



**Employee Communications Brand Program for a Public Offering**

Hewitt was going public and needed to communicate strong, shared and positive messages to its 15,000 associates. BDi developed a series of pieces communicating simplified explanation of stock and options ownership in a non-threatening, confident manner. Using core messages of 'new growth — new opportunities' we created a unifying mark, nature/business photo gallery, clear chart styles, and bright colors on natural stock.

