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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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changing, diverse consumer landscape, we believe it's important, as marketers to help brands connect with a wide array of consumers through a lifestyle marketing approach that reaches them where they work, live and play. "With that in mind our plan moving forward is simple -- to be today's agency for today's multicultural marketplace."

EXPANDED PRO-BONO PROGRAM

Building from the success of its "SJG Giving as we Grow" Facebook contest, in which three non-profit organizations received their choice of pro-bono public relations or creative marketing services to the tune of \$30,000, \$20,000 and \$10,000, respectively, the company plans to roll out a full-service pro-bono program by the end of the year. The goal of the program is to provide marketing services to a non-profit organization that is looking to drive or increase awareness of their cause among diverse multicultural communities.

According to Jennifer A. San Jose, offering pro-bono marketing services to non-profit organizations is an invaluable gift given that many non-profits lack the necessary funding to support marketing efforts. "In hosting our 'SJG Giving as we Grow' program, we learned that there are many non-profits organizations that are in need of marketing services to help further their community cause -- we see our pro-bono program as a way to help at least one organization do just that."

To learn more about The San Jose Group and to view the new brand logos, please visit www.thesanjosegroup.com.

About San Jose Public Relations

San Jose Public Relations (SJPR) is a total market solutions public relations agency with a sub-specialty in multicultural communications. As the award-winning

persuasive content division of The San Jose Group, SJ Public Relations focuses on delivering multi-platform communications solutions. The PR agency works with Fortune 1000's clients, industry leaders and non-profits across a variety of categories. For more information please visit: www.sjpublicrelations.com or www.thesanjosegroup.com.



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