



**created for:** Exelon (#131 on 2008 Fortune 500)

**services provided:** concept development, copywriting and graphic design

**what it is:** brochure to engage employees in discussion of the Power Team's 2008 business plan at a rollout event

**related work:** Employees at Exelon's Kennett Square, Pa. campus formed the Kennett Square Environmental Council and hired Hollister to create the council's logo as well as signage for its Hybrid Day kickoff event.