

# Why We've Rebranded: a Letter from Our President

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As many of you may have noticed, True North is sporting a new logo! This week, after fifteen years, we've released an updated brand identity that we believe better reflects who we are as an organization and the direction we're headed in.

Our steady growth has led us to the acquisition of Jordan Sitter Associates, expanding our areas of focus, growing the True North family, and improved internal process & technologies. We wanted our brand to evolve just as we had – it's an exciting era for our company and we are excited to share it with you!

The triangle is a representation of the Holy Trinity and our "True North" - a guiding principle to maintain the highest integrity in everything we do.

We chose a font that exudes a traditional, clean, and bold feel.



And lastly, we transitioned from a bright red to a dark blue font color as it represents loyalty, strength, wisdom, and trust.

## So, what's changed?

Aside from our new look & feel, True North Recruiting has transitioned into a retained search firm. We've created a new risk-free recruiting model that addresses our client's financial risk better than anyone in the industry. We value partnership and believe this improved service model is most reflective of that while fostering positive relationships & experiences for everyone involved.

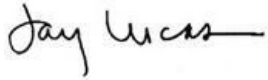
Secondly, we have launched a new division, which focuses solely on Civil Engineering! Through our conversations with candidates, clients, and network, we realized a gap in the market for qualified, Civil Engineering talent. What we aim to do is fill that gap by incorporating improved technology that will expand our reach and ability to provide great engineering talent reliably and affordably.

# And what remains the same?

True North Recruiting has been providing executive search for 15 years! We will remain specialist Executive Recruiters in Accounting & Finance, Information Technology, Human Resources, and Supply Chain/Manufacturing. Additionally, the faith-based values of the company will remain strong and intact. We believe in "Work as Worship" and that we are called to be the face of Christ in all relationships, including the workplace.

Our goal is that the changes we're making today better reflect the many ways we help our clients and candidates succeed. We hope you like the unveiling of our new visual identity! Thank you to our loyal supporters that have accompanied us in our evolution as a trusted provider of top talent. We are extremely grateful to you!

Sincerely,



Jay Lucas  
President/Owner

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