

channel communications, llc

## news release

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For Immediate Release

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### **RCM&D looks to Channel Communications to enhance their new Brand Look and Feel**

BALTIMORE, MD, February 1, 2011 — RCM&D hired Channel Communications to assist in enhancing their company's new re-branded look and feel. RCM&D asked Channel to provide support and ideas for a variety of projects that included: building signage, flash elements, posters, templates and tradeshow materials, as well as overall design consultation and strategic counsel.

Channel jumped in at the tail end of the assignment after the overall brand look and feel, logo and tagline and color palette had been established. "What they had was very strong but I think we helped to further define their messaging and give larger meaning to the design ideas that already existed," said Cory Farrugia, President of Channel Communications. One of the most enthusiastic compliments came from client, Karyn Ott, after we delivered the home page flash element, she said; "WOW this is what we have been waiting for—this incorporates the branding, the quotes and the photos...EXACTLY what we asked for."

For over a century RCM&D, located in Towson, MD, has provided innovative solutions to meet their clients most complex insurance, risk and employee benefit needs in a variety of key industry categories. Their external brand launch is scheduled for June 2011.

With offices in Washington, D.C. and Baltimore, MD, The Channel team provides a full range of integrated services, which include branding, marketing and advertising, direct marketing, corporate communications, broadcast and interactive media.