





# The Communication & Design (C&D) Spectrum

HUB's C&D team of creative consultants, project managers, copywriters and graphic designers strives to ensure that every employee understands their benefits and engages with their organization. Whether you prefer our ever-evolving library of no-cost turnkey communications, a customized approach or a combination of the two, we're confident that together, we can find a solution that will empower your client's employees and strengthen their relationship with their organization.

	 <b>Core</b>	 <b>Enhanced</b>	 <b>Hybrid</b>	 <b>Custom</b>
<b>What You Get</b>	<b>Template-based, redesigned and prewritten materials</b> , personalized with your client's logo and plan information. Every piece in our growing suite of Core communications has been crafted to be clear, informative and engaging.	Starting with our Core guide template, this option allows clients to add in extra content written by our team of writers or have our design team mold the look to better fit the brand. <b>The shell is still that of a Core benefit guide.</b>	<b>The best of both worlds!</b> Maybe our library of Core materials are helpful in sharing your client's benefit plan details, but they need a strategic plan to communicate OE changes.	We develop a benefit guide to fit your client's branding, voice and messaging needs. We provide two to three cover design options and a layout mockup. <b>A truly customized experience!</b>
<b>Who You Work With</b>	Core Project Manager (PM) and Designer	Custom Consultant, PM, Writer and Designer	Custom Consultant, PM, Writer and Designer for Custom pieces; Core PM and Designer for Core deliverables	Custom Consultant, PM, Writer and Designer
<b>How it Works</b>	HUB Employee Benefits Team (EB) works with our Core PMs to build and edit pieces using an Excel source document and internal review process.	You and your client will meet with a Custom consultant to create the best scope for their needs. Core and Custom PMs work with you to start the base template from an Excel source document. The Custom team takes it from there and works directly with your client using Workfront Proof to gather feedback for additional edits.	You and your client will meet with a Custom consultant to create the best scope for their needs. Core PMs will work with you to build and edit templated pieces and Custom PMs will work directly with your client using Workfront Proof to gather feedback on Custom pieces.	You and your client will meet with a Custom consultant to create the best scope for their needs. Custom PMs work directly with your client using Workfront Proof to gather feedback and bring their vision to life.
<b>Estimated Guide Timeline</b>	10 business days (includes time for three rounds of review)	4 weeks (includes time for five rounds of review)	Varies	6+ weeks (includes time for five rounds of review)
<b>Guide Cost</b>	No cost (uses allotted Core credits)! Page limits apply.	We work with your client's budget! Pricing varies from \$4,800 to \$6,400, depending on guide size and level of customization.	No cost for Core materials (uses allotted Core credits). Custom material cost varies.	\$1,000 to \$1,200 per page for traditional guides. Web guides are also available; check with your Custom consultant for pricing and timing.
<b>Make it Yours</b>	Ask about costs for Custom cover design, colors, images and more!	Add in 401(k), family forming benefits, PTO policy, employee perks, culture and DEI content, apply branding (colors, fonts, icons, etc.)	Pair a Core benefit guide with your client's brand colors and a Custom embedded OE email, postcard and FAQ document.	Works best for a client that wants to build a brand and bring their benefits to life and/or wants their benefit communications to pair seamlessly with their existing communications.
	<b>Lowest Cost</b>	<b>Popular Choice</b>		<b>Most Adaptable</b>

Sample Core Guides

Sample Enhanced Guide

Sample Hybrid Campaign

Sample Custom Campaign

## The Review Process

To make the most of our time together, we suggest the following priorities for each round of review.

### Core: Three Rounds of Review

- Round 1:** Accuracy and Preference (EB)
- Round 2:** Final Crucial Edits (EB)
- Round 3:** Approval!

### Enhanced and Custom: Five Rounds of Review

- Round 1:** Accuracy (EB)
- Round 2:** Accuracy and Preference (Client)
- Round 3:** Accuracy and Technical (Client)
- Round 4:** Final Crucial Edits (Client)
- Round 5:** Approval!

NOTE: Added review rounds will extend the length of the project and delay final delivery.

## More than just a benefit guide!

Ask about C&D's full suite of communications.

### Traditional Communications

- Posters
- Postcards
- Emails

### Technology Solutions

- Web guides
- Virtual landing pages
- Mobile apps

### And Beyond!

Pricing and timing vary based on project scope.