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GLOBAL RESULTS COMMUNICATIONS PUNCTUATES ITS APPROACH TO MODERN COMMUNICATIONS WITH BOLD, FRESH SIMPLICITY

Award-winning global communications firm embraces the dot-dot-dot – reflecting its continued commitment to drive every client and brand story farther

SANTA ANA, Calif., July 8, 2021 – [Global Results Communications \(GRC\)](#), an award-winning, full-service public relations powerhouse focused on high-tech and all the verticals it touches, today announced the rollout of its new logo—the ellipsis—with a brand refresh symbolic of its modern approach to communications and continued commitment to drive every client and brand story farther.

“After 15 successful years of representing futurists, visionaries and industry champions, we felt this was the perfect time for a change that reflected momentum—a continuation or a new chapter for both our clients and the agency itself,” says GRC Founder and CEO Valerie Christopherson. “Despite the trials and tribulations of the past 18 months, we have expanded our capabilities with new clients, new hires and more opportunities for growth than ever before. The ellipsis really says it all because the best is yet to come.”

The original definition and use of the ellipsis (known informally as dot-dot-dot) was intended to indicate an intentional omission of a word, sentence or whole section from a text without altering its original meaning. Today, the ellipsis is an important punctuation in communication used in a variety of ways. In the middle of a sentence it can indicate a temporary pause in thought or hesitation. At the end of a sentence it can indicate suspense or continuation, as in “to be continued...” The bright blue color of the ellipsis was chosen to inspire the feeling of positivity and expansiveness often associated with the ocean and sky.

In addition to unveiling its new logo, GRC also announced the launch of its new website. Designed in the same spirit, both the website and logo are characteristic of the agency’s ability to keep clients moving forward, regardless of the times.

Visit the new GRC website: www.globalresultspr.com.

ABOUT GRC

[Global Results Communications](#) (GRC) is an award-winning, full-service public relations firm focused on elevating the public profiles of its clients worldwide. With expertise in the technology industry and all the markets tech touches, GRC is renowned for interpreting complex concepts and leading-edge ideas with insight and intelligence, and in a distinct brand voice that is consistent, clear and engaging. Trusted by both entrepreneurs on the cusp of new discoveries and multi-billion-dollar enterprises breaking new

ground, GRC adheres to the highest standards while developing targeted communications strategies that dramatically enhance market presence and performance on a global scale. For more information please visit: www.globalresultspr.com. Follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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