



Sherri Stevens
President

Stevens Resource Group (SRG) Launches New Brand Identity

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WOODSTOCK, ON – Stevens Resource Group, a boutique-staffing firm, specializing in a comprehensive suite of human resource solutions, announces today that it is launching a new brand identity, featuring a new name and logo. Stevens Resource Group will now be referred to as SRG.

“It has been said that it takes a whole company to build a brand. At Stevens Resource Group (SRG) this is truer now than ever before,” explained Sherri Stevens, President, Stevens Resource Group (SRG). “Stevens is not just Sherri Stevens any longer. It is a collective group of intelligent, ambitious, passionate and caring people across 11 branches and 3 divisions (Staffing, Professional Search and USA division). It’s about the many people who have helped me build this company over the past 17 years.”

“There are many reasons why we’ve changed our name and image. One reason is that many of our valued clients already refer to us as ‘SRG’. We also believe that the clean, fresh look of our new image is keeping with today’s trends in the marketplace and will better position us for future business opportunities,” Stevens further explained.

The new logo is simple, modern and clean and carries the same corporate colour of burgundy, a colour that represents professionalism, vigor and elegance. The new image has been applied to all marketing & advertising communications as well as a newly designed website. The SRG website can be accessed by a new and simple address www.srgstaffing.com.

SRG enriches people’s lives by providing them with opportunities for growth and a sense of empowerment and we provide our clients with value-added strategic human resource solutions to improve productivity and business success. Based on this philosophy came the inception of their new tagline, ‘Building strength through people’.

“In the future, instead of the name being associated with myself, our hope is that SRG becomes associated with quality, service and integrity”, concluded Stevens. “Our vision is to become a recognized leader in our industry.”

About Stevens Resource Group (SRG)

SRG considers itself the boutique of the staffing industry, specializing in a comprehensive suite of human resource solutions.

An award winning firm, SRG is recognized for professionalism, quality placements, unique approach and business savvy. Since 1990 we have developed strong impressionable partnerships with clients to assist them with their staffing and human resource needs.

SRG provides expertise in the services of temporary & contract staffing, direct hire, professional search, consulting, employee assessments, payroll services and production startup.

SRG is ISO 9001:2000 certified.



Stevens Resource Group
www.srgstaffing.com