



Corporate Brand Program for Regional Bank

Financial Federal was changing its name, and its business model. The goal of the rebrand was to represent a contemporary, efficient, friendly and approachable place to do full service banking. The new brand communicated strength, efficiency and easy to work with attributes. BankFinancial has grown from 6 branches to 21 since the brand implementation.





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.





Employee Communications Brand Program for a Public Offering

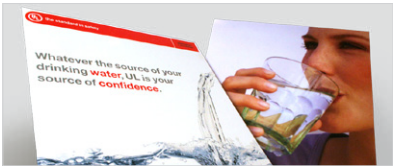
Hewitt was going public and needed to communicate strong, shared and positive messages to its 15,000 associates. BDi developed a series of pieces communicating simplified explanation of stock and options ownership in a non-threatening, confident manner. Using core messages of 'new growth — new opportunities'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

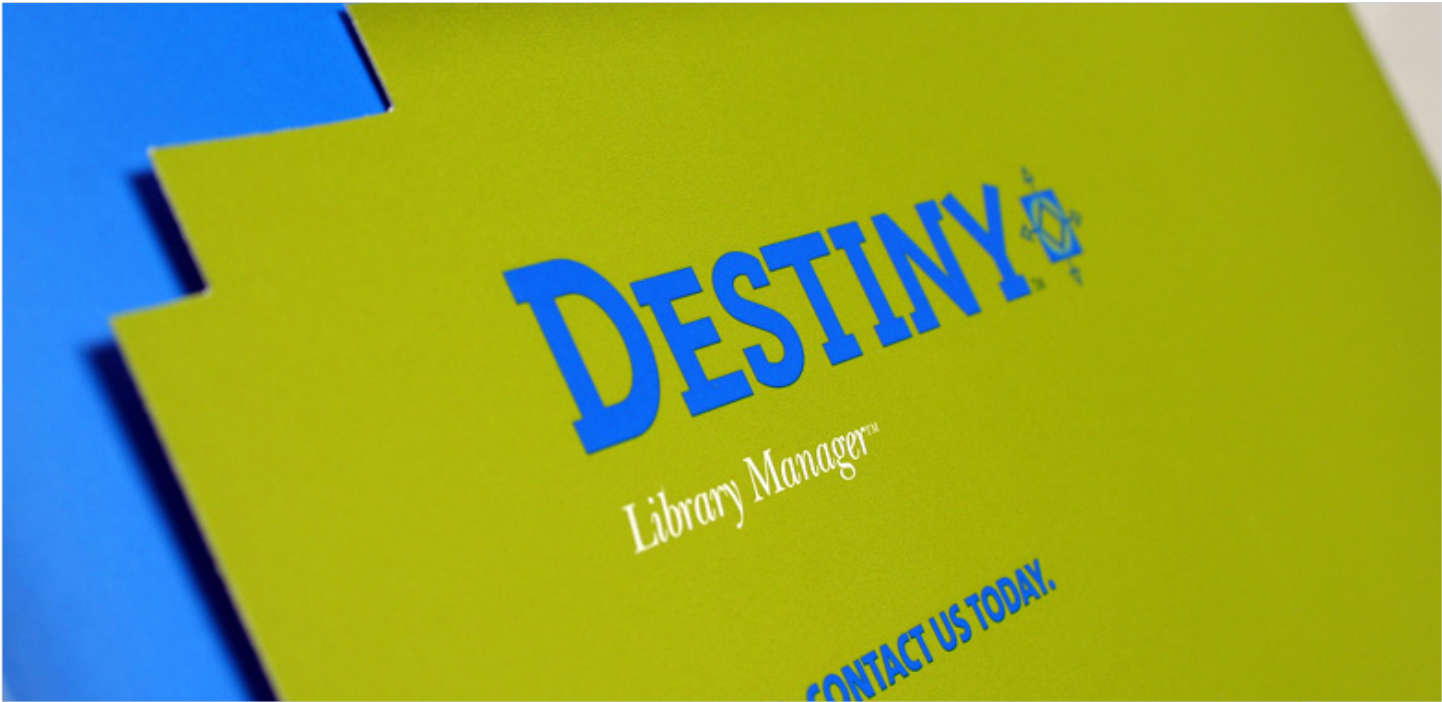




Brand Development for a Safety Certification Firm

BDi introduced a solid background for the master brand mark allowing it to easily dominate any communication, pared down the color palette to four bold colors and developed clean, organized, visually engaging design appropriate for their audience and their services. We increased the use of photography of their customers and developed consistent communications across web, print, and exhibits.





Brand Program for Educational Software

Follett Software needed a product brand design to launch a high-end, web-based product new to their industry. BDi developed “easy to learn / comprehensive to use” core values to position the product and drive messaging. We used lighthearted imagery, bold, simple copy and consistent use of bright colors to drive messaging through all brand touch-points. In the first two years of the product promotion net revenue doubled projections.





Brand Program for an International Healthcare Show

How do you stem the tide of stagnant annual meeting attendance? RSNA needed to jump-start interest and distinction of this years meeting. BDi marketing design concepts focused on the advantages of being at the show: first hand contact with peers, and technical knowledge. All graphics played off the central circular mark BDi designed for the show. The show achieved the largest meeting attendance to date, exceeding previous records by 12%.





Corporate Brand Program for Orthopaedic Executives

AAOE provides financial and management professionals networking and educational opportunities to improve their business. Experiencing turnover of existing members and slumping engagement within new audiences, BDi rebranded the organization to better represent its constituents, retain current members, and attract new membership. Turnover has greatly diminished and involvement grew dramatically based on association data.





Branding a Commercial Real Estate Development Firm

BDi created a brand and marketing communications strategy across multiple platforms. In addition to a master identity, we needed to develop brand architecture incorporating pre-existing identities into a Landmark 'family.' Along with unique property promotions, financial credibility and lifestyle creation capability pieces, BDi created a web presence which engages the customer and amplifies the overall LP brand.

