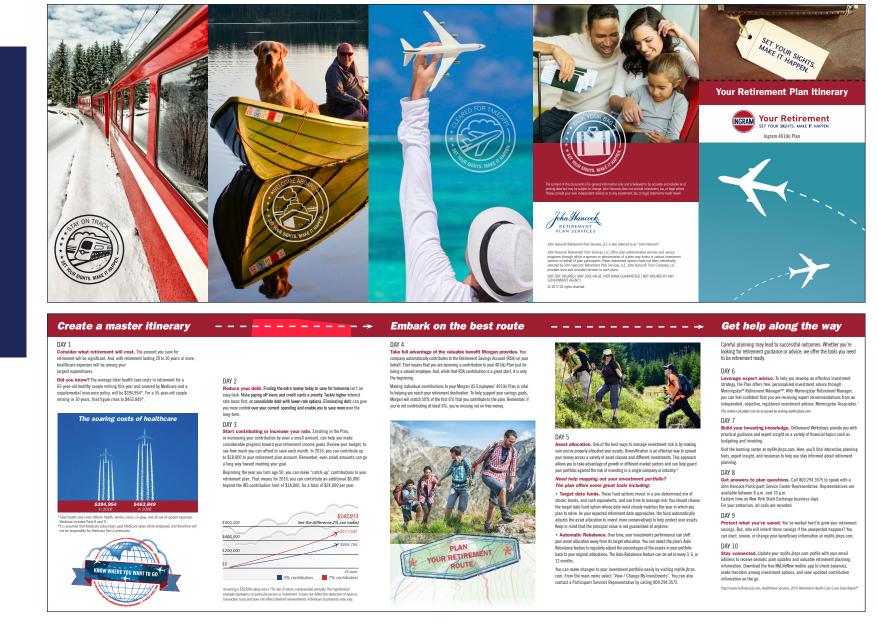


FOLDER COVER



BROCHURE

This campaign is focused around a travel theme which lays out an itinerary for Ingram associates to follow as they set their sights on making their retirement goals happen. The collateral is designed to be placed into a vinyl passport holder with three pockets for inserts and a barrel fold brochure. Overall, the campaign aims to create excitement about the journey toward retirement.

## Concept: Your Retirement Plan Itinerary

Project Ingram 401(k) branding Scope Custom Branding Date 03.15.17 stage Ideation v.1

TICKET





**Your Retirement** SET YOUR SIGHTS. MAKE IT HAPPEN.







FONTS | TRADE GOTHIC ABCDEFG abcdef123

John Hancock.