

World Search Group

LOCAL APPROACH, GLOBAL PERSPECTIVE

MEDIA RELEASE

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WORLD SEARCH GROUP ADOPTS NEW SIGNATURE/LOGOTYPE

Toronto, Canada, December 4, 2007 --- At the World Search Group's recent Annual General Meeting in Agra, India, members voted to adopt a new signature logotype as its visual identity for moving forward.

Contemporary and sophisticated, it has been designed specifically for the World Search Group brand by S2M2 Design to fit with the look and feel of the Group's revitalized website to be launched at the beginning of the New Year.

The colours were inspired by those found in the original signature and will be used consistently across all brand communications to help build recognition for the World Search Group brand while contributing to a unified look and feel. The signature artwork has been designed for adaptation to a range of reproduction, printing and background requirements.

Members will be incorporating the new signature into all of their communications materials while maintaining their own individual corporate identity. They will also be able to choose the appropriate signature for their own use from a selection of formats accompanied by an Identity Guideline reference document.

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The World Search Group is an international strategic alliance of independent retained executive search firms with members in virtually every international market, finding the right person, for the right position, at the right time. With members in close to 30 cities, World Search Group ranks among the top 20 executive search organizations in the world*.

Visit **www.worldsearchgroup.org**

*2007 top 20 – *search-consult* magazine

*2006 top 25 – Hunt-Scanlon's *Executive Search Review*

S/2M2 is an international multimedia design firm specialized in interactive design, digital presentations, print design and corporate identity.