



Employee Communications Brand Program for a Retail Pharmacy

Walgreens needed a flexible and coordinated literature system for all of their employee benefit communications. BDi proposed creating a symbol / program name to bring value and credibility to the benefits program. We also designed an easy to scan literature system, color palette, formats and typography styles so that in-house or outsourced design vendors could produce benefit updates quickly and efficiently. This brand system was made available to a variety of other communications.

