



**Mary Kay Inc. 45th Anniversary Pin**  
**Distributor: DB & Associates**

Objective: To celebrate Mary Kay's 45th Anniversary, showing their legacy of corporate excellence while communicating their success in a rapidly evolving marketplace. The pin, contemporary yet simple, denoting the 45th anniversary, was distributed to current employees, board members, consultants and other stakeholders. Dion created a variety of design recommendations for the anniversary, well aware of the designs used previously for Mary Kay anniversaries. Dion then manufactured and sourced appropriate materials to supply Mary Kay with approximately 130,000 pins. The lapel pin served well as a tangible reminder of Mary Kay's successful past as well as the challenges to be faced and opportunities available to Mary Kay in the future.