

Neil Littman

Case study:11_14 JLT Employee Benefits



JLT Employee Benefits

www.jltgroup.com

Brand identity refresh for one of the world's largest providers of insurance, reinsurance and employee benefits related advice, brokerage and associated services.

I worked with the team at JLT Employee Benefits and Wealth Management for three months to help develop the new brand identity create a consistent presentation across a wide range of applications including*;

- Brand cards
 - Brochures
 - Promotional items
 - Folders
 - Presentation materials
 - Exhibition graphics
 - Corporate website
- (launch due in December 2014)



* and chocolate!

JLT Employee Benefits

Brand cards

12 A5 cards in slipcase with white foil blocked logo. Cards printed litho four colours. Matt laminated on the image side.

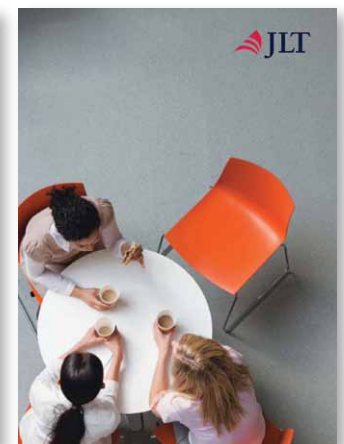
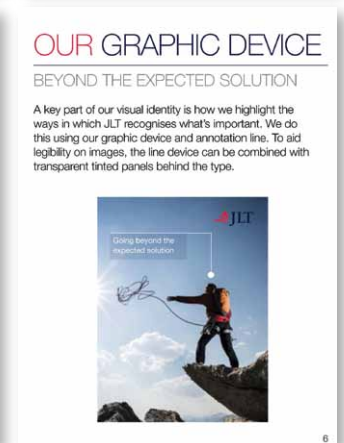
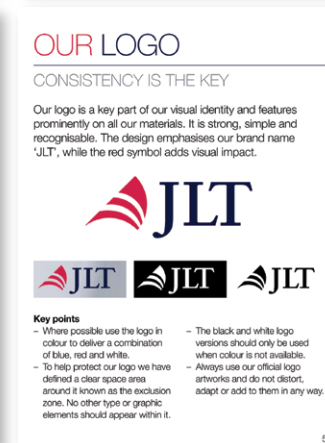
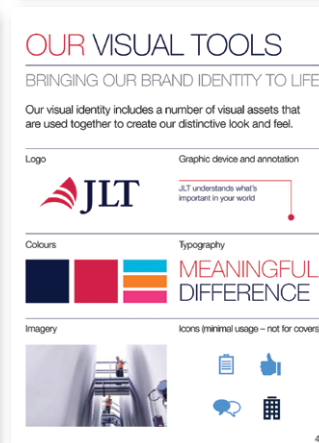
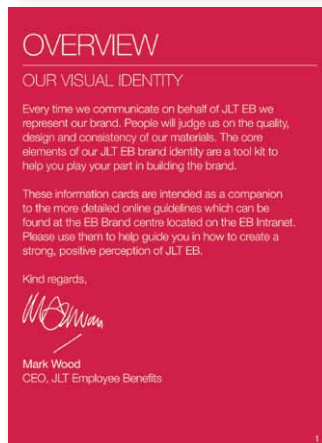
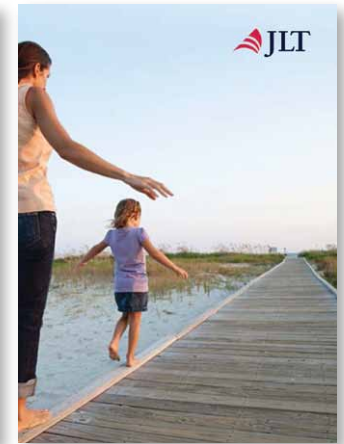
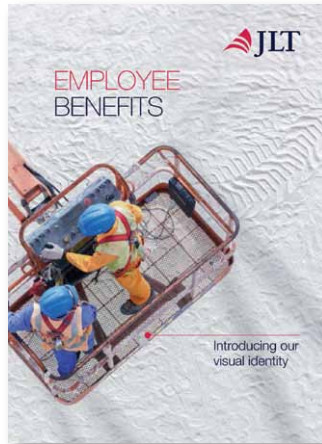
Each card has a full bleed image on one side with a description on the back explaining how the brand is applied.

A total of 2,400 were printed and sent to all employees in the UK together with a branded chocolate bar with a wrapper in one of six corporate colours.

Feedback was very positive and was followed by requests from centres for publications and applications to feature the brand card images on promotional materials.



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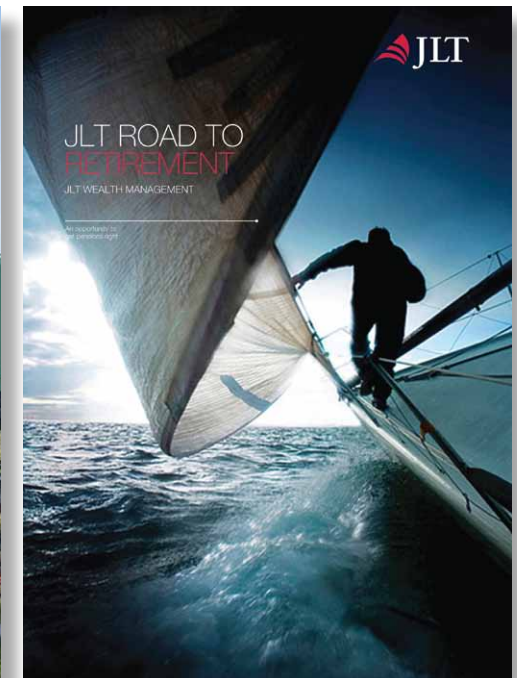
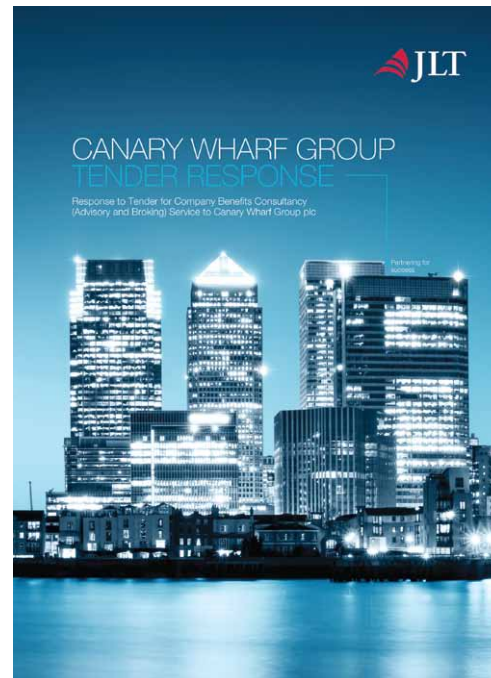
Brochures.1

Examples showing the range of product brochures and presentation materials produced.

The Canary Wharf Group proposal included an A4 brochure packaged in a bespoke folder with a presentation document with matching covers and slipcase.

Wealth Matters is a quarterly newsletter.

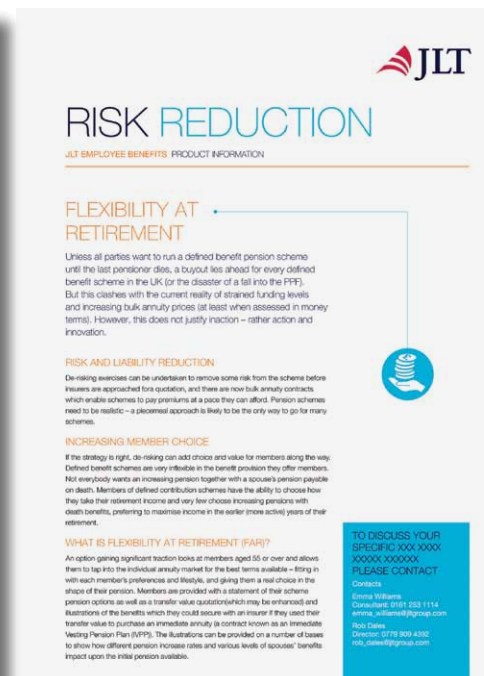
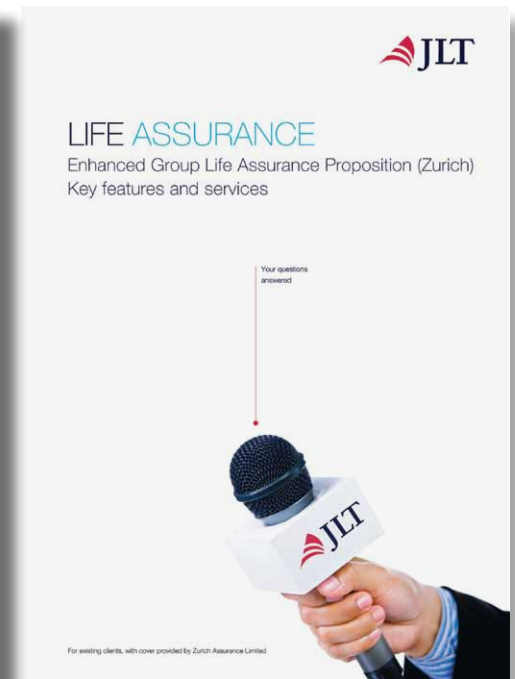
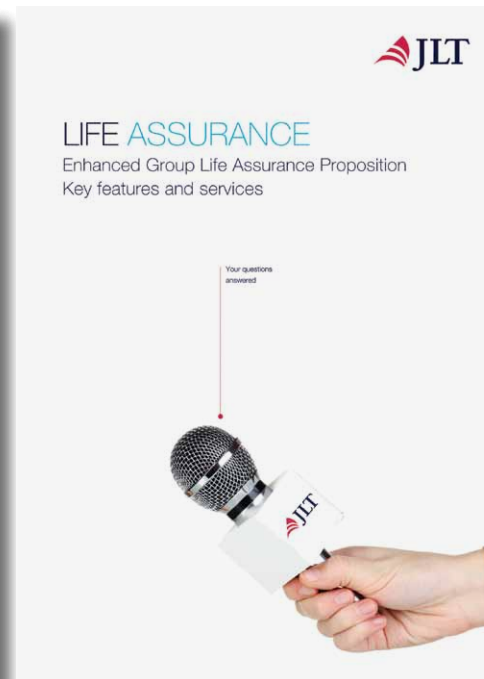
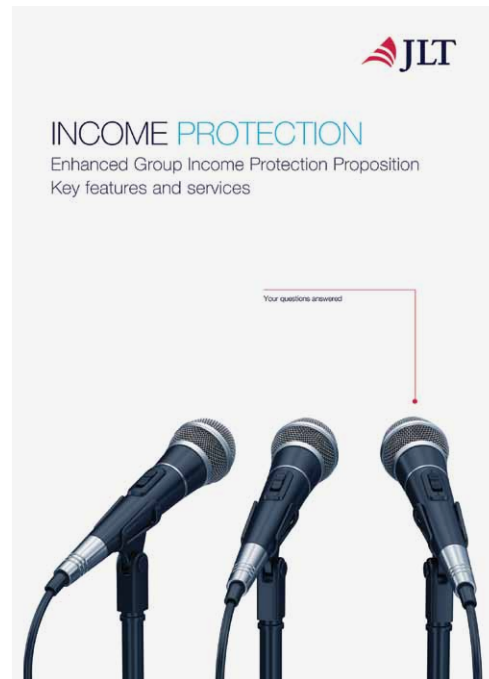
Documents range from a single sheet to a 48pp brochure.



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Brochures and fact sheets.2

Product leaflets 6pp gatefold and examples of case study data sheets. All documents are covered by financial services guidelines and compliance.



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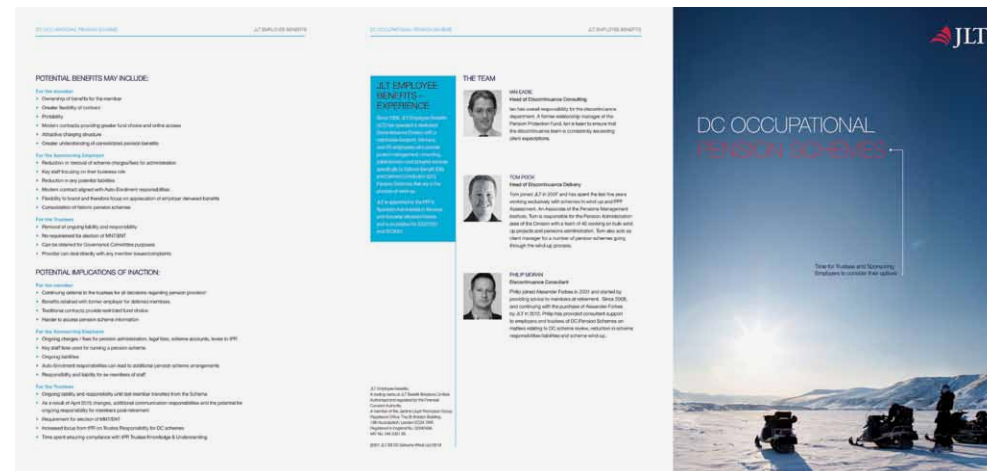
Brochures and proposal documents

Top:
Conference brochure for annual event hosted this year in London and attended by senior executives from global offices.

The brochure was 60pp with profiles of all the delegates and each country where the group operates. 100 copies printed digital.



Bottom:
Rebranded specification sheet for specialist product.

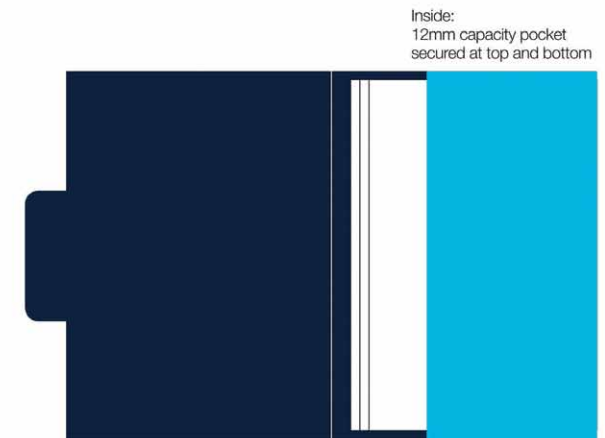


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Folders

Folders featuring three brand images for presentations and proposal documents. The choice of image depending on the sector proposal.

These were designed with a magnetic locking device to ensure the contents stay secure. Produced initially in quantities of 1,000.



Back:
Showing magnetic disc



Back:
Showing tab fastened from front



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Exhibition stands

Used at roadshows
and conferences



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Christmas party invitation

Invitation to the JLT Employee Benefits Christmas party sent online via the JLT intranet.

The theme was glitz, glamour and James Bond. The venue for the party is a former bank vault.



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