

Enterprise Template Library

SYSTEMS · TEMPLATES · ENABLEMENT

A self-service communication system for enterprise teams

OPPORTUNITY

Enterprise communicators needed an easier way to create polished, on-brand materials for events, celebrations, and recognition without relying on custom design support each time.

SOLUTION

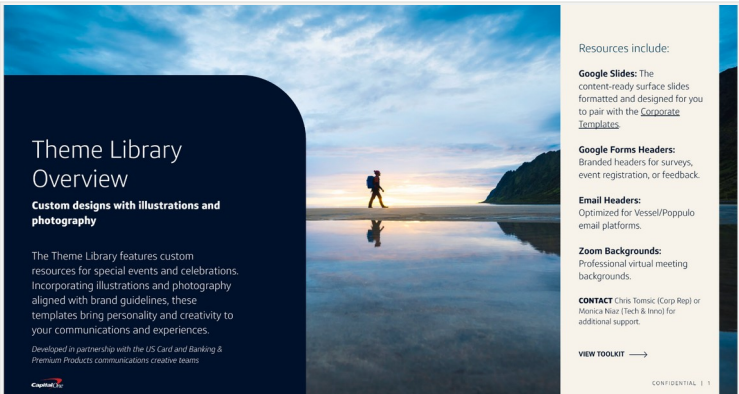
Built reusable theme and promotion kits across core channels, giving teams self-service tools while keeping enterprise communications consistent and on-brand.

PROCESS

01

BUILD THE LIBRARY

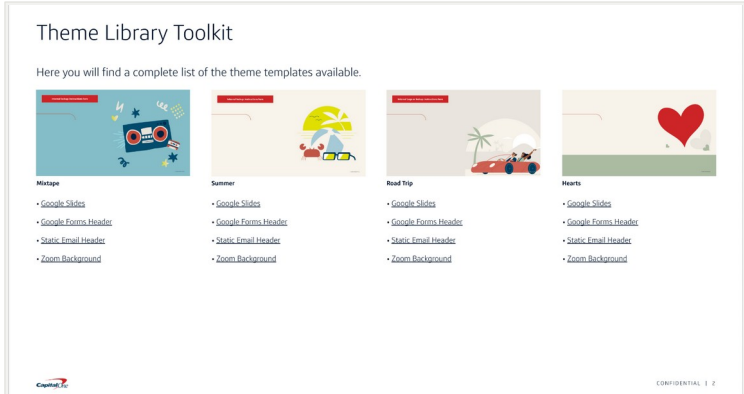
Created reusable event themes using branded illustration and photography as the foundation for cross-channel kits.



02

ORGANIZE FOR SELF-SERVICE

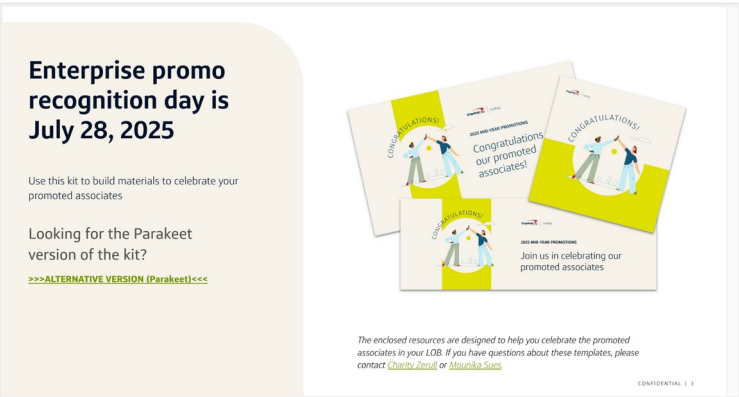
Centralized editable assets by theme so communicators could quickly find and use Slides, Forms, email, and Zoom templates.



03

EXTEND TO RECOGNITION

Created promotion kits with ready-to-use messaging and visual assets for recurring enterprise recognition moments.



04

DESIGN FOR EVERY CHANNEL

Adapted the system for email, banners, forms, Slack, Pulse, Vessel, and more - making execution simple and consistent.

