

PRESS-RELEASE

FOR IMMEDIATE RELEASE

GRIDS Consulting unveils the new logo and announces the completion of their rebranding initiatives

Irvine, CA, September 13, 2011 – GRIDS Consulting, a unique marketing consulting company, announces the completion date of their rebranding initiative as September 30, 2011. The new look will be celebrated at a private event hosted at the OC Wine Mart located in the City of Irvine.

GRIDS Consulting will continue to do business under the same name with an emphasis on redefining their brand's voice, image and personality. "We wanted to streamline and simplify our brand and services. Our three dimensional logo designed with the company's enhanced colors, red, white and black, was the inspiration behind the updated brand identity," said Divya Burton, senior consultant and owner of GRIDS Consulting. The design elements highlight the company's name; G.R.I.D.S (Growth, Retention, Income, Development and Strategy) as the five focus areas that are important for the advancement of a business in any industry. The new image is bold, modern, and sophisticated with a voice and personality described as professional, fun, optimistic and energetic.



The organization redefined its branding initiatives with the concept of *advancement*, especially in technology. The addition of Wendy Kessman to the organization gave the consulting company the opportunity to introduce Strategic Social Media Planning (SSMP) as a new service. In addition, they have updated and added new software to offer competitive market research services using web-based tools. "We are now able to host live twitter events at our engagements to provide a virtual experience to our online attendees," said Wendy Kessman, executive assistant at GRIDS Consulting. The company will be matching their logo and signature font with the complete redesign of their website.

The rebranding celebration marks the unveiling of GRIDS Consulting's new look to be shared with the company's clients, sponsors, staff and supporters hosted at the OC Wine Mart; a specialty fine wine, craft beer, and artisan cheese shop with a state of the art wine tasting bar. A few VIP packages will be given away towards contest and raffle winnings, sponsored by [L.A. racing at Toyota Irwindale Speedway](#). Media coverage provided by [La Trendzz Productions](#). "We will be there to support your growth, count us in!" said owner Joe Mosqueda of La Trendzz Productions.

About GRIDS Consulting: Founded in 2009, GRIDSConsulting.com was started with a vision to provide business and marketing strategic solutions to small and mid-size companies. The consulting company has thrived on being forward-looking with a commitment to provide quality service. Although the company's roots are in healthcare and hospitality industries, they have expanded their clientele to working with diverse groups; sports and entertainment; web design and graphics; and audio/visual (AV), to name a few. The new mission statement for the company is their consistent focus, "To provide dedicated and experienced strategic business and marketing consulting to help clients achieve their goals. Using professionalism and integrity as our standards, we strive to build customer loyalty." For more information, visit www.GRIDSConsulting.com.

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