

REBRANDING ROADMAP

MANAGING YOUR AEC FIRM THROUGH A REBRAND

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WHAT IS A BRAND?

WHAT IS A BRAND?

It's **NOT** a logo, or a tagline, or an identity system.

WHAT IS A BRAND?

Your brand is a perception about your firm that exists in the minds of its audiences.

“ Your brand is not what **YOU** say it is.
It's what **THEY** say it is.

MARTY NEUMEIER

The Brand Gap

REBRAND IS A PROCESS, NOT A DELIVERABLE



PLANNING



REBRAND



ROLLOUT



MANAGEMENT

WHY AND WHEN TO REBRAND

DO WE NEED TO REBRAND?

Reactive Reasons:

- + M&A or leadership change
- + Sudden business or economic changes
- + Legal or publicity issues

Proactive Reasons:

- + Planned leadership transition
- + Changes in business direction
- + New markets or services
- + Lack of alignment
- + Positioning issues or loss of relevancy
- + Lack of consistency or outdated

REBRAND VS. REFRESH: WHAT'S RIGHT FOR YOUR FIRM

Is there a need for a fundamental shift in positioning?

Or are issues mostly image related?



1 PLANNING

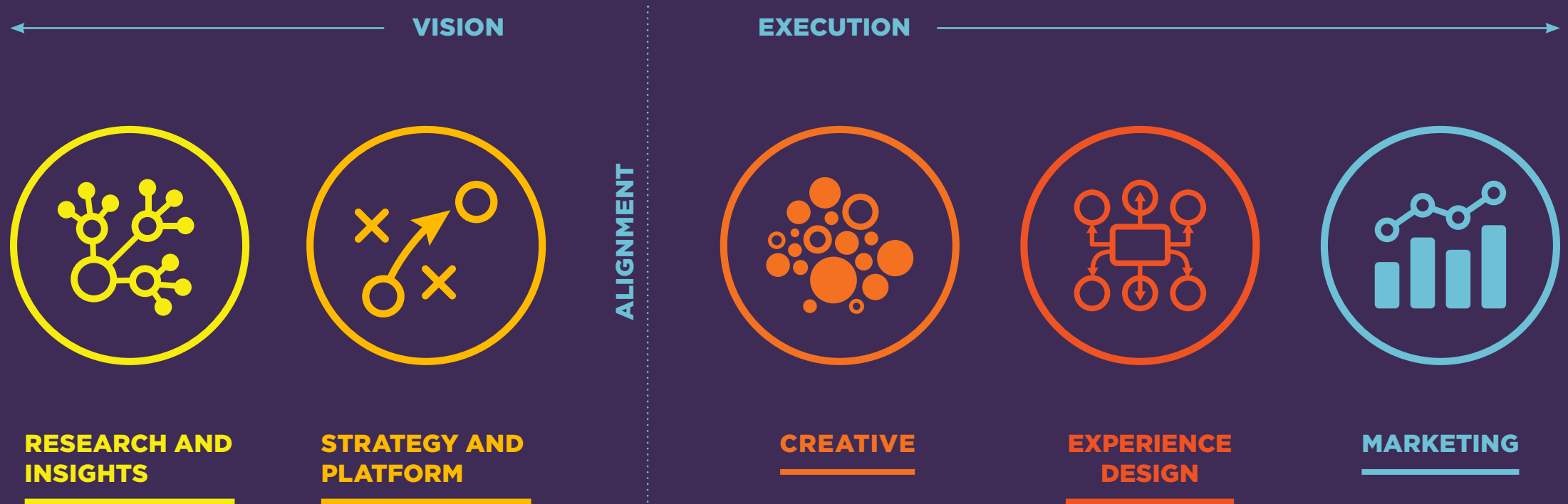
PLANNING

- + Define the scope
- + Allocate a budget
- + Set realistic timelines
- + Decide whether you will do this in house or outsource
- + Assemble a rebrand dream team



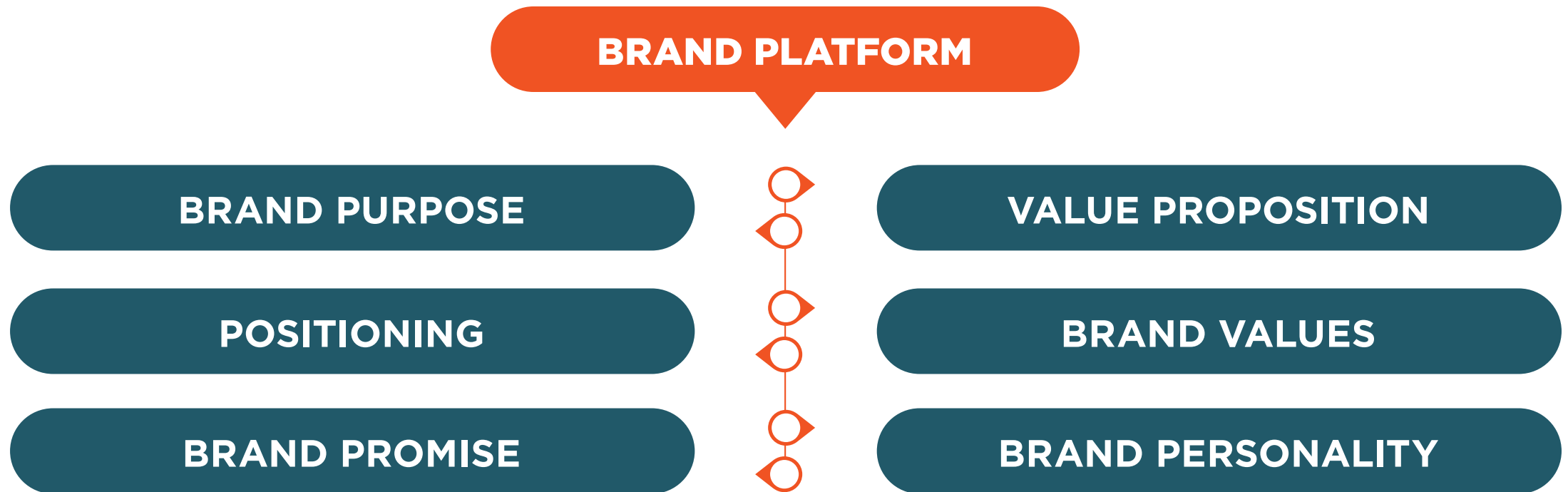
2 **REBRAND**

REBRANDING PROCESS



BRAND RESEARCH AND INSIGHTS

- + Brand audit
- + Internal stakeholder input
- + Customer research and personas
- + Competitive research
- + Marketing communications audit



BRAND IDENTITY

- + Name and verbal identity
- + Visual identity and language
- + Brand voice and personality
- + Design system

BRAND EXPERIENCE DESIGN

The proof of everything that's true about
your brand

BOHLER

**HELPING AN AMBITIOUS BRAND
REALIZE ITS PURPOSE**

18

MONTHS

3

LEADERSHIP WORKSHOPS

45

INTERNAL SURVEYS

7

COMPETITIVE AUDITS

30

CLIENT INTERVIEWS

3

CUSTOMER PERSONAS



BEST
PROBLEM /
SOLVERS.

THE
PEOPLE

ENTREPRENEURIAL

~~Passion~~ Engaged (ing)
Tenacity / Relentless
We will get it done
Collaborative / Partner

opportunity

Rockstar
attitude!

Progressive

COMMITMENT
OF PEOPLE

A very
collaborative
culture.

THE FACT
THAT WE HAVE
MEETINGS LIKE
THIS

Purpose_

**WE EMPOWER THE AMBITIOUS TO
BECOME THE ACCOMPLISHED.**

Brand Personality_

BOLD + SOPHISTICATED



BOHLER //

BOHLER //



With your best interest top of mind, our engaged teams help identify and overcome any development obstacles standing between you and your success.

CIVIL ENGINEERING

Bohler works as an extension of your team to provide a full range of services throughout the development process from site evaluation and due diligence through project completion.

Services

- Construction Documents
- Demolition Plans
- Due Diligence
- Brownfield Planning and Redevelopment
- Land Planning
- LEED/LID Design Consulting
- Lighting Analysis
- Public Hearing Testimony
- Roadway Design
- RPZ/Backflow Prevention
- Site Grading and Drainage Plans
- Site Plan Preparation
- Soil Erosion and Sediment Control Plans
- Stormwater Management Facility Design (SWMPF)
- Water and Sanitary Sewer Design

Markets

- Education
- Healthcare
- Industrial
- Mixed-Use
- Office
- Public Work
- Residential
- Retail
- Sports and Recreation



WHY BOHLER

Bohler works as an extension of your team to navigate the land development process from site evaluation and due diligence through project completion.

We Empower the Ambitious to Become the Accomplished

In the simplest terms, this is what we do. Our teams are aligned in providing our clients and employees with the and knowledge to achieve their loftiest goals.

Our purpose guides our decision-making process, why we are passionate about helping others.

OUR EXPERTISE

Your Ambitions. Accomplished.

Bohler provides land development consulting and technical design services to owners and developers across all commercial, institutional, and residential markets. From early stage concepts to detailed project closeouts, we own our role in the development and construction process.

SERVICES

Land Surveying and Mapping	Roadway Design
Permitting and Entitlements	Site Civil Engineering
Planning and Landscape Architecture	Urban Design
Program Management	

The Partner that Moves You Forward

We help owners and developers identify and act on opportunities to achieve their land development goals. In looking beyond design to focus on our clients' business needs, customer demands, and market challenges, we reach beyond the status quo to find creative solutions to move forward.

MARKETS

Education	Mixed Use	Residential
Healthcare	Office	Retail
Industrial	Public Work	Sports and Entertainment



WHERE TO FIND US

NEW ENGLAND

Southborough, MA
Duxton, MA
Hartford, CT
UPSTATE NEW YORK
Albany, NY
Rochester, NY

NEW YORK METRO

Hempstead, NY
New York, NY
NEW JERSEY
Warren, NJ
Mount Laurel, NJ

PENNSYLVANIA

Philadelphia, PA
Chalfont, PA
Lehigh Valley, PA
Pittsburgh, PA

MID-ATLANTIC

Rehoboth Beach, DE
Bowie, MD
Towson, MD
Sterling, VA
Warrenton, VA
Washington, DC

THE CAROLINAS

Raleigh, NC
Charlotte, NC

GEORGIA

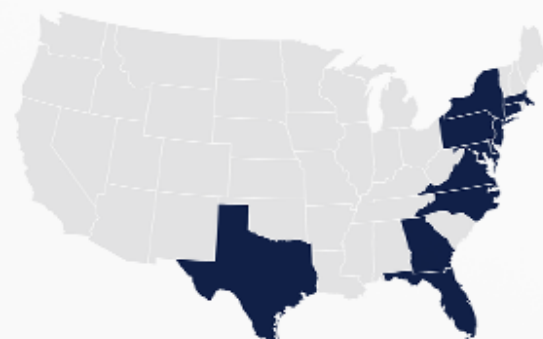
Atlanta, GA

FLORIDA

Boca Raton, FL
Tampa, FL

TEXAS

Dallas, TX



BOHLERENGINEERING.COM

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[SERVICES](#) / [MARKETS](#) / [PROJECTS](#) / [ABOUT](#) / [CAREERS](#) / [NEWS AND INSIGHT](#) / [CONTACT](#) 

AMBITIONS. REALIZED.

What we do

[OUR SERVICES](#) 

Who we serve

[OUR MARKETS](#) 

Where we are

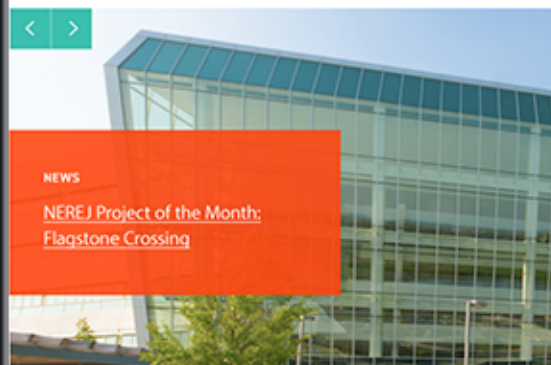
[OUR LOCATIONS](#) 

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NEWS AND INSIGHT

[SHOW ALL](#) / [NEWS](#) / [INSIGHT](#) / [STORIES](#)



NEWS

[NEREJ Project of the Month:
Flagstone Crossing](#)


01 / 02 / 03

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AMBITIONS. REALIZED.

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**BUILD
RELATIONSHIPS
WITH
PEOPLE**

**THE
BOHLER
WAY**

**BE BOLD
WITH
COURAGE**

**THE
BOHLER
WAY**

**WIN
TOGETHER
WITH
TEAMWORK**

**THE
BOHLER
WAY**



3 BRAND LAUNCH

BRAND ROLLOUT

- + Celebrate your firm's next evolutionary step
- + Engage employees and align them with the brand
- + Reintroduce the brand to external audiences

INTERNAL BRAND LAUNCH

- + Develop a pre-launch campaign
- + Coordinate internal brand launch event
- + Create employee gifts
- + Develop post-launch communications
- + Conduct employee brand training

EXTERNAL BRAND LAUNCH

- + Segment and prioritize external audiences
- + Plan how you'll introduce the brand to each segment
- + Prepare all brand assets and communications
- + Plan pre-, day-of- and post-launch campaigns



4 BRAND MANAGEMENT

FINAL THOUGHTS



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ADDITIONAL RESOURCES

BIT.LY/41TH2PI