



Booklet Series for a Metals Manufacturer

A.M. Castle needed to create positive life-style based communications to inform a diverse mix of office and warehouse employees about their new benefits and retirement packages. BDi created an energetic, colorful and vibrant design that was carried through additional communication vehicles that accurately illuminated the value of Castle’s commitment to their employees..





Engineering Better Newsletter Design

Existing newsletters to engineers were heavy on text and light on visuals. BDi found inexpensive visuals and created bold, colorful layouts that engaged readers in highly technical content raising the quality and entertainment attributes of quarterly publications. Clean structured layouts allowed easy scanning and raised the value of the content and the source.

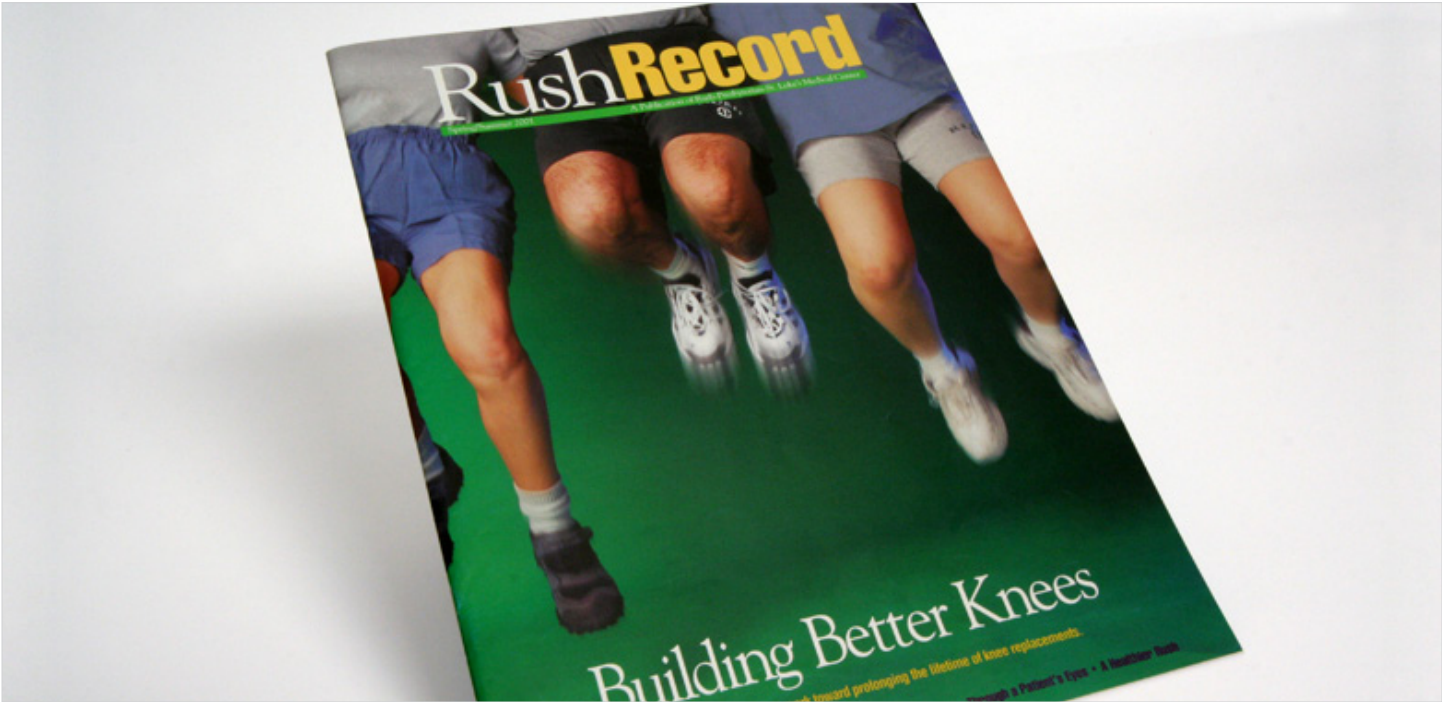




Redesigning a Healthcare Tradition

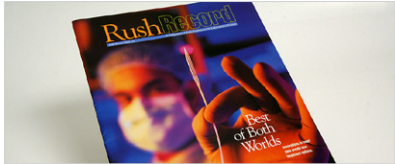
RSNA's flagship journal was a medical tradition. Breaking scientific journal tradition, our cover idea was a system for artfully displaying x-ray or digital images, making every issue unique, raising interest and value. We redesigned the interior with a classic but high-tech aesthetic, introduced a unique second color and added side tab navigation. Response was overwhelming raising brand value of RSNA as a high quality content provider.





Magazine Design for a Leading Hospital

For peer institutions and philanthropy audiences, Rush's quarterly magazine needed to be both informational and entertaining. Adhering to tight budgets and timelines, we planned and executed custom photography and unique editorial design that brought a fresh direction to each magazine. Because the lead stories were so popular with recipients of the magazine, we created one-story downloadable pdf files to handle multiple requests for reprints.

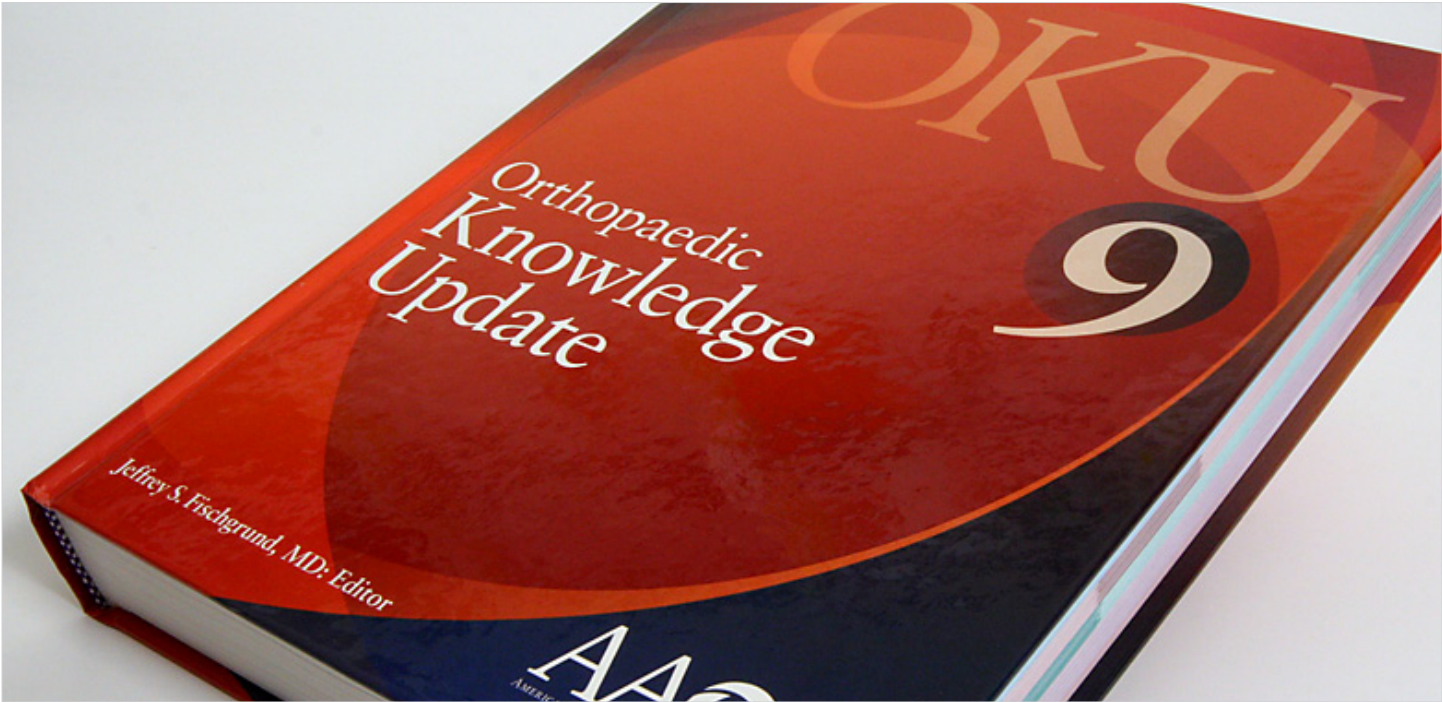




Bringing the Community Home for Healthcare Marketing Campaign Momentum

We worked with ENH through concept, then art directed captivating location photography within the surrounding community, capturing the essence of “world-class medicine close to home.” The newsletter became a vital conduit for fundraising momentum, photography was repurposed for several other communications and events.

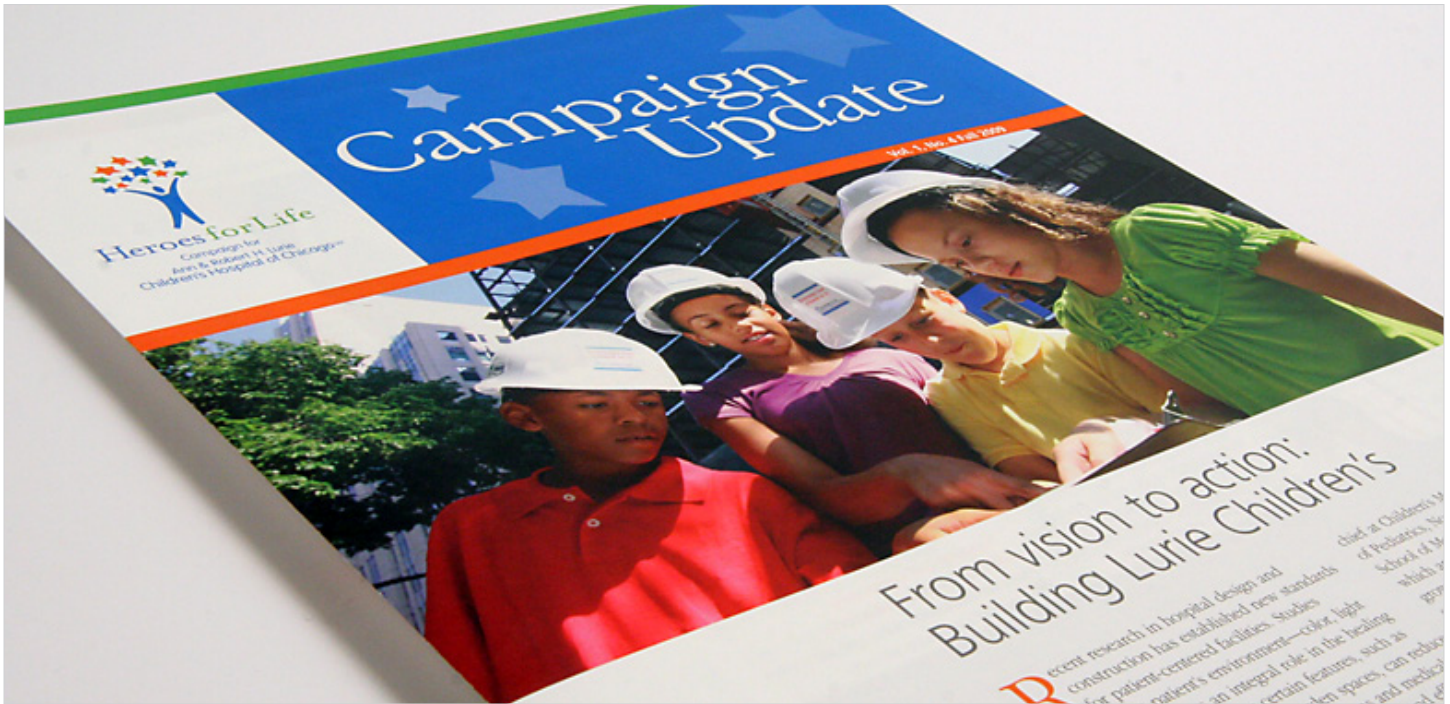




Design of Medical Textbooks

AAOS was experiencing increased competition from publishers of expensive medical education books, we redesigned the first series of books using a four color palette for fast reference coding, simple, easy to scan page designs and increased use of visual displays. The book was awarded a “Best Design” award in its category, became a top seller, outpacing previous same title releases.





Newsletter Design for a Fundraising at Children's Hospital

Children's needed a bright, lively newsletter to announce and communicate with their donors during the fundraising and building of their new hospital. BDi created a custom sized, 6 panel newsletter allowing for large photos and easy reading. We also developed funding progress meters that adopted the campaign's overall graphic identity.

