

ITEM:	NEW LOGO
NAME OF BUSINESS:	Human Reality – HR for business
WHAT IS THE BUSINESS:	Human Reality is a an outsourced Human Resources consulting firm based in Newcastle, NSW Australia
OUR STORY:	<p>Human Reality provides business with a competitive, commercially focussed outsourced service, to ensure the alignment of people, HR processes and profitability.</p> <p>Founder of Human Reality, Tim Hopson, is a well respected and experienced member of the HR community in NSW. He has 20+ years extensive experience in both business operations and human resources, giving Human Reality a distinctive point of difference. Tim has worked in Retail, Finance, State and Local Governments, and Health. He holds a Masters of Business Administration and has studied Industrial Law at the University of Sydney.</p>

Our new logo needs to communicate the value proposition to SME businesses as being:

1. Commercially focussed [to the primary needs of the business [the client]]
2. Competitive [in the offering of both quality and price]
3. Trusted Advisor [To assist clients with their people –based decision making processes]

TARGET MARKET:

1. Small to medium business owner/operators 20-150 staff
2. General Managers/Managing Directors 20-150 staff
3. Other Human Resource Managers [special projects]

COMPETITORS:

Local competitors include the following;

1. PerformHR – www.performHR.com.au [really like their new website]
2. Skildare – www.skildare.com.au [like the colours of Skildare and the way in which the 3 + colours can then be used for different parts of the business]

3. Peel HR – www.peelhr.com.au

POINTS OF DIFFERENCE:

1. Extensive generalist experience of HR consultants
2. Experience in all facets of HR + business operations
3. Flexible & totally focussed on the commercial reality

TONE: Some keywords to explain the culture of the business and the tone and 'feel' we are trying to achieve

Real – Innovative – Quality – Competitive – Competant – Trustworthy – Insightful – Practical and all with a sense of “keeping it real” .

WHAT DO WE WANT OUR TARGET MARKET TO THINK WHEN THEY SEE OUR LOGO?

We want our clients to believe they are working with a trusted, modern, strategic company who can assist them grow their business in a profitable and sustainable way through the development of people management solutions aligned to the business' strategic objectives. Not fluffy HR stuff but real solutions for real business.

WE ARE LITERALLY “MAKING IT REAL”

LOGO APPLICATIONS:

Over time our new logo will be applied to:

TRADITIONAL MARKETING

1. a range of stationery including business cards, letterheads and business templates
2. a range of printed marketing materials such as presentation folders, brochures + case studies
3. Press advertisements
4. Signage – vehicles + building
5. Uniforms

DIGITAL MARKETING

1. Website
2. Email signatures
3. Social media: LinkedIn, Facebook, etc..