

Home | Branding |

## Design Disciplines

- [Branding](#)
- [Digital](#)
- [Editorial](#)
- [Exhibition](#)
- [Furniture](#)
- [Graphics](#)
- [Interiors](#)
- [Packaging](#)
- [Print](#)
- [Product](#)
- [Retail](#)

## Supplements

- [One Year On 2011](#)
- [Sustainability in focus](#)
- [Top 100 2011](#)
- [Photography & Image](#)
- [Packaging & Branding](#)
- [Salary Survey](#)
- [Design Week Awards 2011](#)
- [Publishing in focus](#)
- [Hot 50 2011](#)
- [Vision 2011](#)
- [Creative Survey Supplement](#)
- [Rising Stars](#)
- [Opinions on Interiors](#)
- [Interaction Design supplement](#)
- [View more supplements](#)

## L&Co thinks up new brand for psychometric testing company

Wed, 17 Aug 2011 | By [Emily Gosling](#)

Print | Email | Share | Comment | Save

L&Co has rebranded psychometric testing company SHL, following its merger in January 2011 with US testing company PreVisor.



The consultancy was appointed in May 2011 following a three-way credentials pitch.

Initially, it was appointed to refresh the brand, but as the project evolved it created a new logo and modified the purple and pink colour palette to make it 'more purpley'.

The identity was designed to reflect the new SHL strapline - 'People Intelligence. Business Results' - created by SHL and brand strategist Stephen Millard.

Paul Barlow, creative director and founder of L&Co, says, 'Before, the brand used generic photo library images, which we felt was inappropriate as we wanted to make it really personal and individual - they really want to be bold.'

He adds, '[SHL] is all about people, so we used big profile faces and brought that into the logo.'

Nine illustrators were commissioned to create images representing the company's different areas, such as 'employee development' and 'talent acquisition.'

The new visual identity will be seen across all collateral including stationery, signage, marketing materials, trade exhibition stands and the website, which was built by a US-based web design team. L&Co created brand guidelines and worked alongside SHL's in-house studio to launch the new designs across Europe, Asia, the Far East and America.

**Design Manager**  
**£Competitive**  
**Gatwick**

virgin atlantic

### LATEST JOBS

- | **Artworker**  
Paperchase
- | **Design Studio Manager**  
HarperCollins Publishers
- | **Graphic Designer**  
Thirst
- | **Junior Project Manager**  
CircleSquare
- | **Experienced Creative**  
AV Browne Advertising

For all your Digital Print

Leading Digital Print

DEGREE SHOW 2011

BIAD

BIRMINGHAM INSTITUTE OF ART AND DESIGN GRADUATE SHOWS 2011 JUNE 13-19

www.bcu.ac.uk/biad

STOCK INDEX ONLINE

**CLICK HERE**

your world. our stock.

Millions of safe, affordable stock photos, illustrations, video footage, audio tracks and more.