#00B3D1



Typography

The greatest challenge with this redesign was the text itself. SHRM national has very specific rules about how chapter names can be portrayed in logos:

“SHRM” and the “Society for Human Resource Management” must be treated the same as the rest of your chapter/ state council’s name. It must be treated uniformly and must not have a different font size, color or style.

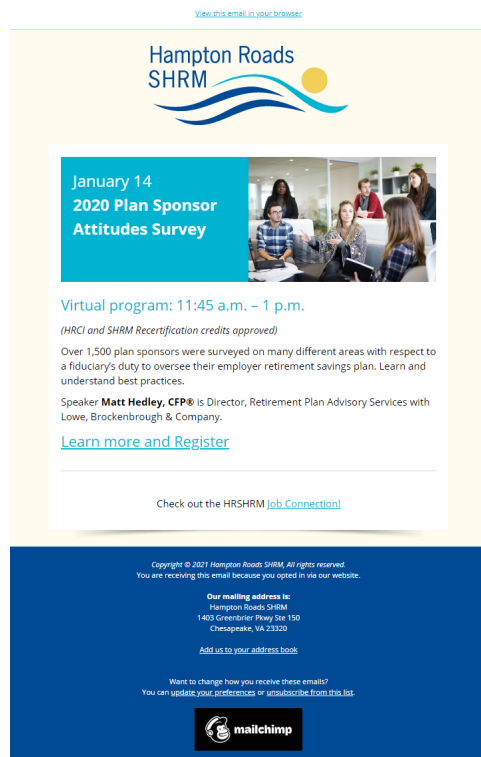
This limited the ability to “play” with the text in ways that the HRSHRM Board initially asked for; and, everyone gained a new appreciation and education for SHRM’s national identity standards.

The final design uses a clean stack of left-aligned text, in uniform size and color as required, situated above the graphics. The typeface is News Gothic Std, chosen for its clean appearance, friendly x-height, and good readability at smaller sizes.

Branding in Action

Following the adoption of the new logo, HRSHRM tasked OMG with redesigning their website, broadcast email templates, stationery and more. The ideas that inspired the logo were expanded to define the new brand. The existing tagline, “Engage. Educate. Empower.” was retained and given prominence on the homepage of hrshrm.org and all social media channels.

OMG provided HRSHRM with a set of Identity Standards; consistent application of colors and visual elements ensure brand recognition and trust. HRSHRM’s email marketing enjoys an average 15% open rate (an industry average that is considered successful) with good click-throughs; their meeting/webinar attendance and membership have increased by an average of 10%.



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Revitalize your Identity with OMG

Organization Management Group, Inc. (OMG), is headquartered at 1403 Greenbrier Parkway, Suite 150, Chesapeake, Virginia with additional offices in Richmond, Virginia. OMG has been in business for 21 years, and today employs a team of more than 20 association professionals serving a range of organizations representing healthcare, business, real estate, education and more.

OMG's clients enjoy access to our professional design and creative staff, and usually at rates well below agencies or marketing firms. We work with your budget and your timeline; dream as big as you dare, or map success out one small step at a time.

Our design and communications staff would love to talk about how we can help your association modernize and refresh its identity. Whether you're looking for market recognition, better member engagement, or have some unique branding challenge, the OMG team is up for it.

Contact OMG today!

The advantage of an association management company is that we work with other organizations. A cross-pollination of ideas from all of our diverse clients enriches our shared knowledge base. **The rising tide really does lift all ships.**

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