

## **VIVID: New Brand Reflects Growth & Strategy Shift**

*Vivid Learning Systems announces new brand, with new logo, website, and business focus.*

PASCO, WA—When you’ve been in business for nearly 20 years, the decision to completely change your corporate identity isn’t exactly a light consideration—it’s kind of a big deal. But the recent brand transformation at Vivid Learning Systems seemed inevitable after consideration of the phenomenal growth in business.

In fact, Vivid CEO Matt Hammer said there were several factors that made the decision to launch a new brand for the online safety training provider, an easy proposition. “There are a lot of new faces; we’ve been hiring consistently for the past year, to match demand. And we’ve positioned the company well in some emerging areas where sales are just taking off,” said Hammer.

“So it wasn’t business as usual anymore. Internally, our identity was changing considerably through talent acquisition, and externally, we were finding success in new spaces, so it was natural that our strategy moved to reflect that, along with our identity,” said Hammer.

Launch of the new Vivid brand was timed to coincide with strategic planning—Vivid enters a new fiscal year on October 1<sup>st</sup>.

The new Vivid brand, including the logo, website, and changes in client communication, was designed through a process that involved each employee, but revolved around the idea of strengthening the connection with Vivid’s new and existing clients, over 90% of which are retained annually.

Said Hammer, “The client relationships we’ve built have shaped everything we do, from our product development and service expectation, to commercial planning. As the business evolved, we decided to redefine the company by

honoring our core client—the safety professional.”

“It’s pretty simple. We know who we work for, and we wanted our brand to reflect that.”