



HR becomes Prudential's trusted advisor

The Human Resources regional leadership team of Prudential engaged Tandem Design to help reposition their HR offering, to that of a trusted partner.

Scope

HR Internal Communication

Deliverables

Identity Creation

Information Architecture

Design Toolkit

Implementation Services

Issue

A change in the regional Human Resources leadership team at Prudential Corporation Asia led to a review of stakeholder communications and service delivery. As a result of the review action needed to be taken to raise the status of Human Resources at all levels of the organisation.

Tandem Design was tasked to develop a suite of communication materials that would create a unified look and feel for internal staff and potential recruit materials.

Solution

Working in partnership with the Human Resources and Brand and Communication teams it became clear that more strategic solution was required. Tandem Design developed 'PRU&YOU' as a communication theme as a core component to the design system.

'PRU&YOU' is used as a typographic element to communicate the new partnership approach that Human Resources has adopted. A new look and feel was developed giving Human Resources a distinct identity whilst still maintaining a clean and uncluttered Prudential feel.

Result

The new look and feel was launched at a internal regional conference to positive feedback around. A brand toolkit was developed to allow the new design system to be applied to all Human Resources materials regionally.