



HR Company Announces Rebranding, Revision of Logo and Color Scheme

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LandrumHR, an HR company offering PEO, staffing, and consulting services, is launching a revised LandrumHR logo and color scheme as part of their rebranding initiative. They believe the new look is a more accurate display of their brand promise, which is to provide HR expertise with unrivaled client care. Customers can count on the company to solve complex HR problems. LandrumHR believes that the new design highlights the focus on relationships, which is what drives their business and allows them to deliver on their promise.

David McCullough, Chief Administrative Officer at LandrumHR, says: "We have been working to ensure we remain relevant, provide the services our clients need, and the quality of care they deserve. We have a strong leadership team and an average employee tenure of 13 years. This allows us to offer decades of experience, expert support, and friendly service. We are updating our technology solutions constantly to bring clients the most up-to-date tools that ensure the security of client data and put information at their fingertips."

LandrumHR has grown organically and through acquisition over the past several years. They plan to continue this growth to reach their goal of becoming the leading provider of HR services in the Southeast. They

promise not to lose focus on their clients during this journey. The goal of the new logo design is to more accurately reflect their value. Kara Bloomberg, VP of Operations at LandrumHR says, "We aim to ?Make the Business of People Easier? and believe this new look reflects our experience, and makes it clear that relationships are the core of our business."

The new color scheme reflects the company's culture. The green hues represent the growth they help their clients achieve. The traditional LandrumHR blue and purple signify the history and foundation upon which they build toward the future.

Britt Landrum, III, President and CEO of LandrumHR adds, "We are the same company you have grown to trust, and we promise to stay focused on finding ways to serve you better. You may still see our previous logo on some communications for the next several weeks as we make this transition. If you have ideas you'd like to share, feel free to chat with us online at LandrumHR.com."

Those interested can also visit the LandrumHR facebook page for informative articles and upcoming events.

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For more information about LandrumHR, contact the company here: LandrumHR Deborah Brousseau - Director of Marketing 850-266-6064 DBrousseau@landrumhr.com Landrum 6723 Plantation Road Pensacola, FL 32504

LandrumHR

HR services provided include payroll and taxes, medical benefits and retirement plans, liability coverage and risk management, employee concerns and complaints, business development, staffing and recruiting, consulting or hands-on.

Website: <http://www.landrumhr.com/>

Email: DBrousseau@landrumhr.com

Phone: 850-266-6064

