



CavalryHR is a project-based professional services firm specializing in human resources. Currently, cavalryHR provides experienced, quality professionals to a variety of companies who have a need that they need to fulfill in a timely fashion. In September of 2006, our agency was retained as cavalryHR's agency of record to provide re-branding for the company.

## RE-BRANDING STRATEGY

CavalryHR turned to I Imagine Studio to re-introduce itself as a new kind of company; a company that is in the business of constantly tracking people, specifically experienced professionals, so that when a client has a need it can be filled in the most efficient way possible. I Imagine Studio developed a new corporate identity for cavalry HR, one that reflects the innovative, fast-paced nature of their work and their market's environment. This new look is modern and fresh, paralleling the distinctively progressive quality of cavalryHR's services.



THE RIGHT EXPERIENCE  
THE RIGHT TIME

## SERENITY NOW!

### MARKETING MATERIALS

I Imagine Studio developed a series of marketing materials for cavalryHR, including a print advertisement campaign, online advertising, brochures, trade show materials and a promotional campaign; all with cavalryHR's logo and tagline, and crisp, colorful images. The design used in these materials is contemporary, conveying the message that this is a new kind of company for a new kind of time.

The screenshot shows the cavalryHR website homepage. At the top left is the cavalryHR logo. To its right is the tagline "THE RIGHT EXPERIENCE AT THE RIGHT TIME". Below this is a navigation bar with links: "ABOUT cavalryHR", "WHAT WE DO", "HOW WE DO IT", "CLIENTS", "WHY cavalryHR", and "CONTACT US". The main content area features a large headline: "Real Needs? Real Experience. Real Time!". Below the headline is a sub-headline: "When an HR project need arises . . .". To the right of the headline is a blurred image of a person walking through a doorway. At the bottom of the page, there are three columns of content: "LATEST NEWS", "SERVICES", and "SIGN UP FOR OUR NEWSLETTER". The footer contains the text: "If Human Resources is Your Responsibility Your Project is Our Business".

The print advertisement features a close-up image of a hand in a dark suit sleeve holding a light blue metal door handle. The background is a soft-focus view of a field with a building in the distance under a blue sky with light clouds. The cavalryHR logo is positioned in the bottom right corner of the advertisement.