



MOODY'S

BRG
Logos
Refresh

Moody's: BRG Logos Refresh

Overview

After Moody's corporate brand refresh, the Design team set out to unify the company's Business Resource Group (BRG) logos under a single cohesive framework. Each group previously operated with its own visual identity, resulting in inconsistency across the groups. The goal was to create a system that felt unified yet allowed individual expression, ensuring all BRGs looked distinctly Moody's while reflecting their unique missions.



The design centered on the Moody's apostrophe mark, establishing a shared structure that balanced consistency and flexibility. Using our new custom font, GT America, the team developed a minimalist framework where each BRG could still personalize elements like color, linework, and imagery.

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MOODY'S
GROUP NAME

MOODY'S

Strategy

The design process began by creating a uniform structural foundation focused on weight, shape, and balance before introducing any color or illustration. From there, the team conducted extensive exploration—researching existing BRG visuals and cultural motifs to move beyond overused themes and develop more original, abstract interpretations. Collaboration played a key role throughout the process as initial visual options were developed, refined, and aligned through multiple feedback rounds.

Old BRG Logos



MOODY'S
BLACK IMPACT
BRG



MOODY'S
CONECTAMOS
BRG



MOODY'S
GENERATIONAL
BRG



MOODY'S
PAN-ASIAN IMPACT
BRG



MOODY'S
MINDS
BRG



MOODY'S
MULTICULTURAL
BRG



MOODY'S
PRIDE
BRG



BUSINESS
RESOURCE
GROUP



MOODY'S
VETERANS
BRG



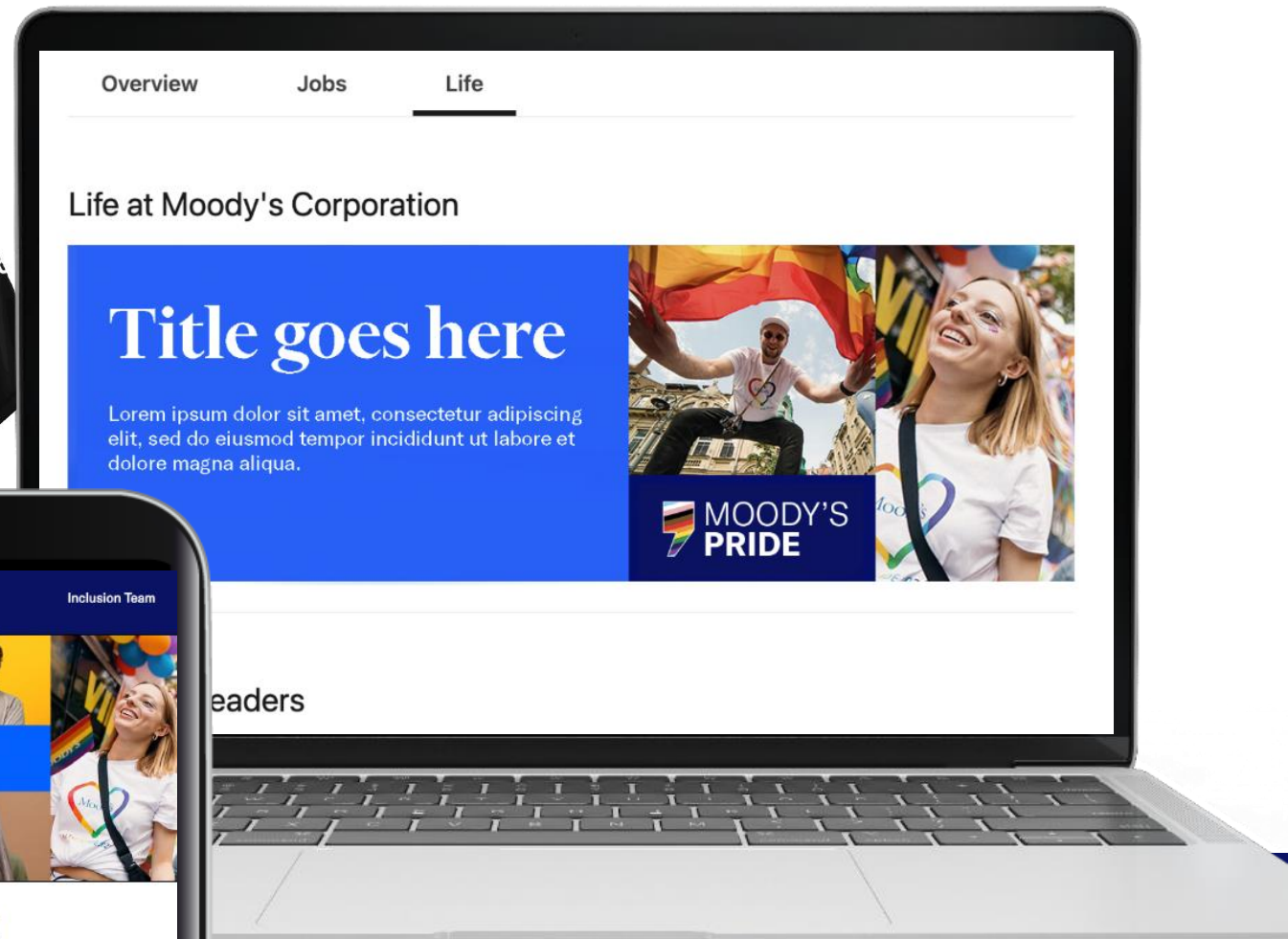
MOODY'S
WOMEN'S
BRG



MOODY'S
ENABLE
BRG

New BRG Logos





Brand applications

MOODY'S





RESULTS

- The project delivered a timeless, cohesive visual system that integrates seamlessly with Moody's rebrand while allowing individuality within a unified framework.
- Established a consistent brand foundation recognizable across all BRGs.
- Maintained distinct personality through curated patterns, color palettes, and illustrations.
- Created a flexible, enduring system built to evolve without losing brand integrity.
- Streamlined approvals through centralized leadership, avoiding creative gridlock.
- Earned strong internal praise for its thoughtful execution and visual cohesion at launch.