BRANDING – BEYOND THE LOGO

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PIXELS AND INK STUDIO

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“Only those who attempt the absurd will achieve the impossible.”

— M.C. Escher
Amanda Roehl

“You can’t hear ‘No!’ unless you ask.”

— Alex Roehl
DISCLAIMER:

• This will **NOT** be a Branding 101 seminar.
• This session is designed to give you tools to elevate your existing brand, not create a new one.
• This is all about service branding, not products.
You in?!
“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos, Amazon
It is NOT a logo.

Compelling offer that invites and requires Engagement
BRAND: Engagement

INITIAL CX

1. AWARENESS
2. PERCEPTION
3. ENGAGEMENT
4. ACTION

LONG-TERM CX

1. ENGAGEMENT
2. ACTION
## BRAND ELEMENTS

| BRAND: PURPOSE                              | Aligned with strategic planning cycle |
| BRAND: PERCEPTION                          | Both internal and external, constant |
| BRAND: TARGET CLIENTS / PERSONAS           | Annually, or when you want to grow differently |
| BRAND: VOCABULARY / PERSONALITY            | Evolves with the visual identity     |
| BRAND: MESSAGE, VALUE PROPOSITION, TAGLINE | Aligned with strategic planning cycle (but should respond to constant perception studies) |
| BRAND: VISUAL IDENTITY                     | Evolves with vocabulary               |
| BRAND: EXPERIENCE                          | Aligned with employee and client expectations |
BRAND: Purpose

VISION
MISSION
VALUES
OBJECTIVES
BRAND: Perception

What they say
What you know
What your people say
Do you have a consistent process for feedback?

A. Yes.  
Congratulations, you are on your way!

B. No.  
You are missing important information for your brand.

C. Our leadership thinks so.  
See B.
Kinds of Surveys

- **IN-PERSON**
- **PHONE**
- **ONLINE**
| WHO: Regional Mechanical Contractor | WHY: Next generation of leadership | GOAL: Validate and evolve the brand and explore name equity | METHOD: Phone interviews with staff and existing clients |
They understand construction documents!

I have never had a change order situation.

I feel seen - the owner shows up.

Take care of business without me having to manage them.

When we hit a snag, they don’t panic, they come back with a solution.

I trust them.

Turn around and deliver flawlessly.
THE ‘BAD’

STALLED DELIVERY (SAN ANTONIO)

LACK OF STATE CONTRACT OR CO-OP; HAVE TO PAY MORE.

PROFESSIONALISM OF FIELD PERSONNEL.
WHAT YOUR PEOPLE SAY?

FAMILY CULTURE

LOYALTY

RELATIONSHIPS

OLD FASHIONED OLD SCHOOL

HONESTY & INTEGRITY

FAIR

EFFICIENT

WILLING TO GROW/EVOLVE

COMMITTED
1. Internal and external brand are aligned
2. San Antonio has a little more variance due to market and time
3. No need for a name change
BRAND: Perception
BRAND: Personas
Key Components

• Who are they?
• What do they care about?
• How can you make their life easier?
• What services do they NEED?
• Where do you find them?
• What strategic partners can help you get work
• Why should they choose your firm?
FEAR:
• Physical Plant goes down on graduation weekend or a major football game

THREAT:
• Know something is a ticking time bomb but they don’t have budget to fix it

PAIN:
• The Deans

WISH:
• Students have an amazing education and professors have nothing to complain about

WANT:
• Buildings and Systems to work seamlessly

NEED:
• Reliable partners who tell them the truth and deliver
Let’s try it.