

Brand as a Strategic Business Driver: X-Factors for a Competitive Advantage

 TREANOR

| substance 151

| smps

| Heartland Regional Conference



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Presenters



Ida Cheinman

Principal/Creative Director
Substance151



Rebecca Lavezzary

Chief Marketing Officer
Treanor



Megan Cooper

Communications Manager
Treanor

X-factors

1. Purpose and point of view
2. Competitive position
3. Specialized expertise
4. People and culture
5. Living your brand

Rebrand is a process, not a deliverable



1. PLANNING



2. REBRAND



3. ROLLOUT



4. MANAGEMENT

1. Planning

Project goals

- + Unify the firm's market-specific expertise under one strong branded front to the marketplace (One Treanor).
- + Communicate the unique value of Treanor's expertise to internal and external stakeholders.
- + Provide a seamless customer and employee experience across all brand touchpoints.

Objective 1: brand identity

Update Treanor's brand identity to cohesively reflect the firm's unique position and value in the marketplace.

KPIs

- ✓ Achieve qualitative perception improvements with two (2) key clients by EOY 2024 (result: **2 clients**)
- ✓ Achieve 33% employee engagement in eLearning courses designed to educate about Treanor's new brand (result: **36%**)
- ✓ Achieve 100% reach, 50% opens, 50% engagement on critical internal brand identity communications (result: **100%** reach, **86%** open, **71%** engagement)

Objective 2: messaging

Develop Treanor's brand messaging platform, focusing on firmwide messaging and market-specific messaging.

KPIs

- ✓ Increase page engagement time by 20% within the first three (3) months post-launch (result: **+23%**)
- ✓ Increase social media engagement by 15% by EOY 2024 (result: **+15%**)
- ✓ Increase newsletter open rates by 10% by EOY 2024 (result: **+19%**)
- ✓ Increase firmwide newsletter click rates by 2% by EOY 2024 (result: **+3%**)

Objective 3: collateral

Develop a cohesive marketing collateral system that can be applied seamlessly to all brand touchpoints.

KPIs

- ✓ Reduce average hours spent on proposal production by 10% within the first three (3) months of implementation (result: **28%**)
- ✓ Achieve qualitative perception improvements with two (2) key clients related to new collateral by Mar 2025 (result: **2 clients**)
- ✓ Achieve qualitative perception improvements with five (5) key internal stakeholders related to new collateral by Mar 2025 (result: **9 stakeholders**)

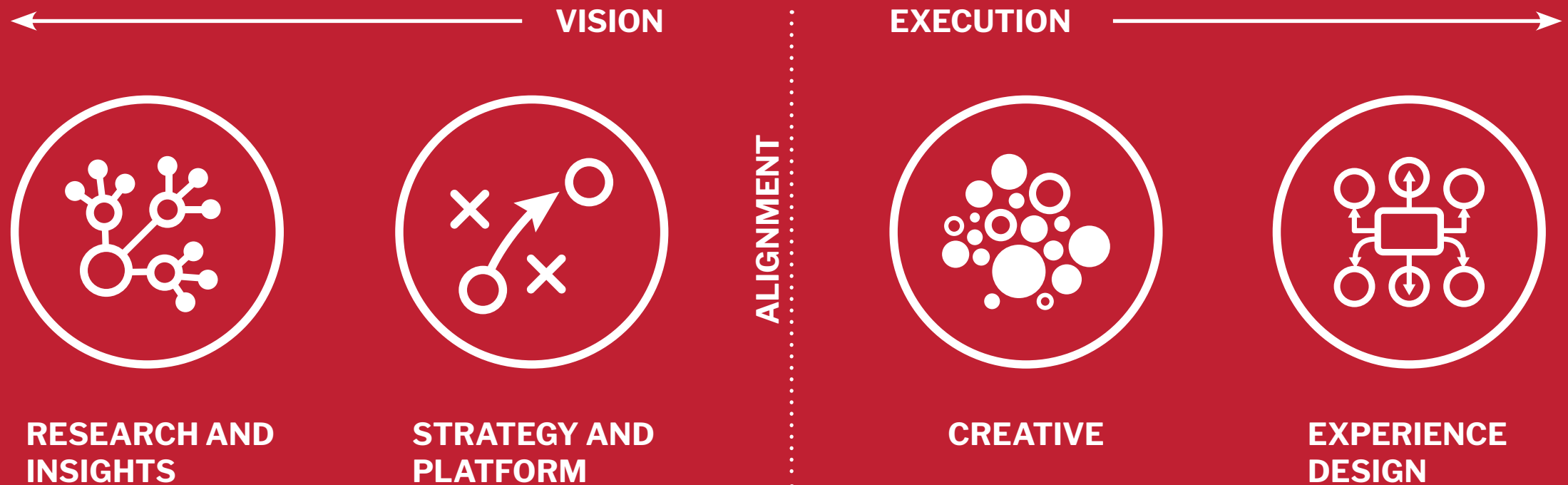
Objective 4: website

Develop and implement a full redesign of Treanor's website that reflects its distinct brand and culture.

KPIs

- ✓ Improve website visitor engagement by at least 20% within three (3) months of launch (result: **+207%**)
- ✓ Improve website traffic (pageviews) by at least 20% within three (3) months of launch (result: **+21%**)
- ✓ Improve SEO score by at 5 performance points per Google's Lighthouse tool, within six (6) months of launch (result: **+11 points**)

2. Rebrand



Research and insights

29

INTERNAL SURVEYS

22

CLIENT INTERVIEWS

23

COMPETITIVE SCANS

1

**FACILITATED
STRATEGY SESSION**

6

CLIENT PERSONAS

8

**STUDIO MESSAGING
WORKSHOPS**



GROUP 3

WHIT - NEW
INTERVIEW 31 PEOPLE RESEARCH PEOPLE SOMEONE
NOT ON THE WEBSITE, RESEARCH INFO AM
1 MEETING
MARKETING, NOT THERE
HIGHLIGHT TEAM LUTKEP)

CULTURE OF FIRM, EVERYONE COUNTS,
NOT JUST THE PRINCIPALS, COULD BE NAMES
WHO ARE MY PEERS

PRAM - WORKING IN A LOT WOMEN OF DIFFERENT
LEVEL
SHOW DIVERSITY, THROUGH THE BRAND
HERE PAGE

"HOW" - ROMANTIC MINDSET WORK WITH
OUT OF SCHOOL
PEOPLE WHO SHOWCASE DESIGN
FULL PAGE IMAGES
"DETAILS" "MOOD" "FEELS"

RANGE OF WORK IS
ONE WOULD SO OUR BRAND

FIRM CULTURE
NI STOCK PHOTOS
FUN PHOTOS
DESCRIPTION OF PEOPLE
FROM CLIENT -> OTHER GREEK PROJECTS (+MORE PHOTOS)

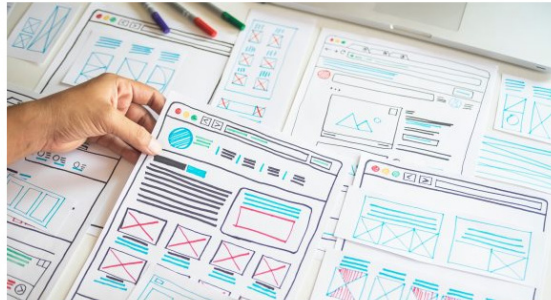
WORK/LIFE BALANCE
ALL-FIRM MEETING
PERSONA PHOTOS - HOMEBODIES
ALVANO NEHA
"PEER GARDEN"



Megan Brock

Sep 7

TreanorHL Website Survey Due TOMORROW



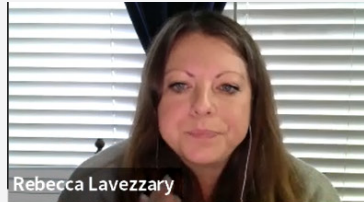
TreanorHL is working with Substance151, our brand messaging and graphics consultant, on a firmwide brand audit. The first phase of this audit—the firmwide brand platform—was completed and presented at the all-firm meeting last month. (Need a refresher? You can view the presentation [here](#).) The next phase includes developing studio-specific messaging and kicking off a complete rebuild of our website. We are beyond excited to dig into the website overhaul process, and we can't do it without you! Please take the time to thoughtfully complete our survey about the TreanorHL website. The purpose of this survey is to gather information related to the following:

- Website redesign goals
- Current website feedback
- Website user profiles

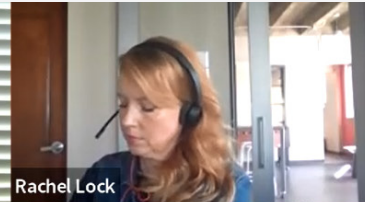
IMPORTANT: the deadline for submission is [September 30](#).

Justify Your Thinking

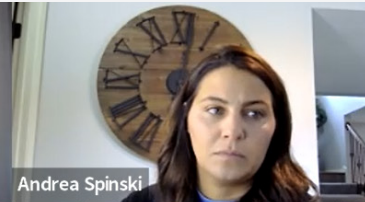
Please provide feedback that digs deep and considers the audience. We want to know not only what you like, but why you like it. If you were a potential new hire, partner firm, or client, what would you be looking for when you visit our website?



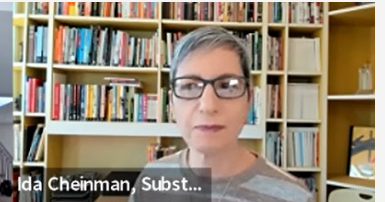
Rebecca Lavezzary



Rachel Lock



Andrea Spinski



Ida Cheinman, Subst...



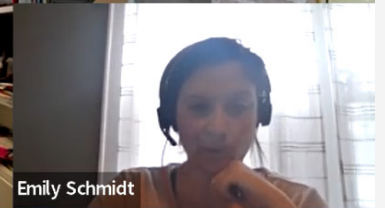
Megan Brock



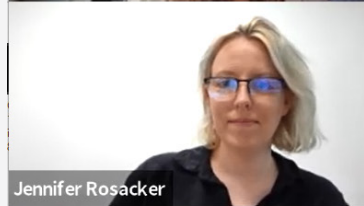
Patty Weaver



Brian Brazil



Emily Schmidt



Jennifer Rosacker



Anne Dillon



Birgitta Reynolds



Nadia Zhiri



mark ryan



Adam Braunstein



Matt Murphy



Erin Stachowiak

Competitive message

Brand = Partnership: All successful projects start by listening (and hearing)... It's you before us... We regard our clients as partners... Above all, we believe in collaboration... We build dynamic relationships that endure

Brand = Impact: We design for impact / We promise design that makes lives better / We're in it for the greater good / Making a difference in people's lives / We are purposeful. We are Partners. We Change Lives.

What clients said

“The problem with ‘we are partnership driven’ is not that it isn’t important.... But if the message is all about ‘we’re people-centered’ versus ‘we’re here to solve your problems’, it’s not what initially attracts me to a firm.”

“The relationship is part of the package. However, I want a purposeful team that knows how to move things forward.”

Treanor's business strategy

We want to be perceived as a 10 in expertise and a 10 in design. We can't go in one direction at the expense of the other.

Strategic brand position

Architecture at the nexus of proficiency and possibility.

Brand promise

Reach further.

Value proposition

Smarter architecture.

Purpose

Our purpose is to design the world we want to live in.

Values

Be true.

Listen, learn, lead.

Explore the extraordinary.

Be humble, laugh together.

REACH FURTHER

FIRMWIDE

We think beyond the project.

by...

STUDIO

Looking at and beyond your current spaces.
(Advanced Industries)

We make sure you're on the leading edge.

by...

Facilitating new educational techniques.
(Higher Education)

SMARTER ARCHITECTURE

FIRMWIDE

Smarter architecture tells a compelling story.

because it...

STUDIO

Considers the multifaceted nature of students.
(Education)

Smarter architecture ensures safety.

because it...

Enables higher infectious disease protocols.
(Health)

Brand identity and design

- + Name
- + Visual identity and language
- + Design system

Name change

TreanorHL 

Legacy name; not aligned with “one firm, one voice.”

Hard to pronounce or show in one color (all-caps logo).

Treanor

More practical.

Most importantly, already in use by most clients and employees.

Banners

Before

Inconsistent, complex design with angular lines and text, doesn't stand out



After

Consistent across markets, uses imagery and simple, bold messaging to attract people



Social media

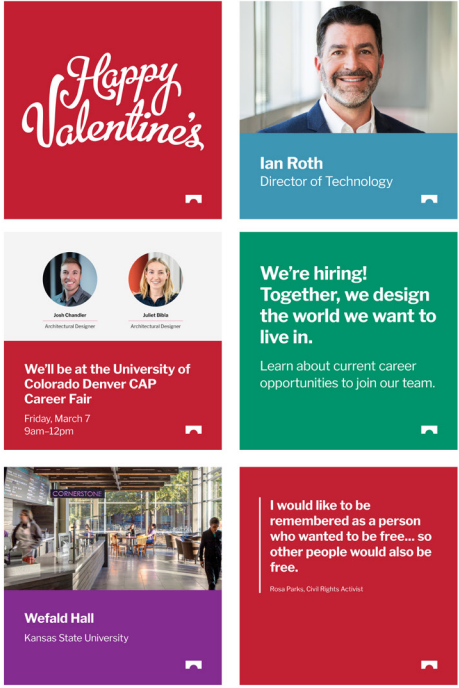
Before

Generally monotone, inconsistent, hard to scan, loses subject matter



After

Uses expanded color palette, simple, punchy headlines in bold font, focus on subject matter



Proposals

Before

Inconsistent, hard to read, doesn't adhere to grid, font standards, or color system



After

Consistent across markets, legible, follows grid, all font styles and colors used globally



Brochures

Before

Inconsistent, hard to read, doesn't adhere to font standards or color system

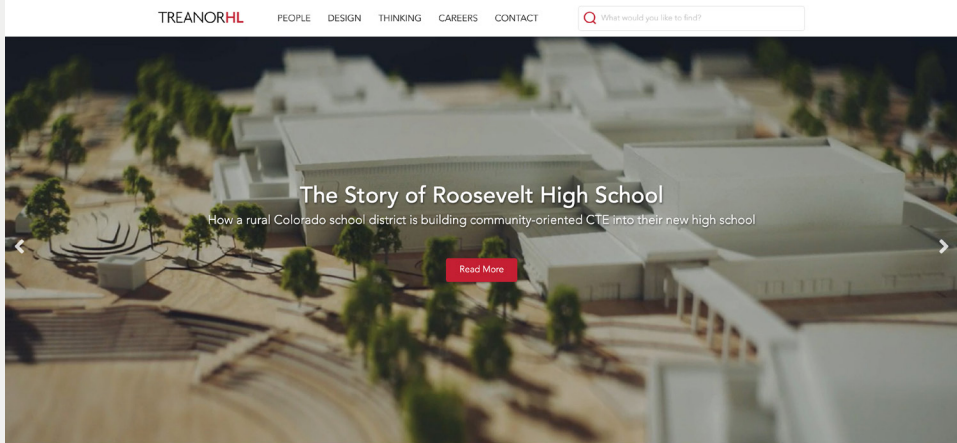


After

Consistent across markets, legible, all font styles and colors used globally



Before

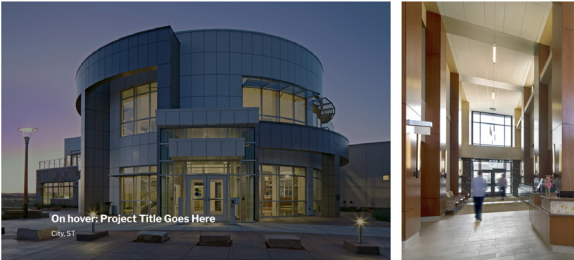


After



Design at the doorway to a better future

We create innovative, sustainable solutions that bridge gaps in access, quality, services, and resources for our communities. [See design that works](#)



1 5

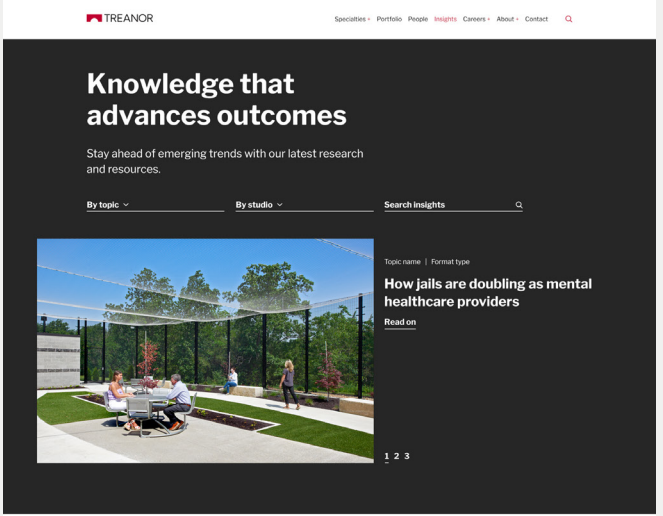
We reach further

Powered by people, we make it our business to do more with design. [Learn more about us](#)



Precision meets possibility

Our specialized design studios create solutions that not only work, but inspire. [Explore our specialties](#)



Treanor Talks podcast
Reach further with our latest tips, trends and topics related to architecture, planning and design. [See all episodes](#)



Five design strategies to enhance CTE learning



Title - recommended 35-55 characters, include keywords



Kansas City Climate Action Summit: takeaways



Title - recommended 35-55 characters, include keywords



We've learned we must continue to learn.



The spaces we inhabit for most hours of the day affect our mental health. Here's how.



Erin Joseph Machac, AIA, joins as a principal in our Higher Education studio.



Justice facility design plays an essential role in the evolution of the justice system.



Announcing New Principals, Associate Principals, and Member of the Board of Directors



3. Brand rollout

Rollout

- + Identify key audiences
- + Develop a brand launch sequence
- + Prepare all communications
- + Launch internally first (always!)
- + Launch to the world
- + Plan beyond launch

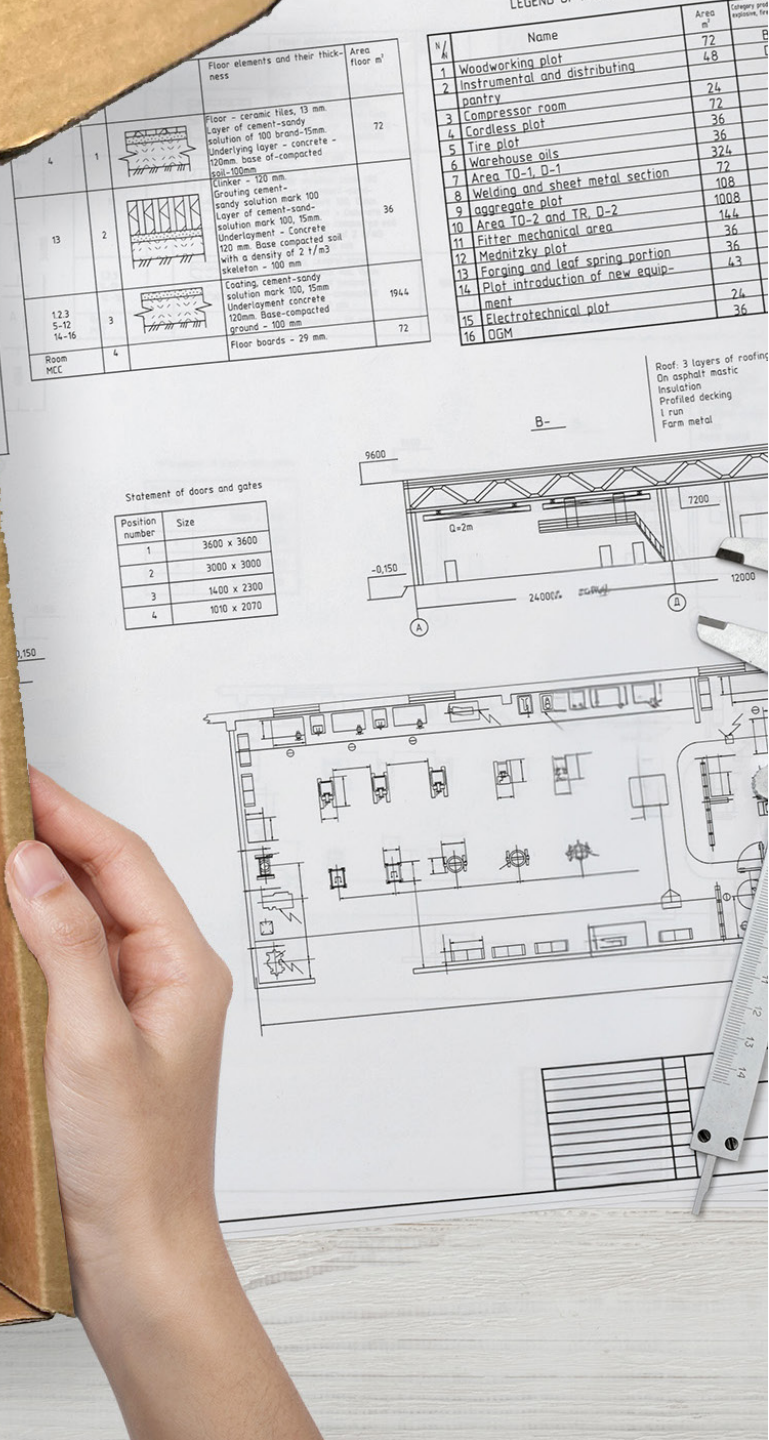


ROLLOUT CHECKLIST

Master Schedule		
Date	Item	Notes
May	Studio brand champions workshop	<u>Need to determine brand ambassadors</u> and communicate with them: their involvement and dedication moving forward (after launch)
August	New Brand Event (at Summer All-Firm Meeting)	See tab for more details
		eLearning course (hosted on knowbe4, created using PPT)
		Arch posts (updates on eLearning courses, roll-out, fun facts, tools, etc.)
	Employee brand education	Office branding updates (signage, wall colors, etc.)
	Office transformations	Office events (office party & tour of updates)
September - December	Preparing marketing channels and comms	Update all collateral to new name/branding
		Email from MailChimp
December	Name change comm to key clients/contacts	Principals forward with personal note
Spring/Summer	Internal website reveal	Audience: employees; see tab for more details
		Audience: clients, prospective hires, general contacts, industry media; see tab for more details
Summer/Day of Giving	External brand roll-out	details
Tasks		
Due Date	Assigned to	Item
May 1	Rebecca/Megan	Communicate with brand ambassadors in each office location
May 1	Rebecca/Megan	Meet with Audrie about office renovations/budget
May 15	TBD	Finalize merch lists
May 15	Megan	Draft outline of employee brand education content
June 1	Rebecca/Megan	Determine brand component of AFM schedule with committee
July 15	All	Office reno brainstorm meeting(?) with Audrie, other designers?
July 15	Megan	First draft of employee education series, all modules

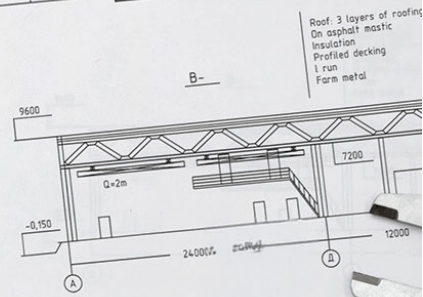


Brand welcome kit
Reaching further together at Treanor
June 2024

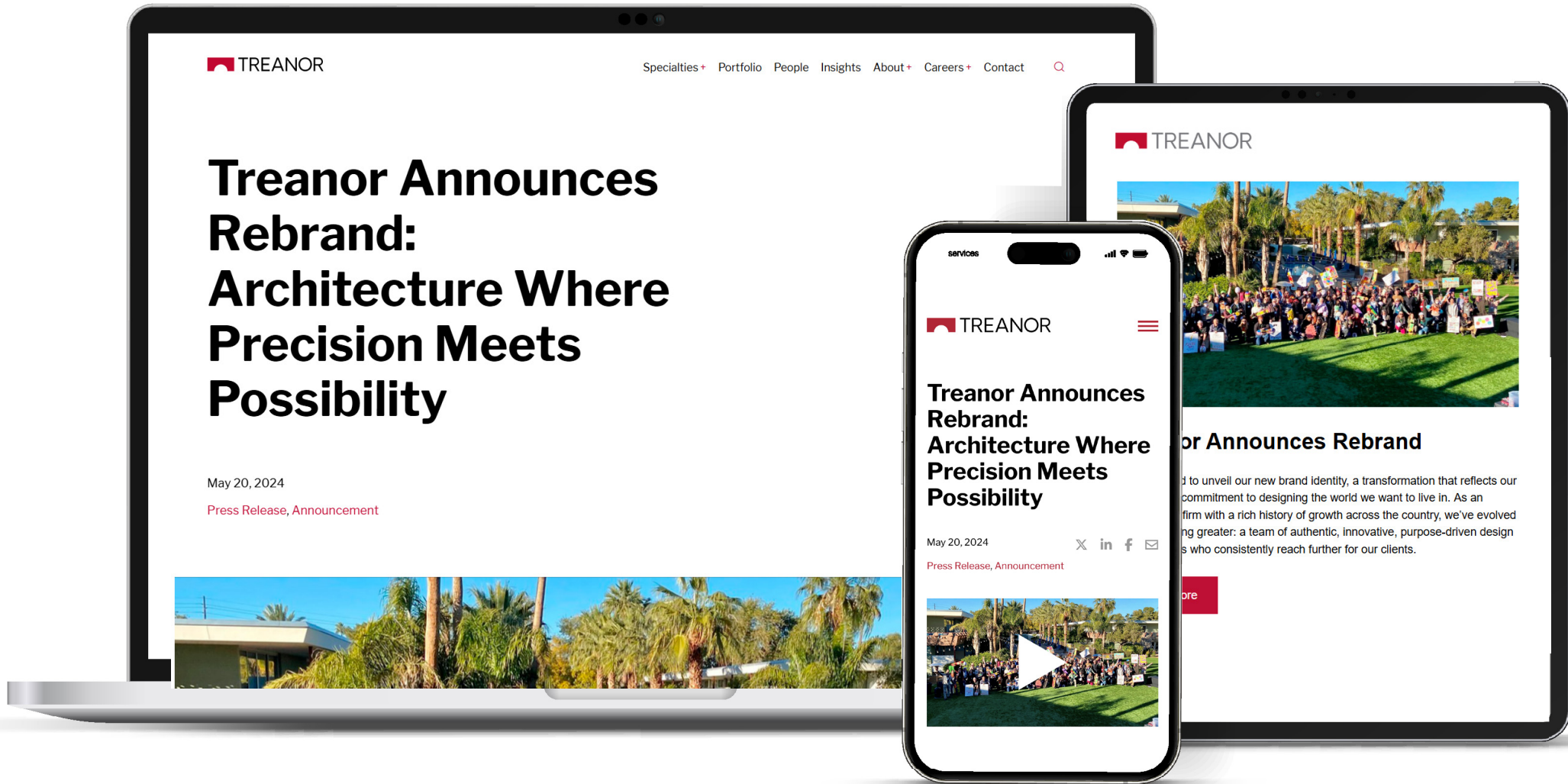


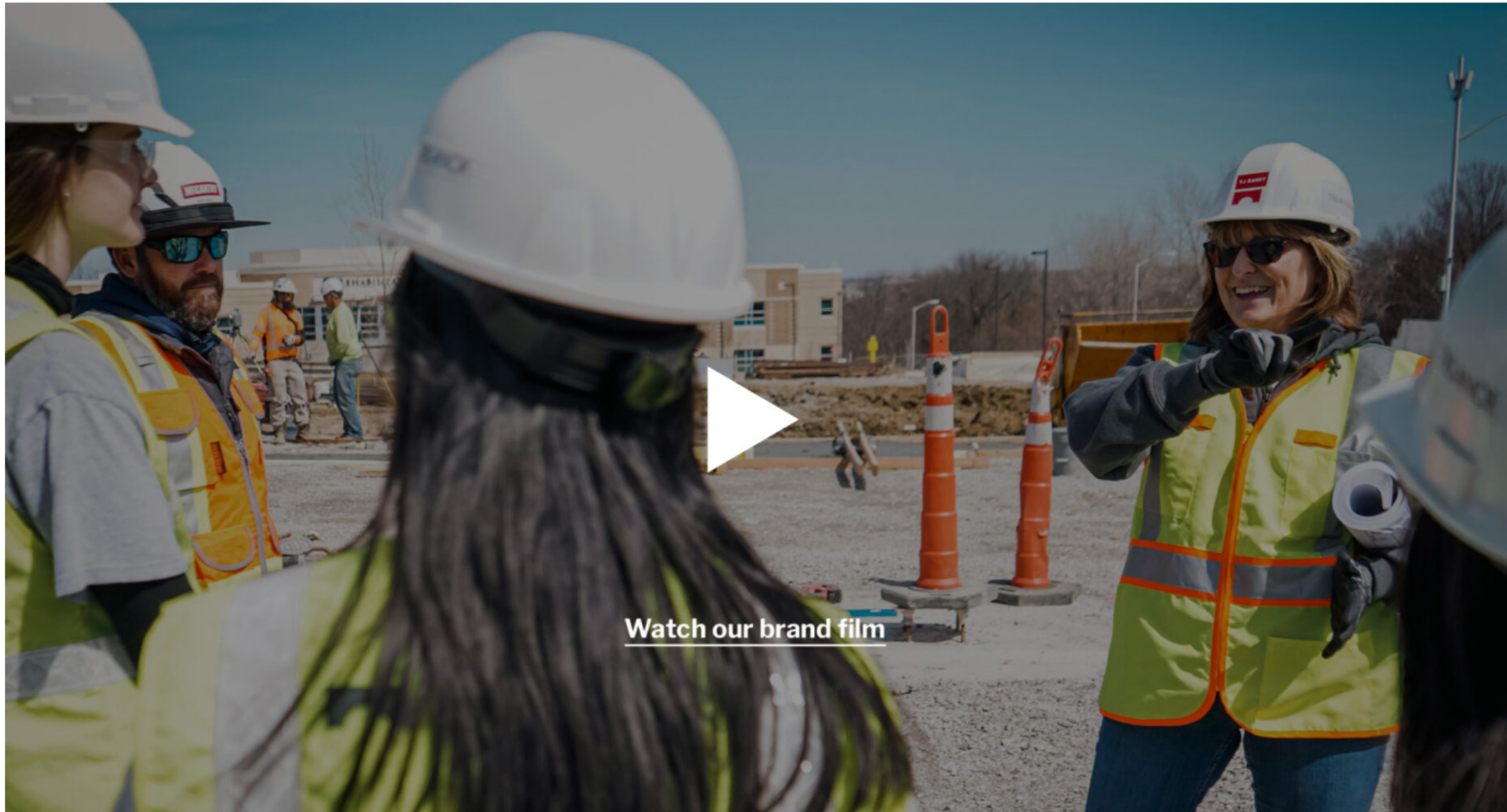
Floor elements and their thickness			Area floor m²
1	2	3	4
1	Woodworking plot		72
2	Instrumental and distributing pantry		4.8
3	Compressor room		24
4	Cordless plot		36
5	Tire plot		36
6	Warehouse oils		324
7	Area T0-1, D-1		72
8	Welding and sheet metal section		108
9	Aggregate plot		1008
10	Area T0-2 and TR D-2		144
11	Fitter mechanical area		36
12	Madnitzky plot		36
13	Forging and leaf spring portion		4.3
14	Plot introduction of new equipment		2.4
15	Electrotechnical plot		36
16	OGM		

Statement of doors and gates	
Position number	Size
1	3600 x 3600
2	3000 x 3000
3	1600 x 2300
4	1010 x 2070









[Watch our brand film](#)



4. Brand management

Branding

Last updated by Megan Cooper on Feb 18, 2026



Contact



Rebecca Lavezzary
Chief Marketing Officer



Megan Cooper
Communications Manager



Brian Brazil
Graphic Designer

Brand Roll-Out



Employee Brand Training

Complete these learning courses to receive your Treanor Brand Certificate!



Brand Launch FAQ

Review frequently asked questions related to our new brand launch.

Standards & Resources



Brand Standards

How to adhere to Treanor's written and visual brand standards.



Brand Platform

The conceptual background informing how we convey our brand through messaging.

Updates

Veras AI Now Available to Enscape Users

Joel Gray · Dec 3, 2025



Treanor's new brand and website recognized for excellence

Megan Cooper · Dec 2, 2024



Updated Word/Excel Templates

Jen HinkleyKarnisky · Jun 25, 2024



What is a brand?

We often confuse branding with company identity. You should be able to take all elements of identity away from a brand (logo, name, office) and still retain the brand itself.



Certificate of Achievement

First Last Name

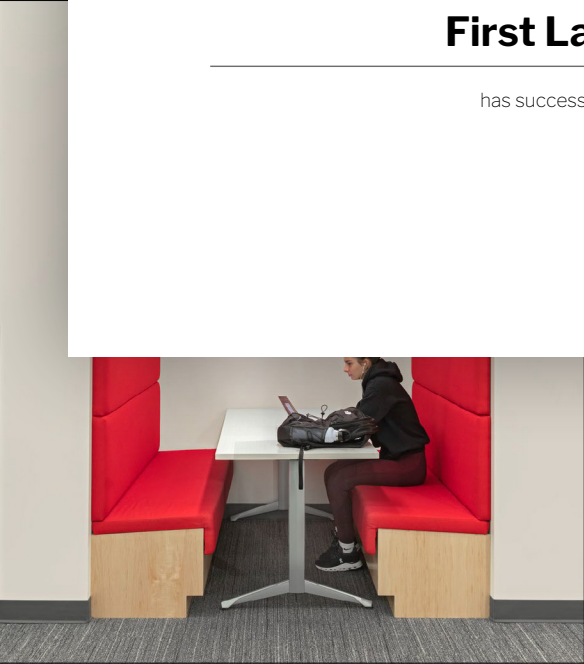
has successfully completed

WHAT IT ISN'T

- Our logo**
A logo is just a signature.
- Our company name**
Names can change at any time.
- The product or service itself**
We care about more than just design.
- Advertisements**
Ads communicate our value, but they don't define it.

Learning objectives

- 1 What is a brand?**
Learn about branding and what creates a brand.
- 2 Firm history**
Learn about the history of the firm and its brand identity.
- 3 Brand process & development**
Understand the research and development process behind our brand.





Certificate of Achievement

First Last Name

has successfully completed

Quiz

Click the edit button to edit this object

Each signifies either a brand or a brand's identity.

Reputation

Company Name

Client Experience

Office Culture

Logo

Design

Value to Employees

BRAND	



Brand Identity Guidelines

Brand Policy for All Internal and External Communications

LAST EDITED | JUNE 2024

Incorrect logo usage

Do not modify the logo in any way, such as changing color, size or layout or adding new elements. The logo should be reproduced with consistency and never be altered, stretched, or manipulated in any way.



Do not reproduce the logo in any colors different from those approved



Do not create your own versions of the logo



Do not place the logo over a busy background

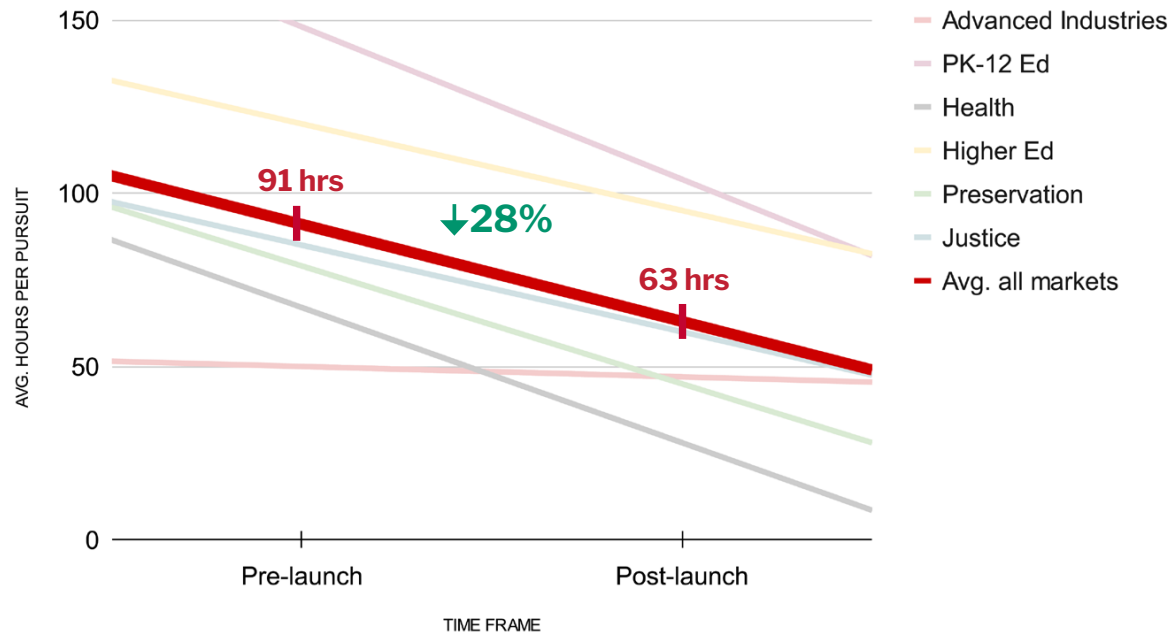


Do not change the proportions of any part of the logo

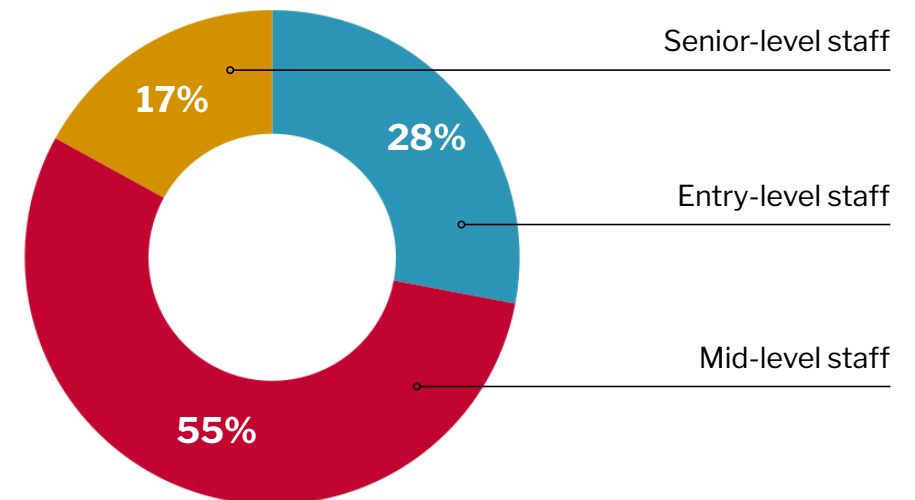


Brand audit - internal

Hours spent on proposal production pre-and post-templates



Employee learning engagement

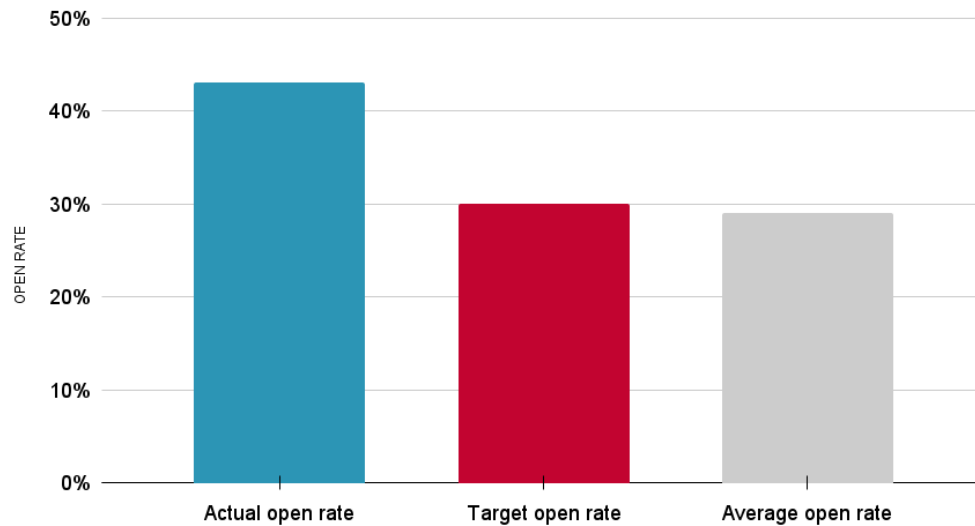


“My favorite core value is ‘be true.’ I want individuals to feel that they can be their authentic selves when they’re at work, and I want them to feel that they are doing the projects that mean the most to them.”

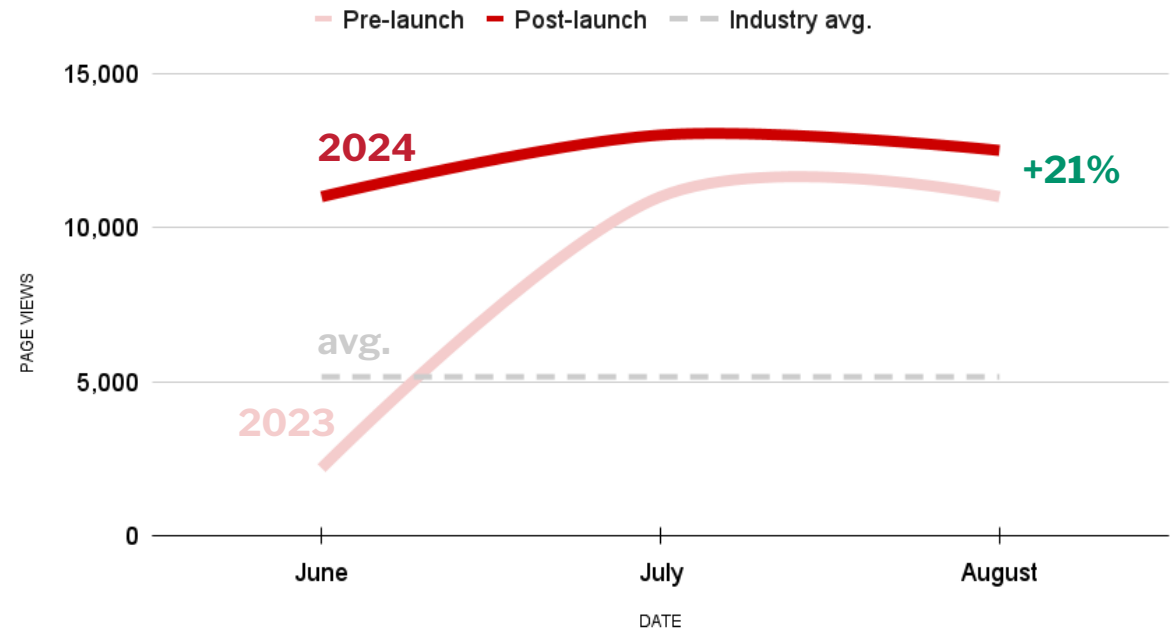
Amy Bellerive, Chief People Officer at Treanor

Brand audit – external

Email open rate



Website page views



“We liked the message Treanor conveyed on their website. We felt that their experience was strong and that we shared the same values of preserving the past, together.”

Carolina Carsellé, Project Lead at Sordo Madaleno



X-factors

1. Purpose and point of view
2. Competitive position
3. Specialized expertise
4. People and culture
5. Living your brand

Questions?

SLIDES/RESOURCES



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