

Capital BlueCross News and Journal

Capital BlueCross wins International Awards for Creative Excellence Team recognized for design of marketing and communications materials

Harrisburg, Pa. – Capital BlueCross today announced that the company’s creative and design team has won a 2017 Hermes Creative Gold Award and two American InHouse Design Awards from Graphic Design USA.

The Hermes Award was earned for the design of a welcome booklet for new Capital BlueCross individual plan customers. Honorable mention also was received in the pro bono category for design of a logo for the Sgt. Adam Schoeller, USMC, Memorial Fund, Inc. Sgt. Schoeller, whose father is a Capital BlueCross employee, was killed in January of 2016 during a Marine helicopter crash while training off the coast of Hawaii. The memorial fund named in his honor supports organizations that provide direct service and support to members of the military and their families. It also distributes scholarships to students seeking a military education.

Hermes Creative Awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals. The international competition received more than 6,000 entries from the United States, Canada, and 35 other countries.

“We are extremely proud of our skilled and talented creative team, and the international recognition they have received for their exceptional work. Our customers are at the center of everything we do, and providing communication materials that are easy to understand and visually appealing drives our creative team to achieve excellence,” said Gary D. St. Hilaire, president and CEO of Capital BlueCross. “We are especially honored that the logo design for the Sgt. Adam Schoeller, USMC, Memorial Fund was recognized in Hermes’ pro bono category.”

Capital BlueCross’ creative team also was recognized with Graphic Design USA American InHouse Design Awards for the design of a Medicare plan brochure and for an invitation designed for a United Way of the Capital Region event.

American Inhouse Design Awards are the premier showcase for outstanding work by in-house design teams.

<https://capbluecross.mediaroom.com/2017-06-13-Capital-BlueCross-wins-International-Awards-for-Creative-Excellence>