

# MORRISON'S NEW LOOK!

From celebrating our 17th anniversary to rebranding, 2019 has proven an exciting time for Morrison. Having worked diligently with the folks at MC2 on a rebranding project, we are excited to roll out our new look. Gone are the days of our trusty “Flying M” logo, as we so fondly called it. Soon we will have new Morrison swag, updated marketing material, and a redesigned website.

It's not just our logo that's changing, but a change in our operating name as well. Dropping “& Company” allowed us much more leeway in our logo redesign, but also keeps us in line with today's trends for professional services firms (think “Deloitte” vs. “Deloitte Touche Tohmatsu”). “Morrison” has been the one constant in our name in our 17 years in business and allows us to remain recognizable.

Changing our name, logo, and website might sound like we've simply signed up for a gym

membership at the start of the New Year, but these are just the obvious changes we have made since our last rebranding nearly a decade ago. MC2 conducted a survey and marketing study to help Morrison better understand what we do well and where we can improve. With that, we are planning additional service offerings, improved website content, and better outreach materials.

The end result is a little like a cell phone software update. Your current software works just fine, but the latest update brings you new apps, faster connectivity, or even a few new emojis. Like a software update, we want to show you an improved version of Morrison. That is why we have chosen to rebrand, and while the project is far from over, the one thing that won't be changing is our dedication to our clients and offering the best services available in our niches.

**R. Brent Morrison**  
*Right brain approach. Left brain solutions.*



2002

2009

2019