

# Hardesty & Hanover

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## *Logo Redesign*

- Situation** Every Hardesty & Hanover project is designed to amaze and engineered to last. A full service engineering firm, H&H has more than 130 years serving the needs of consulting firms, infrastructure owners and contractors. Their clients look to H&H for innovative designs and intricate engineering solutions for bridge, road and industrial complex designs. H&H senior management felt that their previous logo did not fully represent the expanding service offerings being provided and felt it was time to update their logo to a more innovative, compelling and contemporary design.
- Solution** Channel Communications was tasked with designing a new and dynamic looking mark the help take to company to the next level. The Channel team did extensive research into the competitive landscape to see how other like-minded organizations were presenting themselves. A series of more than 20 designs were presented. One was selected.
- Result** The senior management team at H&H is very excited about their new identity. The logo communicates the energy and excitement that the company exudes. H&H is in the process of implementing a systemwide launch.

- logo
- letterhead
- lapel pin
- brand style guide

