

30 New Mill Terrace Tring Hertfordshire HP23 5ET  
T 01442 890017 E [studio@kmdesign.co](mailto:studio@kmdesign.co) W [www.kmdesign.co](http://www.kmdesign.co)

**km design**

**HJP**  
APPLIED COLOUR PSYCHOLOGY  
CASE STUDY

## HJP CASE STUDY

### **The brief**

HJP, formally Harris & Co, are chartered accountants and business advisors

To reposition the company in the local and wider area and to align the visual look of the company with the company's future direction, Harris & Co required a new identity. The logo also needed to address a name change to HJP.

### **The approach**

The process started with Directors and key staff members completing our Branding Questionnaire. The results were analysed and the company's personality and colour group were identified. The outcome was Group 4 colours. These colours are clear and strong. They communicate characteristics of uncompromising excellence, efficiency and leadership.



**Group 4 colours**

modern, expert, leaders, excellence

## HJP CASE STUDY

### **The approach *continued***

A secondary subordinate personality group was also identified through the Questionnaire so elements (such as radius corners and softer, rounder type forms) associated with this personality were incorporated into some of the logo designs. Shown below are the four designs presented.

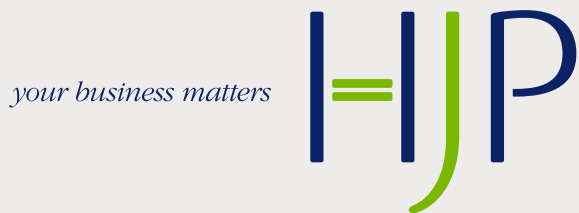


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### **The result**

With the addition of a strapline the below logo in a Group 4 palette was the final result.



### **Application**

Since its launch the new logo has been applied to stationery, banner stands, report covers, leaflets, newsletters, client briefings and the website.

