

# A NEW YEAR, A NEW NAME, AND GOODBYE TO "THE FLYING M"

We are looking forward to a great year at Morrison, starting with a new operating name and a fantastic new logo.

February 1, 2019 marks our 17th anniversary but we've been "Morrison & Company" just the last ten years. Starting as "R. Brent Morrison Executive Consulting," we changed to "Morrison Consulting" soon after when Brent began adding consultants on a contract basis. We dropped the contracting model and began hiring fulltime consultants a few years later, changing the dba to "Morrison Consulting, LLC."

We reorganized as an S Corporation and reverted to "Morrison Consulting" about a year later, but only for a few months. In January 2009 we changed to "Morrison & Company" and rolled out our first professionally created logo, which we affectionately dubbed "The Flying M."

So why change now? An updated name and logo seemed in order to better represent who we are today. We are a very different company than just a few years ago, with a larger team, greater specialization, and more service

offerings – and it isn't stopping there. Watch for additional service offerings, increased specialization, and other changes over the coming months, along with an update of our website and outreach materials.

A lot of thought and research went into the name and logo changes, including input from our team, a survey and marketing study by the marketing firm MC2, and their advice on trends and branding. The usual definition of "rebranding" relates to the development of a new look and feel for a service, product, or company in order to influence public perception, but if that's as far as it goes it's a waste of time. In 2010, for instance, Comcast rebranded its consumer digital cable, digital voice, and high-speed internet services as "Xfinity" with no substantive differences in the underlying services. Time magazine declared it one of the worst corporate name changes of all time and little more than a marketing ploy.

Other changes have been spot on, fitting the company and its brand promise. Few

remember that the original name of Google was "BackRub." "Google" is a play on "googol," a large number comprised of the number one followed by a hundred zeros (and by some reports an unintentional misspelling). The concept nicely reflects the nearly endless boundaries of Google's search reach, and as an added bonus we can all be thankful we don't have to ask someone to "BackRub it" when doing research.

So why "Morrison"? It is the one constant in our name and is readily recognizable, concise, and in line with trends in names for professional services firms (think "Deloitte" vs. "Deloitte Touche Tohmatsu"). Likewise, our updated logo is a clean evolution of the "Flying M" rather than a completely new concept and should be both recognizable and easier to reproduce consistently, which has been a challenge with the old logo.

The one thing that won't change is our dedication to our clients and offering the best services available in our niches. We look forward to the "new" Morrison.

**R. Brent Morrison**  
Right brain approach. Left brain solutions.



2002

2009

2012

2019