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The San Jose Group Gets a New Look

New Logos Offers a Glimpse Into the Company's Future Plans

BY **MARKETWIRE** .

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CHICAGO, IL -- (Marketwire) -- 07/26/12 -- [The San Jose Group](#), known for its strategic and innovative, multicultural marketing campaigns, today unveiled its newly redesigned corporate logos

for the company and its business units, SJ Public Relations and San



[Jose Consulting](#). The newly designed logos are a first for the company, since it changed its name in 1999, from San Jose & Associates to The San Jose Group, as it's currently known.

"Revamping our company's brand identity was a job that we did not take lightly," said Jennifer A. San Jose, director, creative content and ideation, The San Jose

Group. "In redesigning our brand's look, we wanted to ensure that the new logos' visual elements are not only 'fresh' looking, but are reflective of the creativity and targeted marketing solutions approach we take to help our clients achieve their business goals."

For more than 30 years, the agency has created multicultural marketing campaigns for clients in a variety of sectors under the monochromatic logo, the previous brand identity has now been replaced with a new, vibrant schematic that is more aligned with the company's creative platform and objectives for the future, which include expanding its marketing services to reach multiple consumer markets (i.e. African-American and general market), as well as a new pro-bono program.

LOOKING AHEAD

Since its inception, The San Jose Group has developed multicultural advertising and public relations campaigns for numerous brands including: Coca-Cola, Anheuser-Busch, Hormel Foods, Sears Holdings Company, American Family Insurance, Abbott Laboratories, Radio Univision and many others. The company is now looking to leverage its marketing expertise to help clients develop programs that reach a wider and diverse consumer base.

"We built our agency's brand with a strong belief that one marketing approach doesn't fit all," said [George L. San Jose](#), founder and chief creative officer, The San Jose Group. "We saw a need for targeted Hispanic marketing and understood our client's desire to reach out to this consumer in a relevant way. With the ever-

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George L. San Jose President and Chief Creative Officer of The San Jose Group a multicultural advertising agency.

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