



Themes - What is the Story?	Content Touchpoints
GLOBAL > Enriching Lives	International
THEME 1 > Communicate - Connect - Celebrate	Family-Owned Legacy
THEME 2 > A passion to create / A mission to enrich lives	Trusted Brand/ Celebrating Essential Human Relationships
	Creative/Innovative Culture
	Career Longevity

**Users**

- College Students *Domestic*
- College Students *International*
- Professionals *Local*
- Professionals *National*
- Professionals *International*

**Legend**

- Global
- Global Sections
- Global Secondary
- Sections/Content
- Phase II
- mock ups