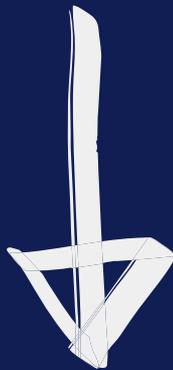
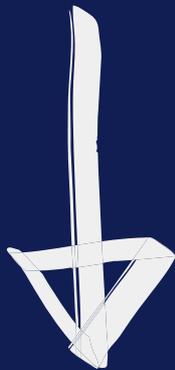


**SOMETHING
BIG
IS
HAPPENING....**



SAME BBG. DIFFERENT LOOK.

Today we are launching a new logo at Business Benefits Group (BBG).

We have so much love for our old logo. It was traditional, distinctive, and filled with character. For those who don't know, the prominent, white-pillared building shown in the left image, is the same office building we work in today. This logo has represented us well over the past 25 years, helping us grow from two to well over 50 employees.



So why change the logo now? The simple answer is the logo needed to change because we've changed. As the needs and goals of our clients have continued to evolve, so have we. It's time to take a new logo with us for the journey ahead.

You just want to see the new logo, right? Go ahead, turn the page!



Colored logo on white Background



Colored logo on dark Background



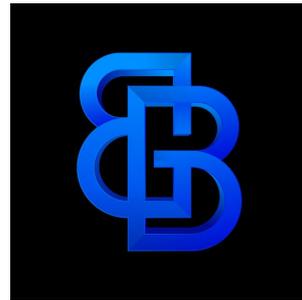
Colored logo on black Background



The new logo uses the letters of B,B,G to create a versatile and recognizable symbol that can be used across a variety of applications. The vibrant color palette refreshes our look while keeping the original BBG spirit alive.

We chose to continue with a blue symbol because the color represents the characteristics we live by: trustworthiness, wisdom, and integrity. We updated the typeface, giving the new logo a sophisticated but modern feel.

The formation of the letters best celebrate our past accomplishments, our current success, and our vision moving forward. When we start talking “decades” of being in business, which is the result of what a couple of people started. and many have joined forces with, you’re yet again reminded of just how special this re-brand is.



Over the coming months, you will see more visuals that introduce the updated logo. Our website, marketing flyers, and social media will begin to take on the new look.

The easy part of the re-brand is that our new logo already aligns with the story we tell each day. It’s the same BBG, but with a refreshed, more refined look.

Change never rests, and neither will we.

Team BBG