

REDEFINING
BRAND EXPERIENCES

Redefining Brand Experiences

AN INSPIRING BRAND

Full Circle helps create brand experiences that inspire, motivate and resonate with audiences inside and outside of the organization. Our unique strategies and tactics build awareness, focus marketing efforts and provide a set of foundational tools necessary to professionally build your organization's reach. We balance effective marketing with strong design creativity to properly match brand experiences with targeted audiences.

YOUR OWN STORY

Every brand has an inspiring story and needs to provide a unique, customer-driven experience. Both are built over time through strong and consistent communications at every touch point – from your logo and messaging, to literature and your online experience, as well as in the products and services you provide. Creating effective brand identities and experiences require discipline to ensure all materials correctly portray the brand, create an emotional connection with the customer and deliver on the brand promise.

WALKING TOGETHER

Our team will guide you through our brand development process; from distilling brand strategy and brand perceptions to defining brand attributes. We've established an approach that clearly defines objectives and then delivers a powerful, yet consistent brand experience. Throughout this process we'll play two critical roles; first as 'listener,' then as 'interpreter.' It's your brand; we're just here to help you tell the story.

BRAND DEVELOPMENT PROCESS



RESEARCH & DISCOVERY

Understanding your business, the competitive landscape, your customer's needs and what makes you stand apart.

MESSAGING PLATFORM

Creating your brand story and determining the key messages that will best support it.

BRAND IDENTITY

Designing the logo identity, color palette and typography that best express the essence of your brand.

VISUAL BRAND EXPERIENCE

Developing the design elements and photography style for all marketing materials and customer touch-points.

BRAND CONSISTENCY

Building a guide to ensure consistency and to maintain the integrity of the brand.

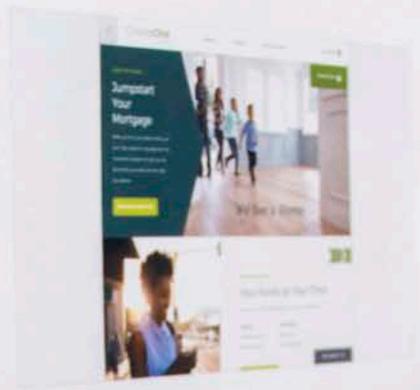
Phase I

RESEARCH & DISCOVERY

The research and discovery process guides the brand development strategy. The more information provided and intelligence gathered will lead to stronger insights for the brand and the direction of the organization. We typically engage in half-day or full-day discovery and planning sessions with key organizational team members to fully understand the organizational objectives, target audiences, and overall attributes of the brands.

Primary and secondary research may also be used as part of this process. In addition, we often review existing research, interview key organizational leaders or other important audiences to understand the various perspectives of the organization. We gather all marketing activities and customer touchpoints including traditional, digital and physical experiences to assess the brand, its relevance to target audiences and positioning versus other organizations.

- Discovery sessions
- Stakeholder interviews
- Current marketing & communications assessment
- Competitive analysis
- Surveys and focus groups



Phase II

BRAND ATTRIBUTES & MESSAGING PLATFORM

Developing a clear and consistent message is one of the most critical steps in brand development. Often, organizations have numerous messages and many are inconsistent, irrelevant or not unique to their business. Analyzing the organization's key differentiators and developing a true messaging platform is more than writing boilerplate copy.

First, we create a list of brand attributes that represent the existing brand or who it wants to be in the future. Next, we create a brand narrative with a specific voice or tone that tells the passionate story that is unique to the organization. This establishes who the organization is and why people should care. It also establishes a style or tone for all future writing. If a tagline or byline is recommended, it will be established as part of the messaging platform. With a developed tone and a brand narrative in place, we develop foundational pillars that are strong, supporting messages to articulate the key points of the brand and differentiate the organization.

BRAND ATTRIBUTES ASSESSMENT



FOR EACH ATTRIBUTE, MARK THE LINE AS TO WHERE YOU THINK THE COMPANY SHOULD FALL ON THE SPECTRUM



ATTRIBUTES

- Customizable
- Resourceful
- Crafted
- Trusted
- Attainable
- Beautiful

NARRATIVE

Tables. At them, we work. Play. Collaborate. Share. They're the centerpiece of our rooms where great ideas happen and big decisions are made. Great tables are beautiful yet tough, quality yet cost-effective—and manufactured in a process that is as purposeful as the tables themselves.

At SurfaceWorks, we haven't become market leaders by accident. When it comes to manufacturing, contract-grade tables, we get it. We know having the broadest product offering is just as important as offering the largest opportunities to customize. We know the end product is equal-parts dependent on design and delivery. And we know service with a smile is an age-old model that never gets old.

Those are the values we live by that have driven our Milwaukee-based operation onto a global stage— from OFDA's "Table Manufacturer of the Year" to Contract Magazine's "Best of Neocon," we are continually recognized. So whether you're looking to bring a high-end, highly-precise design to life or customize a tried-and-true table down to every caster, laminate, and edge, our products just, work. Better than anyone else's.



ATTRIBUTES

- Entrepreneurial
- Savvy
- Authentic
- Agile
- Knowledgeable
- Unexpected

NARRATIVE

Your financial world is important. And we know that truly helpful service, real people you can count on, and sound financial advice isn't easy to come by. And understanding what's the right financial move and when to do it isn't easy. You need someone to help you navigate and find better ways to help. At Envision, we're looking out for our most important asset – you.





ATTRIBUTES

- Inventive
- Personable
- Passionate
- Honest
- Trustworthy
- Driven by Results
- Curious

NARRATIVE

At Redox, we don't work for what's expected.

We work for something greater. For the field. The farm. And the fairway. For greener greens. Lusher lawns. And crop yields far as the eye can see. Our products are driven by passion and advanced by science.

To us, the formula comes naturally: expertise, leadership, relationships, and an uncommon pursuit of agronomic excellence. To be part of Redox means to dig past conventional wisdom, pursue new innovations, and find answers that others never bothered to look for – all so our customer can benefit from the best plant and soil nutrition available.

LIGHTCORP



ATTRIBUTES

- Vibrant
- Colorful
- Bold
- Intriguing
- Stylish
- Approachable

NARRATIVE

Lighting is the subtle, yet essential elegance illuminating our workplaces. And for 30 years, we've put all of our energy into understanding how it empowers a person's work, influences their mood, and helps them focus. We love the beauty of it, the science behind it, and its impact on everyday life. Our passion defines everything we do - vibrant, colorful, imaginative, and always brightening the world in which we live and work.

Our name says it all. This singular focus fuels our drive to dig deeper, think longer, and push lighting to new boundaries. The perfect lighting stimulates our senses and inspires us in imaginative ways. And it's not just beautiful to admire, but also innovative to use. You'll feel it the moment it's on.

Phase III

BRAND IDENTITY SYSTEM

A brand identity system is more than just a logo. While a logo on a white background may play an important part of the brand identity, it must be looked at in a larger context. Brand identity systems include the various visual aspects core to the brand that represent the overall brand attributes and messaging. This includes an individual mark or brand symbol, the typeface treatment of the brand identity, color palette and other ancillary design elements. It also looks at how the logo will be applied to various applications and builds a visual experience of how to imagine the brand identity. An effective brand identity system is essential to fully visualize the future brand.

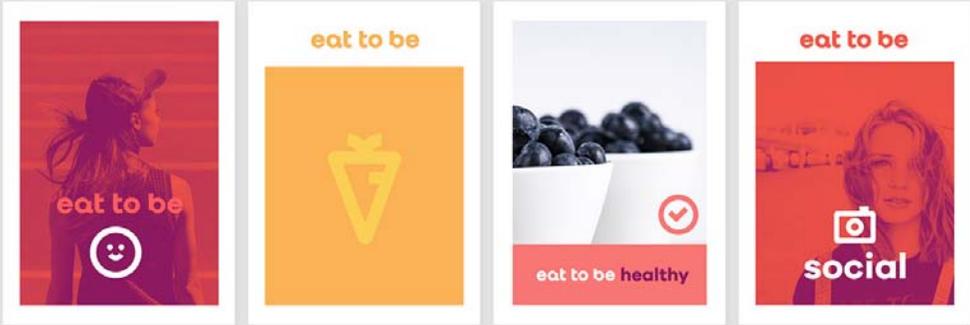


Phase IV

VISUAL BRAND EXPERIENCE

Once the brand identity system has been developed, a broader approach to the overall visual brand experience can be designed. The visual brand is explored over various marketing materials that may include sample literature, direct mail, banners, print advertising layouts or any other materials identified as essential to the brand or the organization. As part of this development we build graphical elements, infographics and icon styles and a specific approach to images and photography. The goal is to create mood boards and an overall visual theme that clearly shows how the brand experience can be portrayed in a variety of applications.

EXAMPLE MOODBOARD





BUILDING YOUR TABLES



SURFACEWORKS
Chris Ginnert
General Manager, LEST AP
4440 Southfield Road, Suite 1000
Farmington Hills, MI 48334
Phone: 248.312.1000
Fax: 248.312.1000
www.surfaceworks.com





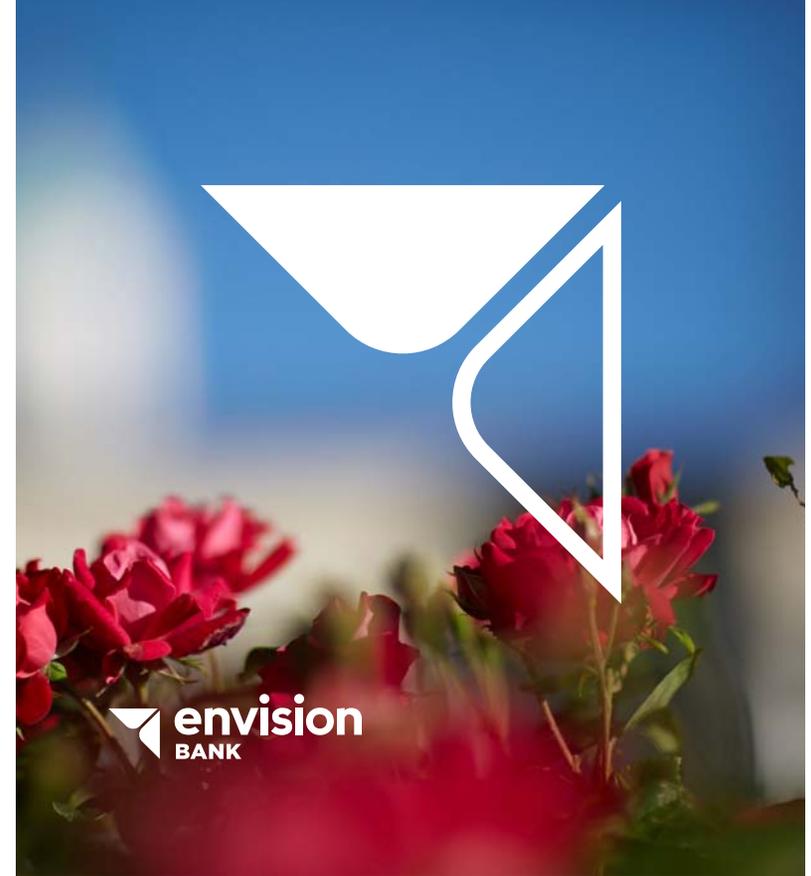
focused
on community



authentic



people
make
the
difference

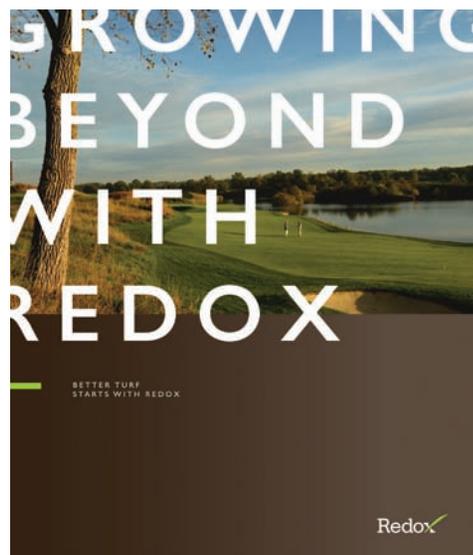


»»» **seeing** your vision
making it **reality** «««

banking
made simple
& easy

 **envision**
BANK

Redox



diKaP GROWING BEYOND WITH REDOX

GUARANTEED ANALYSIS:

Available phosphorus.....	17.2% 17%	HOW DOES IT WORK?
Soluble phosphorus.....	14.2% 16%	diKaP is unique in its ability to promote
Plant available.....	15%	phenolic compound production. Phenolic
Lowest cost.....	3%	compounds are a specific type of antioxidant.

WHAT IS diKaP?
diKaP is a restricted plant nutrient product high in potassium and phosphorus.

KEY PRODUCT BENEFITS

1. Reduces oxidative stress. diKaP is particularly beneficial with increases in temperature and water stress.
2. diKaP is a high efficiency potassium and phosphorus plant nutrient.
3. diKaP, along with balanced plant nutrition, complements conventional integrated pest management strategies.

MOST EFFECTIVE USE
diKaP can be applied through any controlled irrigation system or directly to the soil.

SOIL APPLICATIONS
Apply in a range of 3 to 8 pounds per acre per application.

FIELD APPLICATIONS
Apply in a range of 1 to 4 pounds per acre depending upon crop requirements and water volume. Application frequency and timing depends upon crop requirements.

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diKaP

DEFINITION

diKaP is a restricted plant nutrient product high in potassium and phosphorus.

PLANT NUTRITION - Improve the quantity and ratio of antioxidants in plants, to better recovery from stress.

STRESS - The accumulation of excess oxygen-free radicals.

diKaP - The accumulation of excess oxygen-free radicals.

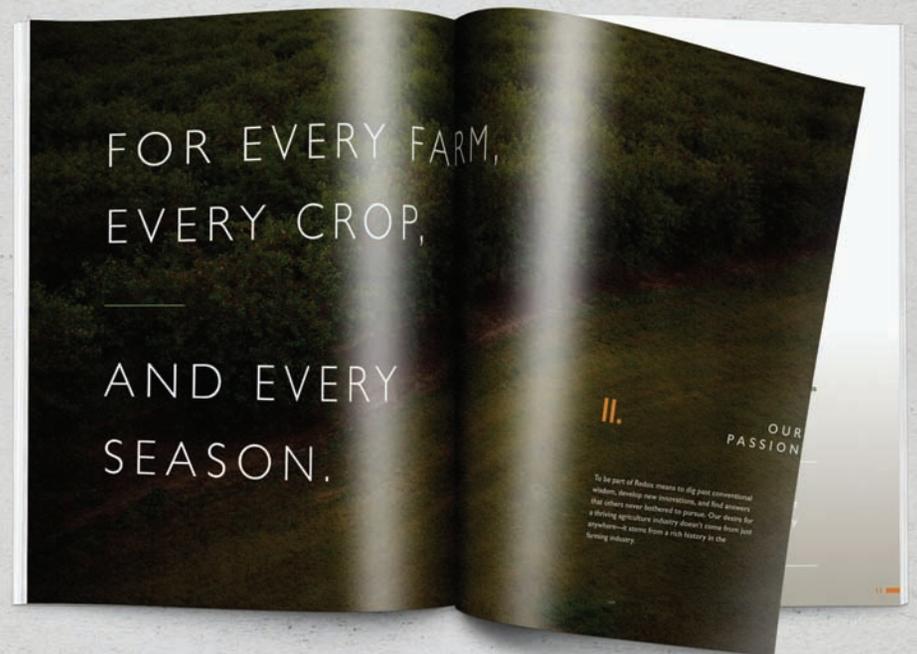
diKaP - Cause cell damage.

diKaP - A specific type of antioxidant.

diKaP - Energy production in plant cells.

diKaP - Facilitates water and nutrient movement in the plants.

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L/GHTCORP

L/GHTCORP



FINISHES
White, Metallic Silver, Black

VOYAGE

The elegant, Voyage Personal Task Light is a high performance, subtle workspace companion. The linear form of the arms and joints flow gurtly into a broadened head shade to shield the highly efficient power LED's from view. Full articulation, dimmable LED touch technology, and extended arm reach, unite functional ergonomics with timeless aesthetics in a small 6" desktop footprint.

OVERVIEW 01

02

03

04



01

02

03

04



SPECIFICATIONS

LAMP

18 fractional LEDs, 3500K

POWER SUPPLY

15 watt, 24 volt wall transformer

CORD

6' length

CORD COLOR

Silver

SWITCH

Slightly raised, touch sensitive button with control of 100-15% continuous dimming and on/off power toggle

DIMMING

100-15% touch and hold continuous dimming

ARM

Double-articulating arm

MOUNTING

6" freestanding base (more mounting options to come)

CERTIFICATIONS

UL, cUL, TAA, and BAA Compliant

FINISHES

White, Metallic Silver, Black



01

02

03

04





Phase V

BRAND CONSISTENCY TOOLS

Consistency is a challenge most marketers face. But with the proper tools and overall discipline, the brand and your overall customer experience can be consistent. We build the guiding principles and a brand toolset as part of this phase. A brand should be flexible in application and allow an organization to adapt, change and evolve as necessary. Therefore, we believe in developing guidelines for the brand that are more rigid for the core brand identity elements and more adaptable for other marketing activities. It is also important to consider the roll-out and communication of your brand. This should be a thoughtful and planned approach. It should be internally communicated first, then delivered to external audiences.

LIGHT CORP BRAND GUIDE

PRIMARY

L/GHTCORP

VARIATIONS

L/GHTCORP

L/GHTCORP

L/GHTCORP

L/GHTCORP

L/GHTCORP

L/GHTCORP

HEADLINE

WALKWAY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WALKWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

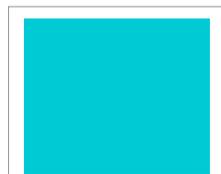
PRIMARY



PANTONE 2767 C
CMYK: 100 | 90 | 10 | 77
RGB: 19 | 41 | 75
Hex: 13294B



PANTONE 7712 C
CMYK: 100 | 0 | 30 | 20
RGB: 0 | 133 | 155
Hex: 00859B



PANTONE 319 C
CMYK: 59 | 0 | 22 | 0
RGB: 45 | 204 | 211
Hex: 2DCCD3



PANTONE 389 C
CMYK: 21 | 0 | 85 | 0
RGB: 208 | 223 | 0
Hex: D0DF00



PANTONE 248 C
CMYK: 42 | 100 | 0 | 0
RGB: 165 | 24 | 144
Hex: A51890



PANTONE 213 C
CMYK: 0 | 92 | 18 | 0
RGB: 227 | 28 | 121
Hex: E31C79



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