

Brand Overview: Empowered Benefits

MERVIL
PAYLOR
DESIGN

BRAND ELEMENTS

Essence
Empower!

Brand Attributes

Fresh
Fun
Intuitive
Listener
Passionate
Proud
Thought Leader
Unexpected

Mission

To provide unparalleled software tools that empower employees to make benefit and healthcare choices that are the best for them.

What We Say to the World

We provide powerful, secure access to personalized benefit and healthcare data so people can focus on the specific information they need – when they need it.

WordMark

EmpoweredBenefits.

Slogan

Inform. Empower!

Positioning Line

Empower to the People!

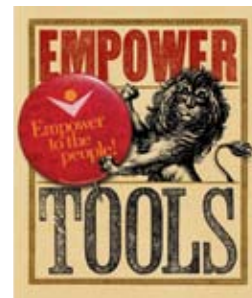
Positioning Icon



BrandMark



Product Suite



Product Names

EmpowerCareCost.
EmpowerCentral.
EmpowerComparison.
EmpowerEnrollment.
EmpowerPharmacy.
EmpowerUtilities.
EmpowerWellness.

Power Features

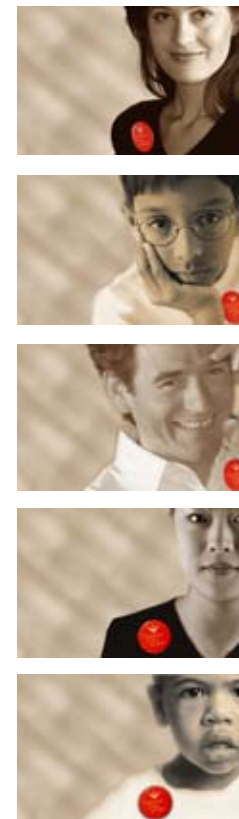


PowerAssist.
PowerFocus.
PowerTracker.

Color & Texture Palette



Photo Concept & Style



Sprite



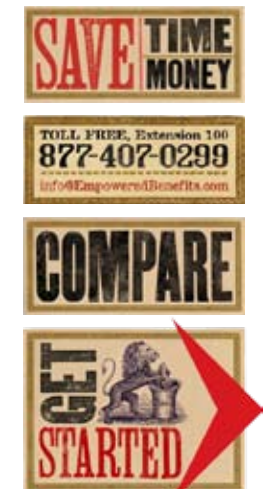
Leon



Fonts

Franklin Gothic Condensed
AaBbCcDdEe
Filosofia
AaBbCcDdE

Woodtype Fonts & Vintage Borders



BRAND APPLICATIONS

Web Site



Business Papers



Business Cards



Note Cards



PowerPoint Presentation



Campaign Buttons



Products



Marketing Brochure



Conference Booth Display



Business Card Holder



Product Sheets



Launch Invitation



Launch Gift Bags



Launch Program

