

Corporate Identity Development

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HRx was the first product I helped create a brand identity for when I began at FSG. With the product name and logo already identified, I worked with the management team to develop a strong base for visuals and messaging.

HRx was chosen as the name to convey a sense of pain relief with respect to human resources administration. Credit union HR professionals were regularly asked to do more with less, and outsourcing some of the daily administrative and recruiting functions was top-of-mind. HRx was designed to be a refreshing change of pace from the traditional; most of its competitors were well-seated and conservative. As a new player in the marketplace, we had to stand out; be different. Within two years, HRx we were successfully competing with national recruiting firms and human resource outsourcing options.

Stationery Package



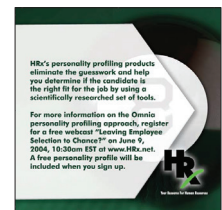
Executive Recruiting Proposal



Executive Recruiting Print Ad



Outrageous Direct Mail



Holiday Card

