

# Graphic Design

Philadelphia ■ Pittsburgh

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## Case Study:

# Shaner Corporate Identity Package

### The Challenge

An opportunistic approach and entrepreneurial spirit have fueled the growth of Shaner Hotel Group in the past 20 years. The company has enjoyed significant success in the hospitality industry, growing from just one property in 1983, to an expanding portfolio of nearly 25 hotels in 15 states.

In the last decade, Shaner Hotels expanded into numerous new ventures, creating a new breadth of capabilities under the Shaner corporate umbrella.

These ventures include a division providing its own hotels—and others—with back-office support; an energy division involved in gas exploration and distribution; and a financial unit that seeks new investment opportunities.

While great for its bottom line, this evolution meant the company's original name and graphic identity no longer communicated the depth and diversity of the organization. A new name and identity were needed to capture the personality of this ever-growing enterprise, so Shaner turned to Jack Horner Communications (JHC) for help.

## The Solution

One-on-one interviews with personnel across the company gave JHC a clear vision of where Shaner is headed, as well as the traits it embodies. Strength, stability, forward-thinking, entrepreneurial and family were but a few of the words heard again and again.

These ideals guided the JHC team to develop a clean, simple and consistent, monolithic architecture for the company names and logos. We recommended naming the parent holding company "Shaner," and the divisions Shaner Hotels, Shaner Solutions, Shaner Resources and Shaner Investments, providing a clear and consistent relationship between all entities—with room for additional growth. Companies operating within the individual divisions maintained their current identities, while adding "A Shaner Company" tagline to make clear their affiliation with the parent organization.

The new corporate colors of rich maroon and warm gray combined with the two elements of the graphic mark, communicate strength and stability. The new stylistic "S" formed by the graphic elements underscore the fluidity and forward-thinking attitude of the organization it represents.

## The Results

The entire re-branding process served as a useful tool for increasing the dialogue throughout the company, and provided the means for evaluating the way the organization communicates to employees, as well as how individuals communicate with each other. It also created a platform for streamlining interactions and providing role clarity.

Additionally, Shaner management made the graphic identity selection process highly inclusive, encouraging employees to choose the identity they felt best represented their company. Since "people support what they help to create," the process gave every employee buy-in and ownership of the new identity, while setting the stage for a new level of communication that the employees have already begun to embrace.



"Jack Horner Communications provided us with a tremendous number of on-target choices for

our new graphic identity. It was difficult to select just one."

Lance Shaner  
Chairman and CEO  
Shaner