



## LAC Group unveils new company logo

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**Los Angeles – March 7, 2019** – LAC Group is rolling out a new logo as part of a bigger branding initiative to communicate the value and capabilities the company now offers.

Founded in 1986 as a law firm library services provider, LAC Group has expanded to offer a comprehensive range of knowledge and information services to every major industry sector. In 2018, the company consolidated three business units (LibSource, Chase Cost Management and PRO-TEK Vaults) into the single business entity of LAC Group. 2019 is the year of moving forward with a cohesive brand identity, represented by a new logo.

According to CEO Rob Corrao, *“The new logo better matches the business we’ve become in the last several years: a dependable, trusted provider of managed services that empower organizations to make the most of their knowledge and information assets and resources.”*

The graphical and abstract “i” in the design, stylized for a digital feel, represents **information**—core to who the company is and the value it offers. Dots were inserted between the three letters to highlight that the correct pronunciation of the company name is L, A, C.

### **About LAC Group**

Los Angeles-headquartered LAC Group provides critical knowledge and information management solutions such as competitive intelligence, research services, preservation and archival services, spend and cost management as well as knowledge management services for Fortune 500 companies, law firms, Hollywood studios, academic institutions and government agencies. Founded in 1986, LAC Group is a leader in delivering high-quality, cost-effective business services that help organizations manage and curate physical and digital information, data and content. For more information, please visit [lac-group.com](http://lac-group.com).

### **MEDIA CONTACT**

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### **ADDITIONAL RESOURCES**

[LAC Group Press Kit](#)

### **LAC GROUP ONLINE**

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