

---- FOR IMMEDIATE RELEASE ----

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### **The Booth Company Launches New Site and Branding Campaign - 06.02**

The Booth Company, a leading provider of The Clark Wilson surveys, unveiled its newly redesigned web site and branding campaign. The site showcases the unique 15 role specific surveys and support materials The Booth Company offers its clients. In addition, the site showcases The Booth Company's new identity consisting of a new logo and branded "look & feel".

In order for The Booth Company to be a stronger online presence, in the assessment arena, a new and original approach was necessary for the company's identity and website. According to Design Director, Kurt Blazek, "We wanted to develop an identity and website that would not only represent what we do as a company, but would also be a visual representation of our pursuit for quality products and services." The Booth Company developed the new site utilizing user centric design principles to create an experience that is informative and an interface that is easy-to-use. The new site was redesigned from the ground up with clients in mind, starting with the information architecture, navigational structures, and the site's branded "look & feel" pulled from the newly designed logo.

"It was exciting to work on and see the new approach evolve to what we have today. We always look forward to serving our potential and existing clients with quality tools." said Daniel J. Booth, CEO of The Booth Company.

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### **About The Booth Company**

*The Booth Company publishes and administers 360 degree feedback surveys based on the Task Cycle®, a validated theory of leadership and management roles. Its comprehensive set of surveys measure the fundamental skills of mission-critical organizational roles, including executives, first-line and middle managers. The survey results are compared to continuously updated industry and country norms. Since 1972 The Booth Company has distributed its surveys and feedback workshops internationally through corporate universities and an exclusive network of certified senior executive coaches.*

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