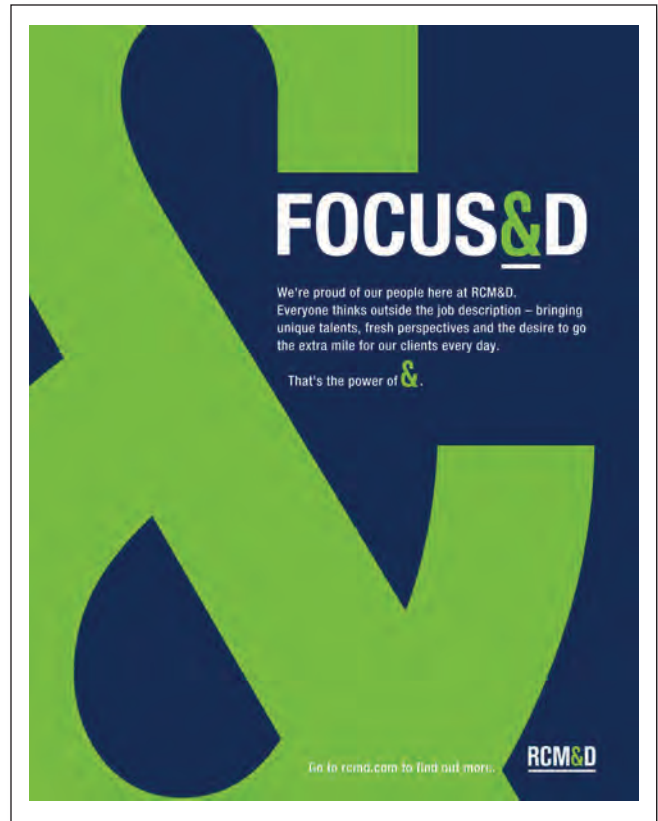# RCM&D

**Situation**   For more than 125 years, RCM&D has provided innovative solutions to meet complex insurance, risk management, and employment benefit needs in a broad spectrum of industry categories including education, healthcare, construction, real estate, technology and non-profits. In 2010, RCM&D developed a new logo, tagline, website, stationery suite and templates for commonly used documents. Their new identity package put a modern, vital face on a company over a century old. Once developed they asked Channel Communications to refine the application of their new identity and further articulate their brand's messaging. In 2013, RCM&D expanded the assignment to include a positioning refinement, plus a complete communications audit across all the company's practices, and a comprehensive messaging plan.

Solution   Working within the character of RCM&D's graphic identity, Channel focused on the ampersand graphic to represent the "something more, something extra" that clients experience working with each RCM&D practitioner and employee. Additionally, Channel provided creative support and ideas for a variety of projects including building signage, web flash elements, posters, advertising templates, and tradeshow banner-ups. The ampersand-focused graphics are being carried forward throughout all the RCM&D's professional practices group to present a unified, modern face wherever the company goes.

Result   RCM&D has an expressive and re-energized brand. The new messaging captures the organization's client service culture. With its new branding, and upcoming work to redesign their collateral RCM&D will now be ready to compete for another 125 years.
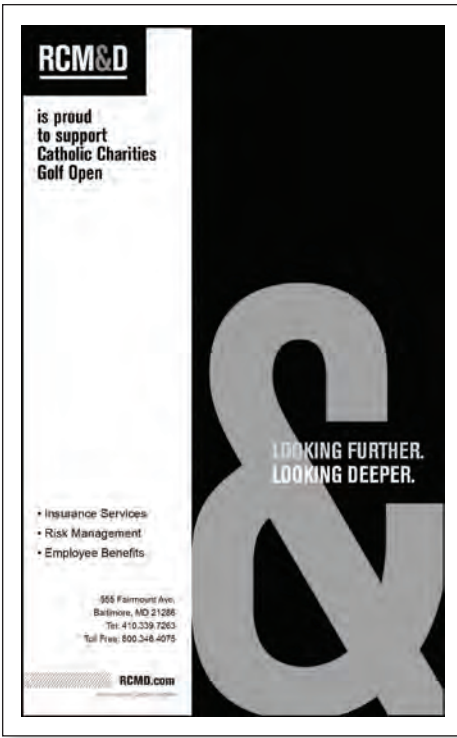
RCM&D

Poster Design

RCM&D Main Powerpoint Presentation Template
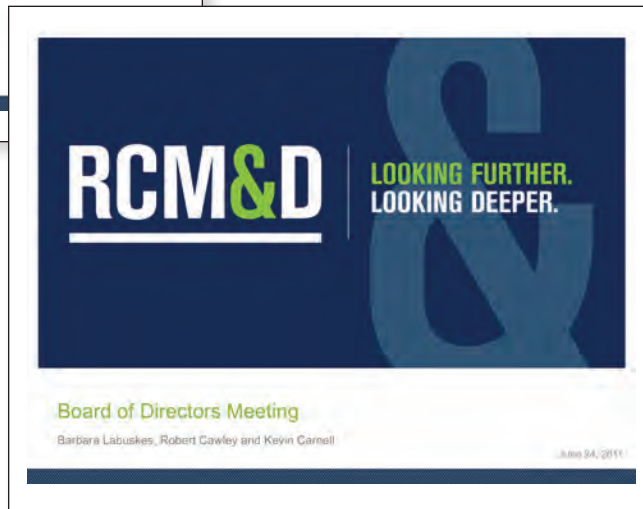
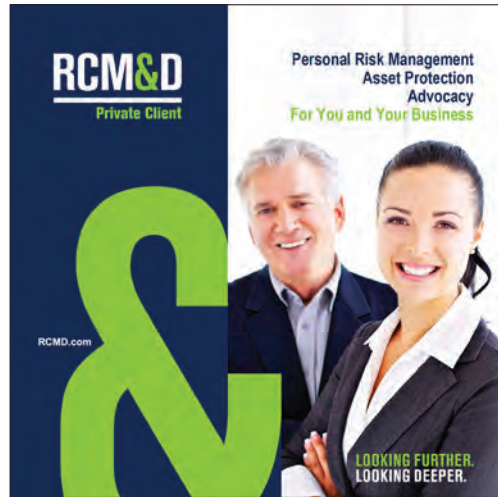Black & White Charity Ad Template

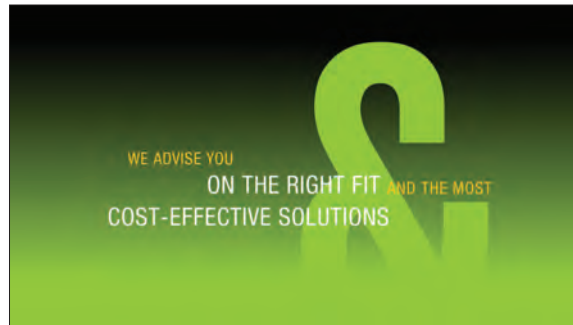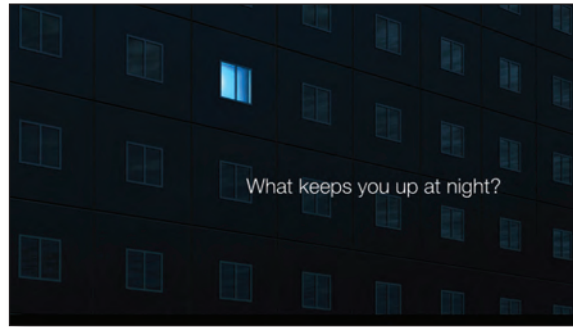Healthcare Banner Stand

Pull-Up Banner Stand

Private Client Brochure Cover

Private Client Brochure Inside Spread

We Are Unique

- Skilled understanding and approach to your dynamic lifestyle

- Highly customized solutions based on personal risk assessment

- Unique 360° Risk Analysis

- Extensive experience with family-owned businesses

- Specialized professionals with advanced credentials

For those with substantial wealth, developing a customized solution to protect real property, assets and liability exposures can be a complex challenge. RCM&D's Private Client advisors understand these complexities and adeptly address your unique personal risk management and asset protection needs. Whether personal or business related, we want to help you understand your current insurance programs, fill any potential gaps in coverage and ensure a continuous, streamlined approach to meet all your personal and financial goals.

Insurance Solutions for the Private Client

Personal Property & Liability Programs

- Homeowners
- Automobile
- Personal Liability
- Valuables
- Watercraft
- Flood Insurance
- Domestic Workers' Compensation
- Vacation Properties
- Employment Practices Liability

Personal Life, Wealth Transfer & Income Protection

- Personal Life Insurance
- Trust-Owned Life Insurance
- Disability Insurance
- Long-Term Care Insurance
- Policy Review
- Estate and Charitable Planning

Solutions for Business Owners

- Key Man Insurance
- Business Succession Planning
- Entity Purchase Arrangements
- Executive Benefits

Specialty Coverages

- Group Excess Liability
- Event Insurance
- Equine
- Short-Term Medical
- Medicare Gap
- Travel Related
  - International Medical
  - Kidnap, Ransom & Extortion
  - Evacuation & Repatriation
- Non-Profit Board Participation
- LLCs and Trusts Liability
- Family Office Policies
- Appraisal Services
- Personal Asset Inventory

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Lead Generation Flash (Screen Captures)

Private Client Flash (Screen Captures)