

What We Do Our Work Clients Awards



# Use our imagination™

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## **Olympic Steel Internal Branding**

Olympic Steel engaged Blue to help establish an internal brand, and we created "I AM Olympic Steel." Using employees' personal stories and experiences, they are able to demonstrate — rather than just talk about — their culture, benefits, career growth and much more.

 $^{\bf 66}$  Imagination will often carry us to worlds that never were. But without it we go nowhere.