



FOR IMMEDIATE RELEASE
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Bristol Global Mobility Announces New Brand Strategy and Website

PHOENIX, ARIZ. October 9, 2024 – Bristol Global Mobility is excited to announce a brand refresh. The company, which has steadily grown and expanded its client base, has updated its signature brand to align with the core belief in bringing people together for better through the management of corporate employee mobility programs. This update includes:

- A new visual identity, logo, and tagline
- Renewed mission, vision, and values (known as “Bristol’s core commitments”)
- Updated website content and design

Recognizing that the current working world requires more synchronicity and efficiency than ever to successfully manage relationships, this new brand identity emphasizes Bristol’s commitment to delivering better experiences to all stakeholders.

“We’ve always believed that it’s not just about getting bigger; it’s about continuously striving to be better,” said Bristol president, Joe Cardini. “Our refreshed brand captures our longstanding and unwavering commitment to connection and ties to the concept that Bristol uses this connection to drive betterment of all those we serve. Bristol’s mission is to ‘bring people together to better families, businesses, communities, and our planet.’ With our evolved identity, it’s clear to everyone that, more than ever, we will use our position in the industry to make a positive impact wherever and whenever we show up.”

Bristol’s brand identity has previously been tied to the ethos of connection and the symbolism of the pineapple in reference to Bristol’s spirit of hospitality. In the new company logo, the Bristol “B” has now grown to embody the pineapple, representing the way the firm has embedded hospitality in all operations and functions.

Bristol’s Vice President of Brand Strategy, Sarah Bollert, noted, “The Marketing team has done an amazing job capturing the essence of Bristol in this refresh. When each Bristol associate sees the Bristol ‘B,’ they will be inspired to embody everything we stand for. Each one of us is the Bristol brand, and this new visual identity reminds us to ‘be the pineapple.’”

The company’s brand identity and tagline of “Better with BristolSM” represent a firm focus and commitment to hospitality, connection, and the best outcomes.

For more information, please visit the new website at www.bristolglobal.com.

About Bristol Global Mobility

Founded in 1997, Bristol is an independently owned and operated global relocation management company headquartered in Phoenix, AZ. With a focus on connection and hospitality, the company has the experience needed to manage global mobility in ways that create consistent value for clients and meaningful move experiences for their relocating employees. With a relationship-centered philosophy, Bristol provides a human-led and tech-enabled approach that is agile, scalable, and flexible, providing service in more than 180 countries. For more information, please visit www.bristolglobal.com.

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