

**BRINGING**  
**GRAPHIC**  
**DESIGN**  
**IN-HOUSE**

ROCKPORT

LOGOS  
LETTERHEAD  
BUSINESS CARDS  
BROCHURES  
NEWSLETTERS  
WEBSITES

**HOW AND WHEN**  
**TO DESIGN IT YOURSELF**

ORANGESEED DESIGN

# Wyeth

## Type of Company

Research-based global pharmaceutical company

**Total Employees** 52,000

## In-House Design Department 6

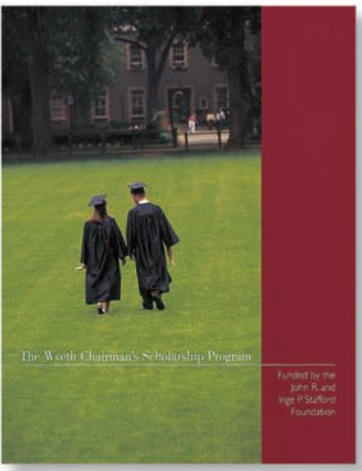
### Range of Projects

New product comps, marketing collateral, meeting materials, product launches, corporate policy brochures, corporate and departmental newsletters, benefit booklets, banners and posters for company events, and product and corporate advertising.

"One of my primary goals for our department is to capture more high-profile projects that make our services essential and contribute to the success of the organization," says Glenn John Arowitz, manager of Wyeth's Corporate Graphics department. One way he achieves this objective is to maintain a department intranet site, where a portfolio of the group's work is accessible to employees as well prospective clients in other Wyeth locations. "In addition, we launched a marketing campaign to increase employees' awareness of our website, produced direct mail postcards, and placed press releases in the company newsletter." An open house was also organized to showcase the in-house department's work and capabilities and provided an opportunity to meet new clients. "Our ultimate goal? To be a resource center for all design-related issues," Arowitz concludes.



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1. Materials for an annual meeting featured a rich blue background accented with color photographs. The graphic style was so well received that it was extended into Wyeth's Mission Vision Values brochure (right).

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2. Three postcards combine black-and-white photography with bright-colored backgrounds and type to promote Wyeth's development resource materials for employees.

3. A pair of sales sheets (left, center) updates physicians and pharmacists about two of Wyeth's products, Children's Advil and Robitussin Pediatric Cough. Colorful graphics and type on one side provide a basic overview, whereas the reverse includes detailed information including dosage. A print ad (right) showcases a range of cold medicines.

4. Wyeth's in-house design department frequently creates logos for various products and services: eMix is a marketing initiative that explores the web as a sales tool; IS.org is an internal branding campaign; Research Information Sciences is part of the Wyeth Research Libraries.

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5. A stand-alone CD is a self-promotional piece for Wyeth's corporate graphic department, distributed to other departments and employees. CD content includes an introduction to the design staff, an outline of services, a look at various completed projects, and testimonials from happy clients. The eye photos shown on the package and disk are those of the design staff.

6. To introduce Wyeth's new scholarship program, the in-house department created a brochure with a striking photo that is repeated in a light-percentage screen on the inside cover. A simple layout is used for the forms and background information contained inside.