

“The effective design and use of a logo employs the understanding of human behavior. Whether cultural, or internal, people recognize and react to color, shapes, lines, fonts and other symbolic forms with emotions tied to their experiences.”



Logo Concept

The center of the logo around which the concept revolves are the four converging arrows. The arrows also reflect our core ideologies and drive the decisions we make. The values are:

- **Integrity**
We are open, honest and responsible for following through on our commitments
- **Collaboration**
We seek opportunities to partner with clients, fellow associates and suppliers
- **Innovation**
We nurture creative thinking that adds value
- **Knowledge**
We encourage continuous development of our skills and expertise to better serve our clients