



Flyer



Postcard



Email banner

This concept uses industry-based employees as a focal point, adding a relatable human element to communicate the message. Each tagline, though different projects a similarly confident message in referencing the M.E.B.A. Plan. Like M.E.B.A., John Hancock has a storied history of being a stalwart steward in support of members and stakeholders on their retirement journey. The icons are designed to provide visual support to each tagline, and instill a sense of self-assurance in the participant's quest to meet retirement goals. The lighthouse guides the participant in navigating their future, the frigate to help take one further, and the tools to represent reliability and strength.

GRAPHIC ELEMENTS



COLORS



FONTS | TIEMPO

ABCDEFGH  
abcdef123