

USC Consulting Group Unveils a New Logo and a New Website.

USC Consulting Group, a global Management Operations Consulting firm, proudly unveils a new logo and modern website.

TAMPA, FL. January 7, 2016 – As [USC Consulting Group](#) (USCCG) closes in on nearly 50 years in business, it is preparing for the next fifty by redefining its overall brand and message. The new logo and website represent the culmination of months of work defining the company's brand essence and value to the marketplace.

The new logo represents the evolution of the company. Created strictly with typography, it reflects a modern look that will stand the test of time. The blue and gray colors connect the new logo with the old, and convey a feeling of strength and stability that the company has earned after nearly 50 years in business. The bold new logo also adds the positioning line, "Empowering. Performance." When spoken both separately and together, the words accurately describe how USCCG empowers its clients in their own success by providing them with the knowledge, tools and techniques needed to sustain their performance improvements long after the consulting engagement is over.

Along with the new logo the company is also launching a brand new website, www.usccg.com, built from the ground up. Web visitors will find a much more user-friendly website built with mobile devices in mind. Built to be a destination website for business users with a problem to be addressed, the site has been streamlined for easy access to information about the company as well as to case studies and white papers.

"We really wanted this website to be a destination site for our current and potential clients," said Co-CEO, George Coffey. "While our previous website contained a lot of good information, it may not have been organized in the best way possible. With this new site, we wanted ease-of-use to be a top priority, along with good relevant content. Now, clients can find information about us, our capabilities, and our past results quickly and efficiently, in a very cool, modern web environment."

Directly on the [homepage](#), web users will be able to get a quick overview of USCCG in the **Who We Are, Why Choose Us?** And **What We Do** sections. The [About](#) page goes into more detail including **Our Mission, How We Do It, Technology** and **A Proven Process** sections.

The heart of the website lies in the [Industries](#) served and the [Results](#) section which features case studies from recent projects to give readers a sense for how USCCG can help their business. The previously stand-alone [Metrics blog](#) has been integrated into the new site which provides the company's [Latest Thinking](#) on a range of business topics.

The contemporary design features a vertical scroll format which works well on mobile devices, with subtle videos in the background depicting some of the industries they work in. A world map is also shown with global project locations marked to demonstrate the company's ability to work internationally.

Contact:
Antonio Hill
813-387-4340
antonio.hill@usccg.com

George Coffey said, “Given our humble beginnings nearly 50 years ago, this brand, logo, and website represent a natural evolution for USC Consulting Group, and I’m very excited about new look and our prospects for the next 50 years.”

About USC Consulting Group, LP

USC Consulting Group (USCCG) is an operations management consulting firm helping clients improve financial performance with a focus on operational excellence across the supply chain. Founded in 1968, the firm brings experience, enabling technology, and subject matter expertise to implement solutions, not just recommend them. With offices in the United States and Canada, and projects spread across the globe, USCCG has worked in many industries with companies of all sizes, including many in the Fortune 1000. For more information please follow us on [LinkedIn](#) and [Twitter](#) or visit www.usccg.com.

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Antonio Hill
813-387-4340
antonio.hill@usccg.com