

# SRHW

**The Challenge:** Take the history and combined expertise of two newly merged accounting firms and create a cohesive new identity.

**The Solution:**

- The Brand Renovator interviewed clients of each firm to capture perceived brand personality and core strengths.
- Internal interviews uncovered capabilities of the combined organization and revealed the competitive landscape.
- *The Advice You Need -The Attention You Deserve* was established as the new tagline.
- Sellers, Richardson, Holman & West, LLP (SRHW) was introduced with a new logo, marketing collateral, recruiting materials and website: [SRHWcpa.com](http://SRHWcpa.com)



**The Result:** A new identity was launched, giving two newly merged firms a common voice and consistent way to talk about their combined strength.