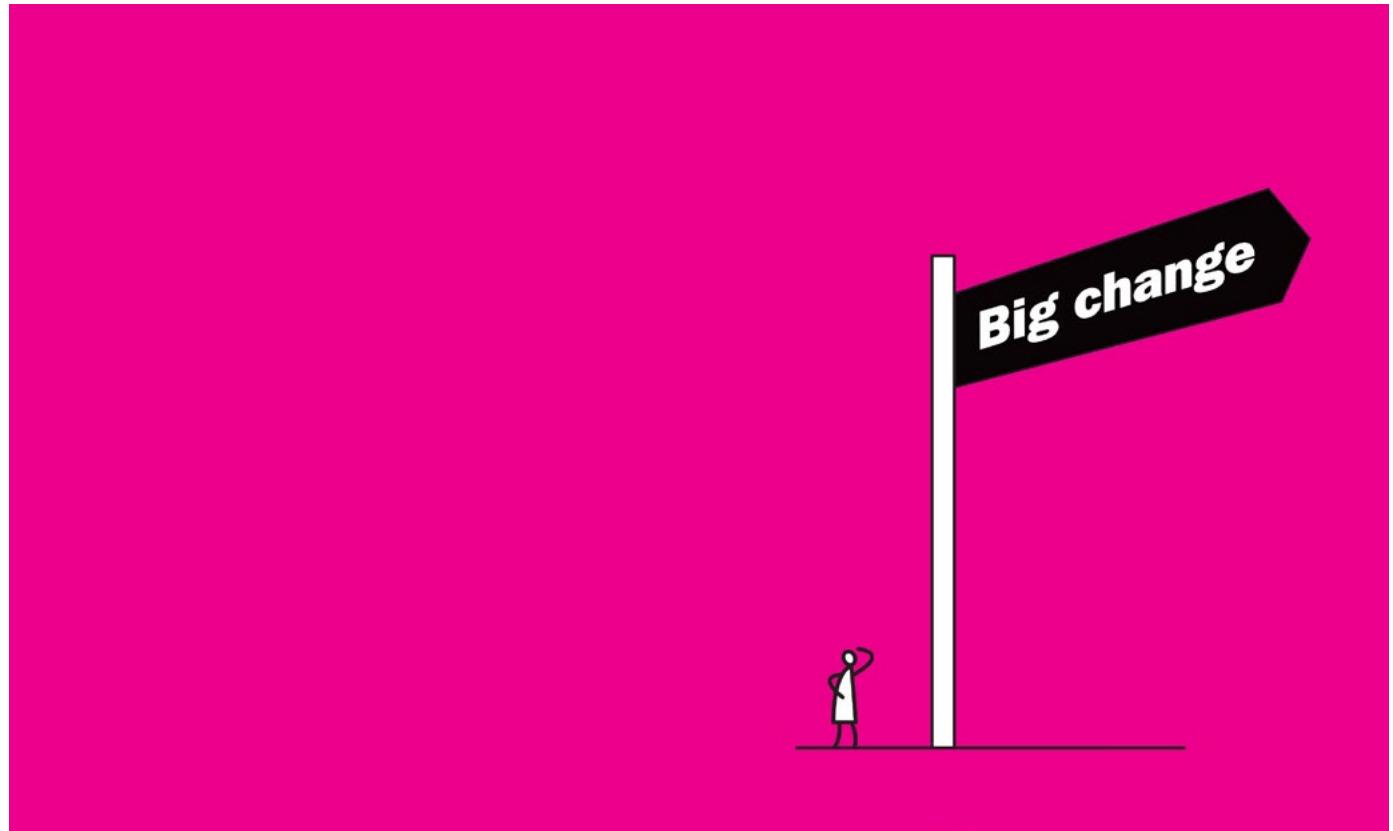


## Engage for Change

### Brand expression



#### An engaging personality.

Engage for Change are a management consultancy that specialises in leader and employee engagement — ensuring employees work together effectively and drive performance throughout every part of the organisation.

They came to Neon with just a logo. In need of a clear and engaging way of expressing their offer, they asked us to help with their brand messaging and visual language. The process included 17 senior level client interviews, which helped inform and hone their message, encouraging Engage for Change to focus on business outcomes and performance. The core proposition was distilled to help clients better understand their offer, resulting in a new strapline with much greater immediacy, 'Strategy through people'.

Engage for Change brand expression embraced a new engaging illustration style and design approach, to help bring management problems and solutions to life with wit and warmth — and to avoid the familiar clichéd images which saturate the sector. When applied across the entire range of brand communications - including website, corporate brochures, PowerPoint and even Christmas animations — our new look and feel resulted in a far more engaging Engage for Change...

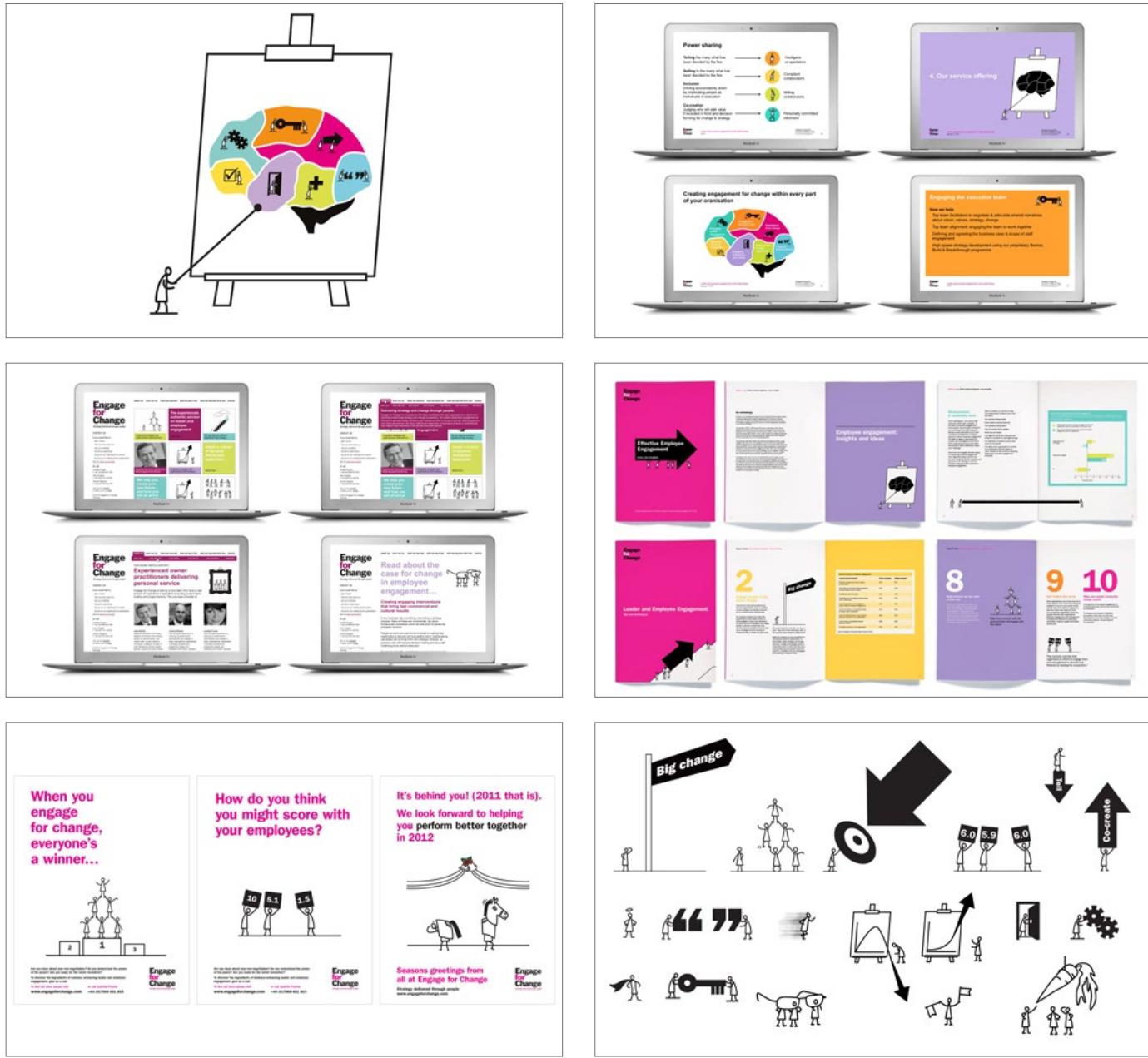
#### Kind words...

*"Bringing charm, wit and above all engagement to serious business issues concerned with driving business performance. In a world of increasing media noise, 'cut through' communications are essential and Dana has been very successful in creating such materials for Engage for Change. Dana also demonstrated great listening skills but with the strength of character (and humour) to achieve consensus from a client with vast array of different views and opinions, providing clarity, direction and above all timeliness so that the work was completed to meet strict deadlines and budget. He has been an absolute pleasure to work with, highly professional and responsive and has become not just a trusted partner but someone whom we see as an integral part of our team"*

**ANNIE COLEMAN**  
Partner

## Engage for Change

### Brand expression



#### PROJECT SUMMARY

New visual language  
 Corporate brochure  
 Research findings documents  
 PowerPoint credentials  
 Christmas animation  
 Illustration bank  
 Website