

Tech TMPM & PL Council Branding

STRATEGY

THEME DEVELOPMENT

BRANDING

TEAM MEMBERS:

Charity Zurell - *Creative Director*
Sam Williams - *Design Lead*
Chris Tomsic - *Idea Contributor*
Monica Niaz - *Idea Contributor*

TOOLS USED:

Zoom Whiteboard
Adobe Illustrator
Google Slides

AUDIENCE: 13,000 Tech Associates

PROJECT SUMMARY:

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TECH TREK

PEOPLE LEADERSHIP



STRATEGY THEME DEVELOPMENT **BRANDING**

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Creative development

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[View pitch presentation here](#)



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OPTION 2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

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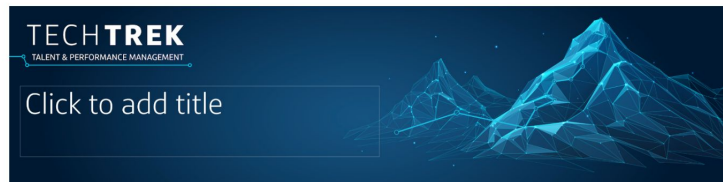
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Final Hand Off

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[View branded kit here](#)

- ✓ Editable Slack template
- ✓ Editable presentation template
- ✓ Editable banner template
- ✓ Logos and branded elements



- tech-trek-TPM.png
- tech-trek-TPM-reverse.png
- tech-trek-PL.png
- tech-trek-PL-reverse.png
- tech-talent-pulse-banner-background.png
- tech-talent-mountain-element.png
- blue-line.png

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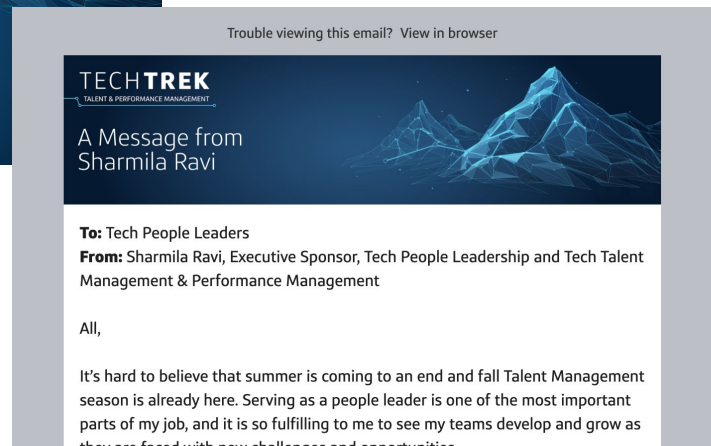
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What our partners are saying:

“...the assets created for us are **beautiful and thoughtful** and totally convey the feeling we were looking for.”



Alternative Version

CFRM Recognition Programs Branding

AUDIENCE CFRM

OVERVIEW

CFRM wanted identities for 2 new recognition programs that aligned with their strategic compass theme. Recognition programs are one of the areas where custom branding creates a sense of connection and pride. CCS delivered brands that not only work together but also seamlessly align with the business's overall identity and maintain the thematic and visual continuity of their strategic focus.

TEAM MEMBERS



Chris Tomsic
Creative Director



Mounika Sues
Design Lead



CCS Team
Idea Contributor

TOOLS USED

Zoom Whiteboard
Adobe Illustrator
Google Slides

SKILLS

Theme Development
Branding

OVERVIEW

PROBLEM

SOLUTION

FEEDBACK/LEARNINGS

Overview



CFRM Recognition Programs Branding

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Mounika Sues
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Idea Contributor

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SKILLS

Theme Development
Branding

OVERVIEW

PROBLEM

SOLUTION

FEEDBACK/LEARNINGS

Problem

Recognition programs are one of the areas where custom branding creates a sense of connection and pride.

CFRM wanted identities for 2 new recognition programs that aligned with their strategic compass theme.

Conceptual work started several weeks prior but the team hadn't decided on program names until shortly before the event.

CFRM Recognition Programs Branding

AUDIENCE CFRM

OVERVIEW

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OVERVIEW

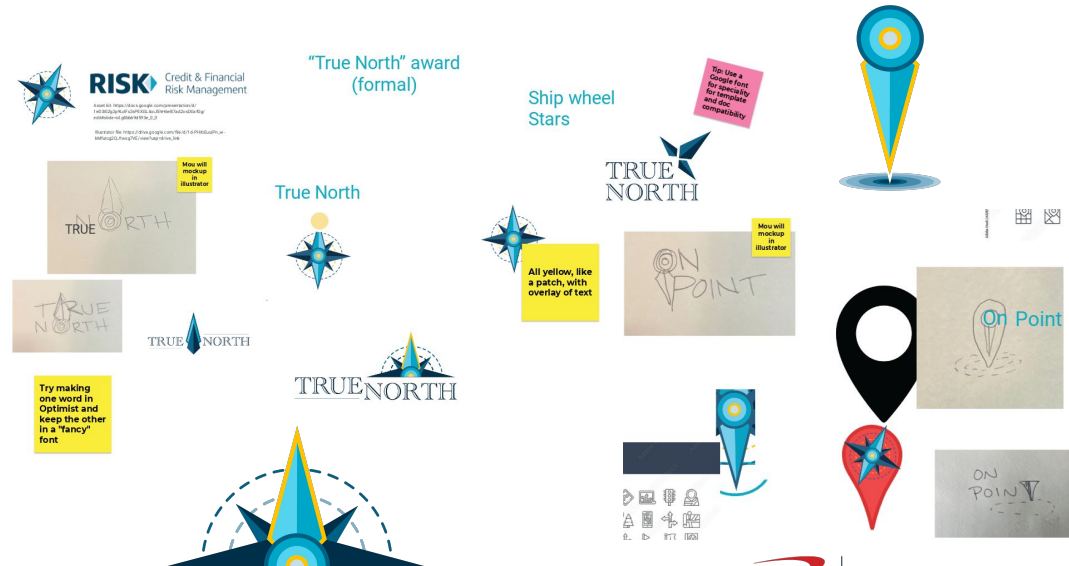
PROBLEM

SOLUTION

FEEDBACK/LEARNINGS

Solution/Concept Development

To help expedite the development process the team held a CCS-wide brainstorming session to help develop concepts. First, we developed [proposals for program names](#) that aligned to their theme, then we supported the new “True North” and “On Point” recognition programs with recognizable, repeatable graphics that can be incorporated seamlessly into existing assets. Deliverables included naming, logos, animated graphics.



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SKILLS

Theme Development
Branding

OVERVIEW

PROBLEM

SOLUTION

FEEDBACK/LEARNINGS

Feedback/Learnings

The themes speak to the nature of associate work helping the enterprise safely navigate through the risks.

CCS delivered brands that not only work together but also seamlessly align with the business's overall identity and maintain the thematic and visual continuity of their strategic focus.

FINAL CREATIVE



TRUE NORTH



Pulse Strategy

CCS Case Study Pulse

[CCS HomePage](#) > Case Study section > Case Study Landing page > Case studies
as resource page links (Links back to Parent Page)