

On Assignment Unveils Dramatic Rebranding

New Logo, Brand Mark and Website Design

CALABASAS, Calif.--([BUSINESS WIRE](#))--[On Assignment, Inc.](#) (NYSE: ASGN), a leading provider of diversified staffing solutions today announced a new logo, brand mark, and website design. Peter Dameris, CEO of On Assignment said, “Our new branding scheme is a bold new look for the digital age.”

Dameris continued, “Trends in the industries we serve constantly change but right now our clients are exhibiting a preference for work to be performed domestically and with ‘shared human capital.’ We felt it was time to overhaul our branding to bring it more in step with our industry, our companies, and our people—dynamic, innovative, and modern. We wanted something that celebrated our 30+ years of success, while showing that we are poised for continued growth as the best-in-class talent solution for the digital world.”

Describing the design changes, Dameris noted, “We went from a very understated scheme with mostly monochromatic elements to a dynamic new look that is sleek, sophisticated and contemporary.”

On Assignment finished 2016 as the 3rd most valuable staffing firm in the United States, and the 10th largest US staffing company, based on revenue.

About On Assignment: On Assignment, Inc. (NYSE: ASGN), is a leading global provider of in-demand, skilled professionals in the growing technology, life sciences, healthcare technologies, and creative sectors, where quality people are the key to success. Its companies go beyond matching résumés with job descriptions to match people they know into positions they understand for temporary, contract-to-hire, and direct hire assignments for businesses in North America and Europe. Clients recognize On Assignment’s companies for their quality candidates, quick response, and successful assignments. Professionals think of On Assignment’s companies as career-building partners with the depth and breadth of experience to help them reach their goals. On Assignment’s companies operate a network of branch offices throughout the United States, Canada and Europe. To learn more, visit <http://www.onassignment.com> .

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