

client

HRM Consulting, LLC

industry

HR Management & Consulting

scope

HRM Consulting, a startup HR management & consulting company, hired Vigor to establish its corporate brand, stationery and web site. The two met once to go over the ideas and vision that HRMC had regarding its presentation to its audience. HRMC wanted to instill a sense of action and purpose in its logo, and the chosen logo reflects that.

With the identity established, the next thing to be addressed was the web site. This involved another meeting, where ideas for look and feel were discussed, including overall site organization and content. The resulting HRMC web site is straightforward and informative, inviting visitors to learn about HRMC's services. A bonus item developed just in time for the New Year was a generic holiday card wishing HRMC's clients, whom are located mainly in the Raleigh area, a healthy and prosperous new year with a design that showed peaceful night over the downtown Raleigh skyline.

results



CORPORATE BRANDING & STATIONERY PACKAGE



HOLIDAY CARD



WEB SITE