

COLUMBUS, OH – December 18, 2017 – Ladybug Design has announced today that its name will change to Nolan Branding effective immediately. Along with the new logo and brand identity, a new website will be unveiled: [www.nolanbranding.com](http://www.nolanbranding.com).

Samantha Nolan launched Ladybug Design in 2000 as a corporate design firm — hence the name. Soon after she transitioned her expertise in corporate branding and communications into personal branding. While Nolan and her team continue to utilize design and marketing skills while crafting interview-winning resumes, the name Ladybug Design did not accurately capture the company's focus on personal branding, positioning, and promotion.

Samantha Nolan, the team, and the main services of providing resumes, cover letters, thank you letters, LinkedIn profiles, professional presentations, and career and interview coaching will remain the same. Expanded services now include a Facebook Live Channel with free personal branding assistance; expanded customer service options; on-demand access to personal branding advice in both digital and written formats; outplacement services with businesses of all sizes; and additional partnerships with higher education institutions and career services offices. The changes to company's name, website, services, and tagline — "Where Careers Take Flight" — were all designed to more clearly communicate the company's vision and mission of propelling clients' careers.

Nolan Branding will replace Ladybug Design, and the company's previous website ([www.ladybug-design.com](http://www.ladybug-design.com)) will redirect to the new website. All email addresses will also be replaced to reflect the new name: [samantha@nolanbranding.com](mailto:samantha@nolanbranding.com); [dearsam@nolanbranding.com](mailto:dearsam@nolanbranding.com); and [admin@nolanbranding.com](mailto:admin@nolanbranding.com). The business phone number, 888-952-3928, will remain the same.

Samantha Nolan has led the company for over 17 years and is regarded as one of the most accomplished and effective personal branding experts in the U.S. with over 9,000 clients in over 47 states and around the world. Nolan has established a nationally-recognized name through her weekly syndicated career advice column, "Dear Sam." Her column is published in major markets across the country and reaches an audience of 2+ million readers weekly. Working with clients at all stages of their careers, Nolan and her team provide unmatched expertise in career and professional development services. The transition to Nolan Branding more accurately reflects the company's core mission and services; improves brand recognition with the "Dear Sam" column; and better captures the rich history— and future— of the company and its founder.

For more information about this migration, contact [admin@nolanbranding.com](mailto:admin@nolanbranding.com) or call 888-952-