

# ENERGY

The energy industry is founded in hard sciences such as geology, biology, chemistry. Core to these disciplines is the element of exploration, discovery, nature and conservation. This look is based on visuals traditionally associated with the exploration of the great American West, with each image affiliated into a energy division (including solar, wind, geothermal, water, and fossil fuels.)The design links the natural world to the energy industry by focusing on the relationship between the viewer, the natural element and light (implying power and energy.) Employees in the energy industry, will find this a cross-demographic design with broad appeal.

- Design uses lighting and tactile elements to create visual connectivity between industry and aesthetic.
- Type reflects the traditional spirit and warmth of the landscapes, but incorporates modern elements to make it appropriate for today's audience.
- Tagline uses "Power your future" not only creates an overt link between the image and the industry but is an empowering statement, encouraging the participant to take ownership in their future.
- Radiant graphic element reinforces the link between the image and the industry, and creates an aspirational feeling to planning for the future.
- Band and frame around text reflect the traditional feeling and era of the photography style. The curves and stroke are reminiscent of cigar bands and can appeal to both the male and female demographic.

## Typography

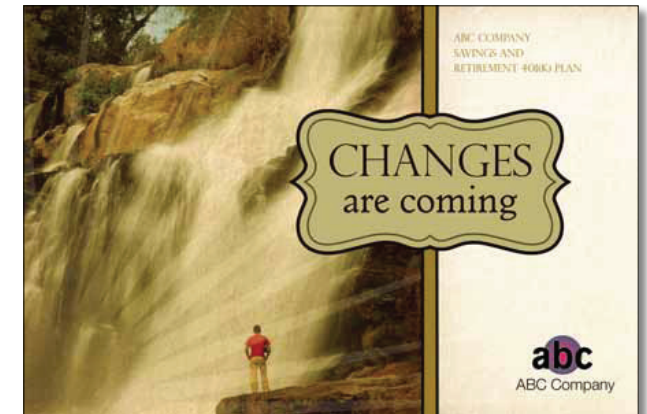
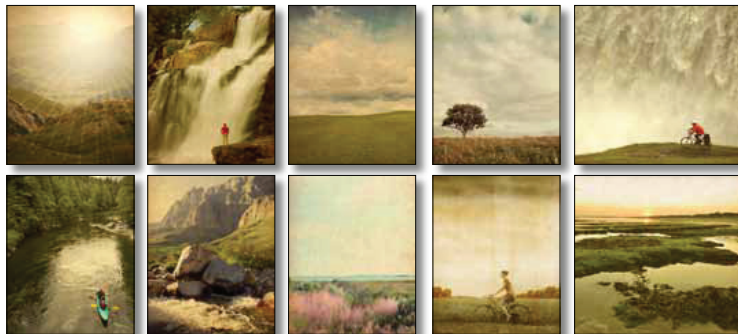
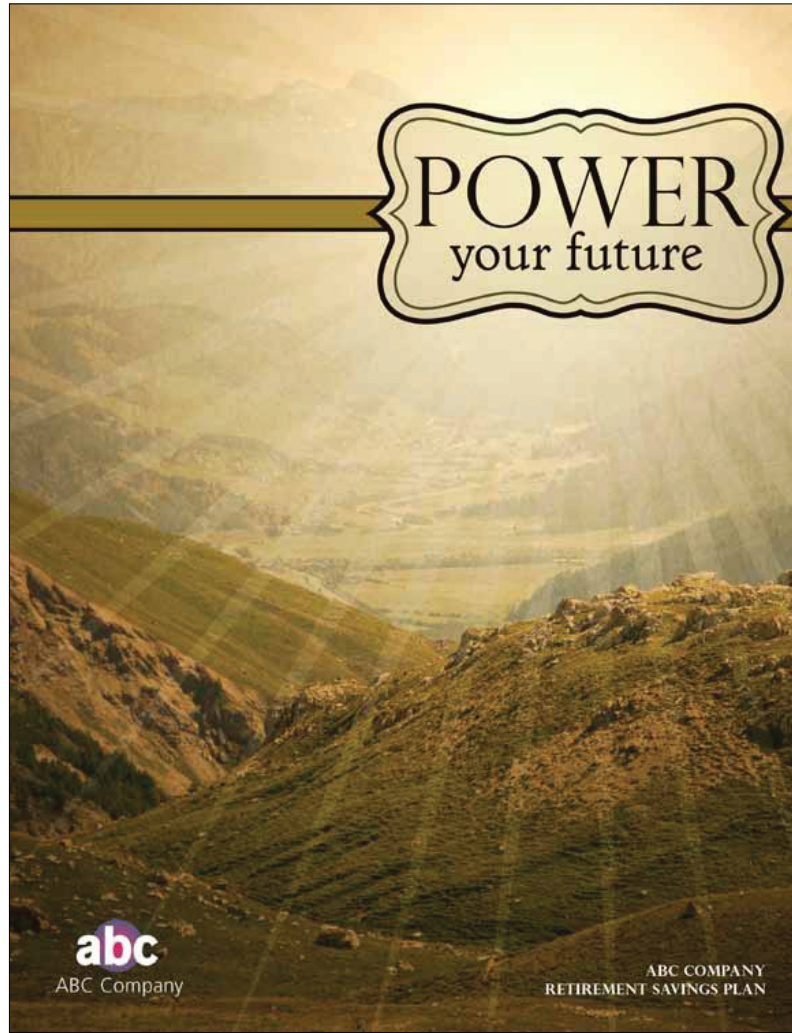
HEADER OPTIONS:

PERPETUA TILTING MT  
ABCDEF1234

FUTURA  
ABCDEF1234

BODY OPTIONS:

Italian Old Style MT  
Futura Light



# FREEDOM

This approach to the concept of freedom implies that the viewer is searching for financial freedom or freedom from the workaday world. The balloon is symbolic of the participant's ability to make their own choices about their future, whether it is in work or in play. Scenery is primarily urban, however, the concept of escapism can lead the viewer to other locations.

- Design represents the contrast between the symbolism of flight and freedom and the material world.
- Juxtaposition is reinforced through the contrast of the bright, colorful balloon and the black and white urban background.
- Type reflects a modern, business-appropriate style, but its clean lines and simple display also reinforce the simplicity of flight, air, and sky.
- Tagline uses "Your future. Your choice" is an empowering statement, encouraging the participant to take ownership in their future.

# TYPOGRAPHY

HEADER OPTIONS:

AVENIR LIGHT ALL CAPS  
 ABCDEF1234

BODY OPTIONS:

Avenir Light



Newsletter

Cover

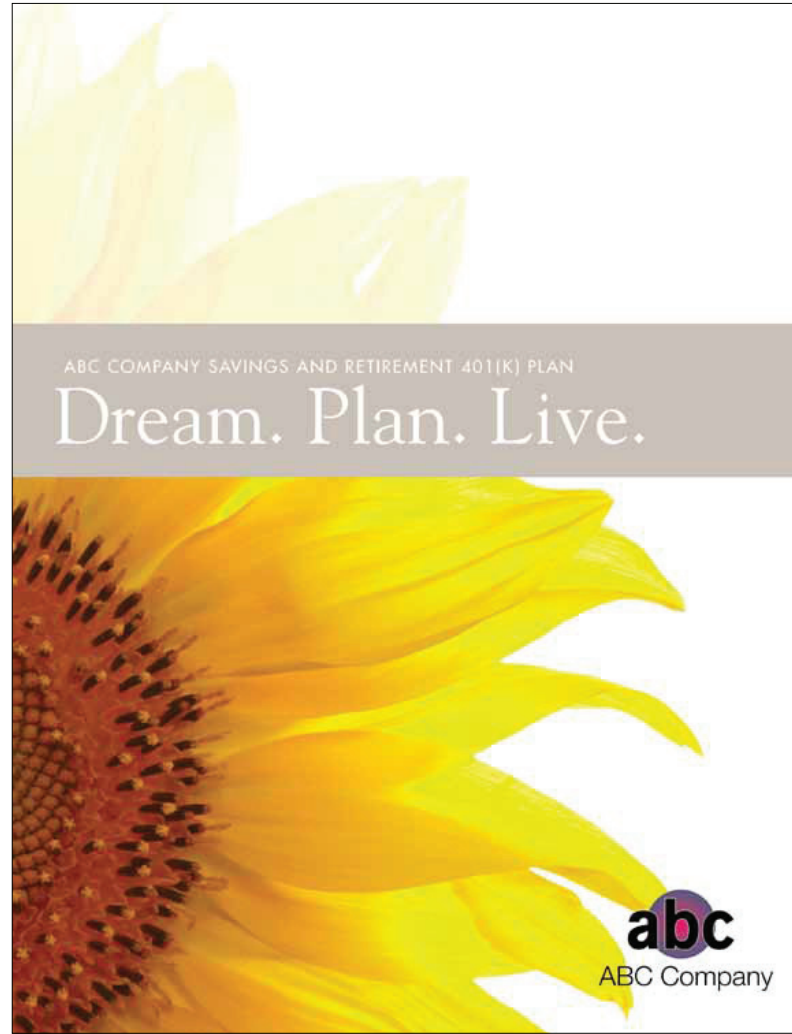


Changes are coming PURL

# Energy

Energy companies today rely on a broad range of services they offer. Commonalities are that they all tap in to natural resources and they are all sensitive to their roles as stewards of the earth. This design focuses on clean energy, but seeks to reach across the variety of energy providers. The overall look seeks to reach a variety of demographics with a common goal: to execute their own job in a manner that supports sustainability for future generations.

- Design uses clean, simple imagery to connect the industry to the message of conservation and renewable resources. Major industries are represented or supported by images appropriate to their “clean” initiatives (sunflower = general energy as well as solar/wind power, fish = hydroelectric, saltwater and marsh images = responsible drilling, etc...)
- Type includes traditional serif and clean san-serif fonts to reinforce message of simplicity.
- Tagline uses “Dream” to support the idea that the employee’s (and their children’s) future is not only tied to nature but to their financial planning.



# Typography

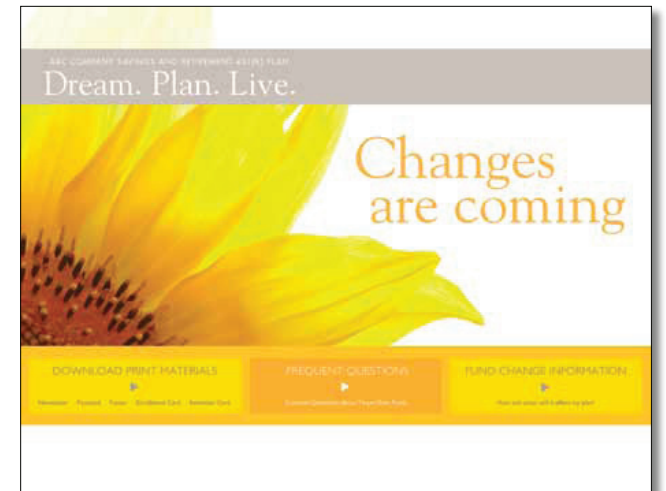
HEADER OPTIONS:

Goudy Oldstyle  
 ABCDEFabcdef1234

FUTURA  
 ABCDEF1234

BODY OPTIONS:

Goudy Oldstyle  
 Futura Light



Additional Images

# DISCOVERY

This look targets the concept of discovery, exploration and connection with the outside world. It will have appeal to field employees or those in the earth sciences, environmental research, biology and bio-tech industries.

- Photography is highly artistic and idealistic, reinforcing the purity of nature and the abundance of natural resources Interesting lighting is a key element of each photo.
- Type uses both serif and sans-serif to bridge between traditional and modern.
- Tagline “Discover your future” encourages the participant to be an active agent in planning their future and positions their retirement as an opportunity for exploration.
- Graphic elements are optional features which tie look into hard and bio-sciences.

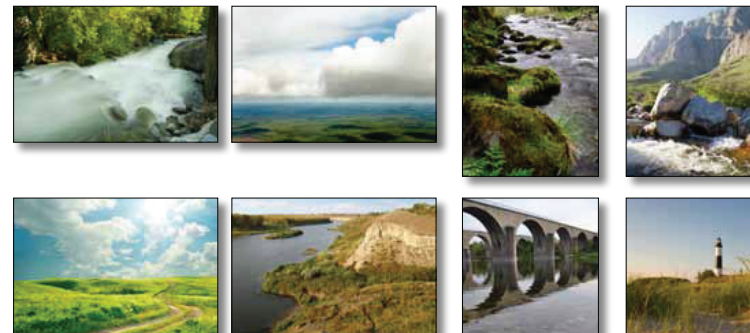
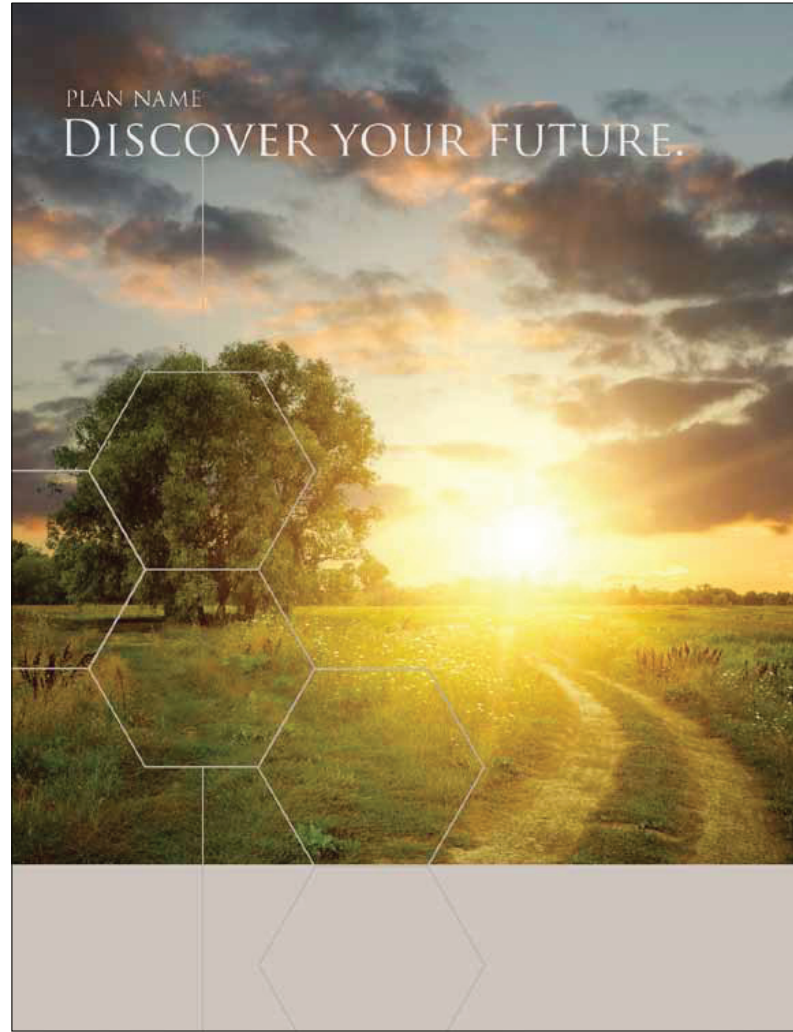
# TYPOGRAPHY

HEADER OPTIONS:

TRAJAN PRO  
ABCDEF1234

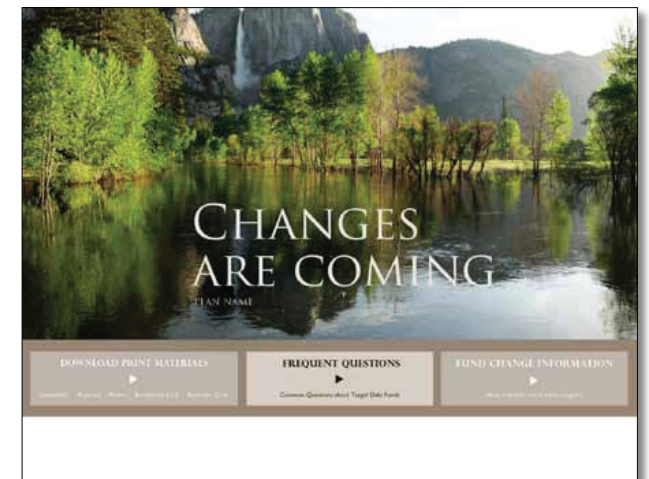
BODY OPTIONS:

Gill Sans Light



Newsletter

Cover



Changes are coming PURL

# Biotech

The biotech industry links the disciplines of biology, microbiology, genetics and chemistry with mechanics, engineering and technology in the interest of serving the health care, agriculture (food and non-food uses) and environmental industries. It is a highly skilled, highly technical environment where a majority of the employees will be well-educated and specialized in their fields. This design will appeal to individuals in this field as it reflects similarly employed individuals working in the biotech industry. This design may have particular relevance to those in the genetics or medical fields.

- Photography reflects participant demographic in a typical research work environment. Individuals are smart, focused and engaged in their work. They reflect curiosity and problem-solving.
- Type reflects the sterile environment of the scientific research lab. It is simple and straightforward.
- Tagline “Your future, your power” empowers the participant to take ownership in their future. While their research may not always lead to immediate, tangible answers, their retirement plan is something they can affect.
- Graphic elements of the hexagon mirror the symbolic representation of organic chemistry.
- Purple, blue, and green are colors typical for the biotech field, with purple being particularly linked to electrophoresis imaging and genetics.



## Typography

HEADER OPTIONS:

Avenir  
abcdef1234

Futura Light  
abcdef1234

BODY OPTIONS:

Futura Light  
Goudy



# FINANCIAL

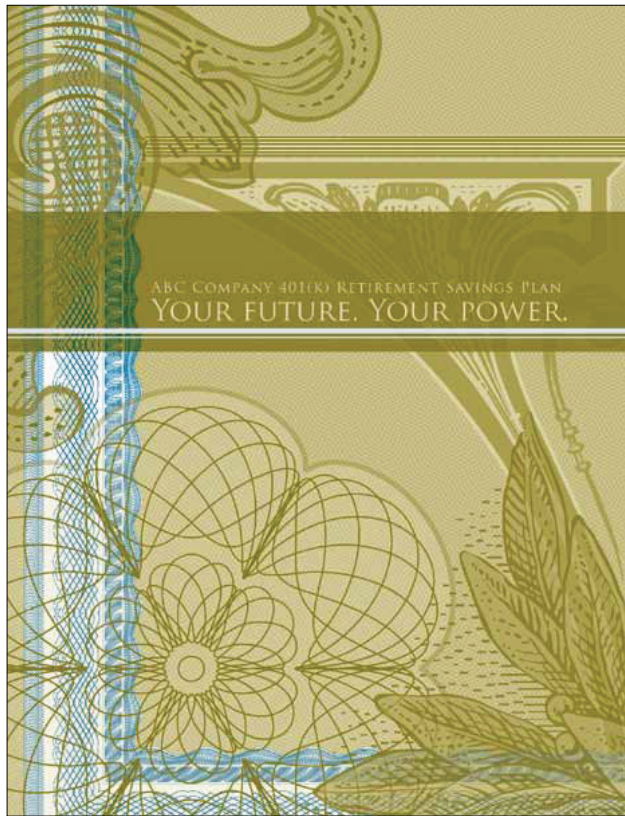
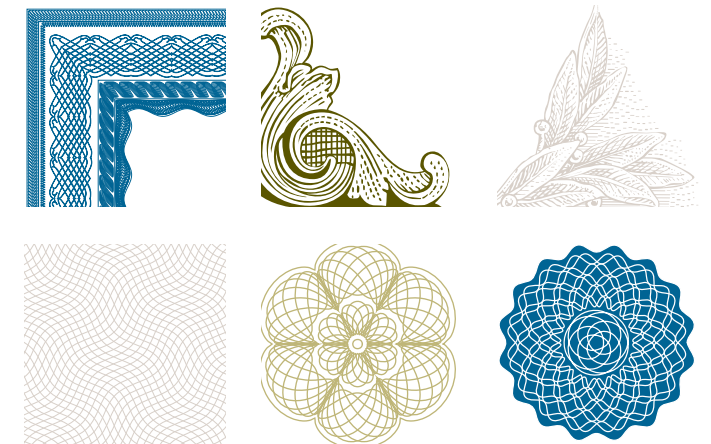
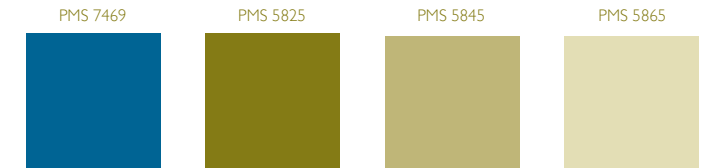
This design uses ornamental elements of such as those found in currency to create a connection between the plan and participants' employment in the financial industry.

The traditional style of the engraving, the guilloche patterns, and muted coloring all build off a traditional, more conservative interpretation of their industry and reinforce the concepts of professionalism, integrity and stability.

Modern touches, such as the abstraction of elements and the use of a secondary color bring this design into this decade. The juxtaposition of the strong solid color across an ornate, traditional background reinforces this idea.

While the traditional and conservative style plays up to Plan Sponsor appreciation, the tagline uses strong language to encourage the viewer to take control of their financial future, and reinforces the idea that their financial well-being is up to them.

This design subtly challenges the smart, image-conscious viewer to re-think their approach to retirement. The physical "de-construction" of currency ornaments parallels how the individual may deconstruct traditional views on retirement.



## TRAJAN PRO

HEADER TRAJAN PRO Header Goudy Old Style

Intro Paragraph Goudy Oldstyle Std num dienum ad ditu pullabe factam.

SUBHEAD GILLSANS REGULAR Body Goudy Old Style 11/14

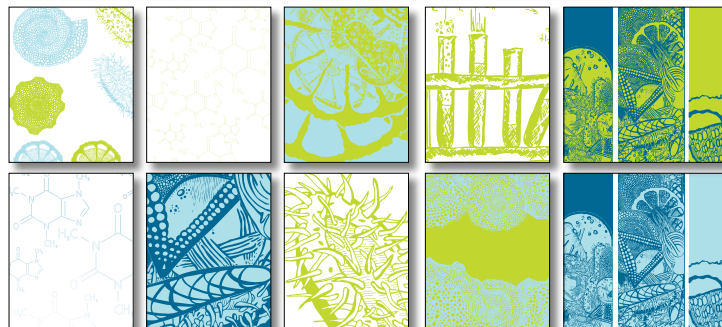
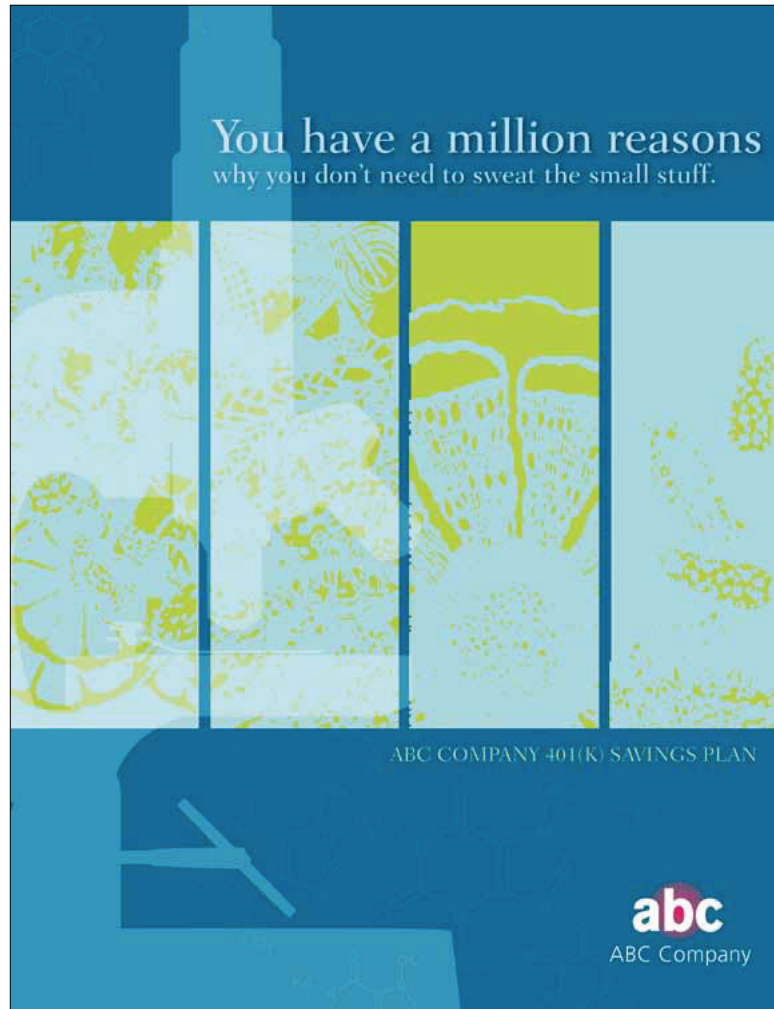
Efacionsi publicae nequitiat facridiem puliquam iust? Nost in terica; inatus hora invest ati, unum res cons hos con sic.



# Biotech

The biotech industry links the disciplines of biology, microbiology, genetics and chemistry with mechanics, engineering and technology in the interest of serving the health care, agriculture (food and non-food uses) and environmental industries. It is a highly skilled, highly technical environment where a majority of the employees will be well-educated and specialized in their fields. This design will appeal to individuals in this field as it draws from the art of science (beautiful designs from microscopic, biological sources) and ties it to the retirement benefit the Plan Sponsor is providing.

- Design uses illustrations of microscopic organisms and cells to create a beautiful, tactile effect.
- Type reflects a traditional, academic spirit.
- The tagline “You have a million reasons why you don’t need to sweat the small stuff” reflects a communications strategy that focuses on Plan Sponsor appreciation as well as ease and simplicity of use. It implies a global importance of the work the participant does and positions the Plan Sponsor as a caring employer who is providing their best thinking on behalf of the participant.
- The overall tagging, “Focus on Your Future,” relates specifically to the notion that this industry often uses machines/tools that allow microscopic/optical exploration.
- The blue and green colors are typical of the healthcare and biological sciences industries.



# Typography

HEADER OPTIONS:

Fairfield Medium  
abcdef1234

FAIRFIELD LIGHT  
ABCDEF1234

BODY OPTIONS:

Fairfield Light

Futura Light



# Lifestyle Home

This concept was created to capture the essence of lifestyle at home by:

- Imagery that speaks to the audience through diversity and common everyday activities.
- Colors were selected to compliment the images, as well as provide a light and up beat color palate. The blue is a constant color throughout giving a consistent feel for the pieces.
- The layout of the page, starts with the strong horizontal image that captures the eye and leads to the tag line that reinforces the message. Finally, the logo and plan name form a signature at the bottom leading the reader to the next page.
- The headline typography is placed partially on the image to create an interesting design element.
- The Message Connects them to our industry and conveys the purpose of the piece.

## Header Option:

Abcd123!@#

(Bembo Std, Regular)

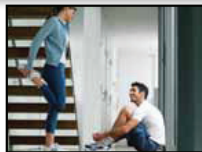
## Body Option:

ABC abc xyz 1234!@# \$

(Amplitude TF) Light



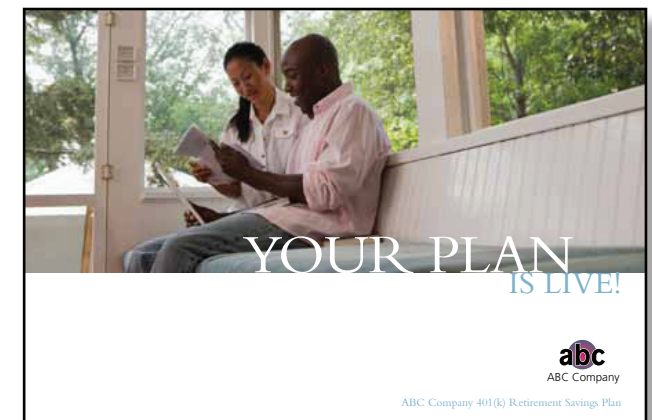
Additional Images



cover



newsletter



announcement postcard