

LOUMARC

BRAND MASTER GUIDE

OUR SUBSTANCE



OUR PURPOSE OUR CUSTOMERS

WHAT OUR CUSTOMERS MEAN TO US

We believe our customers are professionals who are on their journey to success. We simply provide visibility on their path.

OUR VISION

**OUR VISION
IS BRIGHT**

To be the most trusted name in aiding growing businesses in gaining visibility, raise the standards of sign quality and service, and reduce the environmental impact.

OUR VALUES

**HOW WE DO
BUSINESS
SHAPES OUR
RELATIONSHIPS**

INTEGRITY

Speak authentically, candidly, and honestly

CHAMPION

Acknowledge, and advocate our customers' journey

INFORM

Communicate openly and thoroughly

OUR MISSION

**WE ARE
COMMITTED**

Offer thorough, environmentally conscious, quality signage solutions to be proud of.

OUR POSITION



OUR CUSTOMER

Kevin Cermak (Avatar)



DEMOGRAPHICS

Age	48	Location.....	Long Hill, NJ
Gender	Male	Income	\$648k
Occupation	Doctor	Family status.....	Married
Education.....	Medical school	Residency status	U.S. Citizen

PSYCHOGRAPHICS

Hobbies / Interests.....	Golf, swimming
Sports	Football
Music	Classic rock, soft jazz
Restaurant preferences.....	Mediterranean / comfort
Car model.....	Mercedes-Benz GLS
Weekend pleasures	Jersey shore, scuba diving, going out for drinks
Likes to wear	Suits, dress shirts, jeans, and a nice watch
Likes to talk about	Business, finance, hobbies, and art
Groups & forums.....	Coaching, leadership development groups
Social platforms	Instagram, LinkedIn, YouTube, Facebook
Favorite apps.....	Netflix
Publications / News sources.....	BBC, Reuters, New Jersey Business Magazine

OUR CUSTOMER

PERSONALITY

Political or Social Opinions Conservative

They’re Most Passionate About..... Creating a legacy for his family, and making a positive impact in the world through medicine.

Obligations They Hate Waiting in traffic, long lines, insurance companies

Biggest Personal Goal Personal development balanced with family

Biggest Professional Goal..... Provide the latest care, to the budget constrained

What They Want To Do In The Future Grow into a medical group, raise successful kids

Core Values (In Life) Ambitious, caring, and competitive

Core Fears (In Life) Failure, irrelevance, bad work-life balance

Core Desires (In Life)..... Success, control, and comfort

Favorite Apps..... LinkedIn, Google Calendar, and Evernote

Publications / News Sources Harvard Business Review, Reuters, and Forbes

PERSONALITY ARCHETYPE

THE RULER (70%)	THE EVERYMAN (30%)
<ul style="list-style-type: none">SuccessfulAmbitiousPowerful	<ul style="list-style-type: none">FriendlyWelcomingApproachable
Kevin is a visionary leader who seeks to excellence, and started building a medical group to do more. He is confident, assertive, and driven with a passion for achieving success in his personal, and professional life.	In-spite of his ambitious nature, Kevin believes in equality, and inclusion. This belief has come to light recently as he enters a new stage in his career that he wants to successfully recruit. Kevin doesn't want to feel disadvantaged by missing key elements of his vision's image, and needs things just right.
He recognizes that his success is due in part by his own efforts, but also due to so much beyond himself. He fears success getting to his head, and looking into the mirror to see a title emblazoned on his forehead.	

OUR CUSTOMER

CHALLENGES & PAIN-POINTS

CORE CHALLENGES	CORE PAIN-POINTS	CONSEQUENCES
Not knowing who to trust with his brand’s image for his new site	Fear that his new signage may not live up to his standards, and loose alliances	Damage to the brand. Structural, or grounds issues causing delays
No time to deal with the little details	Frustration that all the sign companies feel generic	Missed opportunities, or deliveries
Lack of visibility causing issues with clients, vendors, and peers	Failure if ultimately unable to complete	Wrong type of sign ordered

FEARS

CORE FEAR

Respect, order, frustration

RELATED INTERNAL FEAR

Overwhelmed, pessimistic

CORE EMOTION (BEFORE)

Burdened, anxious, worried

DESIRES

CORE DESIRE

Valued, guided, quality

RELATED INTERNAL DESIRE

Pride, hopeful, delight

CORE EMOTION (AFTER)

Confident, optimistic, secure

TOP COMPETITORS



FASTSIGNS

Website fastsigns.com
Social Link facebook.com/FASTSIGNS
Social Link linkedin.com/company/fastsigns



Signarama

Website signarama.com
Social Link facebook.com/signarama
Social Link twitter.com/signarama



ImageTEK Signs

Website imageteksigns.com



Butler Sign Company

Website butlersignco.com
Social Link facebook.com/ButlerSignCompany
Social Link linkedin.com/company/butler-sign-company



KC Sign & Awnings

Website kcsignco.com
Social Link facebook.com/kcsignco
Social Link linkedin.com/company/kc-sign-&-awnings

WHY WE'RE DIFFERENT

THE DIFFERENCE WE PROVIDE

We provide custom signage with a focus on your goals.

POSITIONING STATEMENT

We help professionals who need to build awareness to achieve elevated brand visibility. Unlike other sign companies, our services focus on your goals, and success.



OUR HUMAN BRAND PERSONA

OUR HUMAN BRAND PERSONA

OUR HUMAN PERSONALITY



PERSONALITY ARCHETYPE

THE SAGE (80%)

- Knowledgeable
- Wise
- Expert

We understand that the people we serve entrust us to guide them to where they want to go. We take that trust very seriously. We cherish it, and nurture it.

Our knowledge, and assuredness give our people the confidence that they can achieve everything they want to achieve. We use our experience, human approach, and calmness to map, and gently guide the journey forward.

THE RULER (20%)

- Confident
- Accomplished
- Honest

We believe in determination, and will do what it takes to aid our customers in their success. We have set the standards for the custom sign industry, and intend to continue to provide that positive impact in the industry. Our confidence comes from decades of experience, and you can trust us to raise your image.

OUR HUMAN BRAND PERSONA

PERSONALITY

OUR PERSONALITY COMMUNICATES		WE ARE HERE TO GUIDE YOU	
CHARACTERISTICS	FEARS	DESIRES	
Wise	Unrecognized	Understanding	
Experienced	Failure	Success	
Curious	Chaos	Wealthy	
Assured	Stagnant	Advisor	

TONE OF VOICE

CHARACTERISTICS	EXPRESSION
Clear, and articulate	Fully understand the customer journey
Confident, authoritative	Customers can trust us, fully
Calm, measured, warm	Easy to work with, under control
TONE DIMENSIONS	EXPRESSION
Humor	Mix of humor, but we’re not comedians
Formality	Formal, but we’re not too serious
Respect	Treat all with respect, but not emotionless
Enthusiasm	Enthusiastic about goals, but not overzealous

BRAND LANGUAGE

BRAND VOCABULARY			
Transformation	Visibility	Tactical	Nurture
Vision	Awareness	Clever	Beneficial
Strategic	Craft	Exulted	Advantageous
Monumental	Craftsmanship	Grand	Worthy
Elevated	Appearance	Amplify	Assistance
Valuable	Evolution	Advance	Invaluable
Impression	Inspire	Excite	Recognize
Image	Calculated	Awaken	Understanding
Appreciation	Acknowledgment	Knowledgable	Mastery
Expertise	Excitement	Partner	Success

OPINIONS / POINTS OF VIEW	
TOPIC	OPINION
What do we love, and why?	We love seeing our customers succeed in their journey.
What do you dislike / hate and why?	We dislike unnecessary road blocks, but will persevere, and learn from them.
Where do you provide the most value to your audience?	We provide exceptional visibility, and want to be a strategic partner in your aspirations.
What is the only thing you would change about your industry above all else, and why?	We would like to eliminate waste from the manufacturing, and installation process to better serve our planet. We only have one planet. We need to take care of it.
Why is your market a great space to be in?	We are inspired by our customer’s journey, energized by contributing to their successes, and bring them the highest quality awareness possible.
What is the purpose of your existence?	We exist to craft compelling awareness, and advocate for our customers’ goals.
What impact would you like to have on your customers?	A sense of accomplishment. Proud of their achievement, our work, and energized to move forward.
What would you like your customers to say about you?	We’re easy to talk to, fully understand their goals, and confident in our solutions.



OUR CORE MESSAGE FRAMEWORK

CORE MESSAGE FRAMEWORK

We use each of these core message blocks as the foundation for consistent messaging. Before producing any content or creating any direct communication pieces, these message blocks should serve as both a foundation, and checklist of key messages we want to communicate consistently to our customers and prospects.

PRIMARY CORE MESSAGE

WHO WE SERVE (OUR CUSTOMERS)

We help ambitious professionals who desire greatness in their business, or at their company. They have achieved many successes to get here, and are on their journey to their next achievement. They put high value in feeling understood, guidance, and craftsmanship. Being proud of the outcomes will only benefit them, as it will illuminate the path forward.

WHERE THEY NEED HELP

Our customers need to build awareness. This could be from a new site that needs the right image, updating their company's branding, or creating a safe environment for their people. Most of the reasons for coming to us are because they are moving forward. Forward in their business, careers, and in their lives. Creating visibility is crucial to their success, but merely a step in their journey.

CORE MESSAGE FRAMEWORK

**THE KEY BENEFIT
THEY GET**

What our customers will get from allowing us to guide them is more time back to focus on their end goals, and elevated brand visibility. We're advocates for their success, and in understanding where they are, and where they want to go, we find new an innovative ways to take weight off their shoulders.

**THEIR MARKET
ALTERNATIVE**

The alternative options our customers have for custom signage provide marginal customer service, and negligible value. Little about the individual circumstances of the person, or their profession, is taken into consideration within the customer journey which leaves opportunities on the table to enrich their lives.

CORE MESSAGE FRAMEWORK

**OUR KEY
DIFFERENCE**

The reason we're so different to other custom sign companies is our focus on our customer's goals, elevated service, honesty, and dedication to craft. Each individual is on their own distinctive journey. We aim to understand where they are, circumstances, situation, and role. We also aim to understand the person, their preferences, and their passions. We use all of our understanding to provide concierge services tailored to their specific needs. We do all of this with genuine interest, and authenticity.

SECONDARY CORE MESSAGE

WHAT WE BELIEVE

Our customers are professionals who are on their journey to achieve goals unlike any other. For us, providing visibility means more than simply creating eye-catching signs. It means providing reliable guidance, and visibility on the path they're traveling to their next great success. That role holds significant value to us. We know the positive impact we can have, and we aim to give an exceptional customer journey. We know their success will foster a sense of achievement, and belonging in their role, and in their personal lives. Fostering that sense of accomplishment is key to our success.

CORE MESSAGE FRAMEWORK

OUR VISION FOR THE FUTURE

Our vision is to be the most trusted name in aiding growing business in gaining visibility, raise the standards of sign quality and service, and reduce the environmental impact along the way. We believe that by focusing on these key areas, we can not only help our customers achieve greater success, but also make a positive impact on our community, and the environment. Through getting to know our customers, evolving their image, and advocating their dreams we know we can inspire, and create meaningful lasting relationships. By holding ourselves to the highest standards of quality and service, and through our commitment to sustainability, we'll establish ourselves as a leader in the industry.

THE MISSION WE'RE ON

Our mission is to provide comprehensive, and environmentally conscious signage solutions that exceed our customers' expectations. We are dedicated to delivering quality craftsman, and unmatched customer service that our customers can be proud of. We understand our customers' needs are unique, which is why we take a collaborative approach to ensure that every project is tailored to their specific requirements.

CORE MESSAGE FRAMEWORK

THE WAY WE DO BUSINESS

We believe that honesty, and authenticity are the foundation of a successful business relationship. We are committed to being open, and truthful in all our interactions with customers when things are going well, or not exactly to plan. Through our candid nature we build trust with our customers, and ensure expectations are met or exceeded.

No customer has the same journey, but we are here to support every journey. We take the time to understand our customer's unique goals, and challenges, and work closely with them to develop a signage solution. By acknowledging, and advocating our customers' journey, we can help them achieve their goals, and build long-lasting partnerships.

Communication is key to our successful business relationships, and we believe in communicating openly, and regularly with our customers. Keeping them informed throughout the customer journey not only makes them feel important, but allows them to address any potential questions or concerns. This solidifies our customer's confidence in our work, and helps them feel optimistic about the future results.



OUR BRAND STORY FRAMEWORK

BRAND STORY FRAMEWORK

Our story framework is designed to resonate with who our customers and prospects are because the story is about them. We are here to guide our customers but our customers are the hero of our story. We use story blocks and micro stories as a guide to inspire our audience communication.

#1: THE EXISTING WORLD

This is their normal everyday life

Kevin met his wife in medical school. She was studying to be a nurse practitioner, and he was studying to be an orthopedic surgeon. They settled in together after college, made successful careers for themselves, and celebrated when they paid off their student loan debt.

They have two amazing children, and found themselves both successful practitioners. They vowed that no matter how busy work got, that they would always make time for family, and friends. For fun, the couple enjoy hitting the links, and start their days at the gym, typically swimming.

Kevin decided his reach would only grow through working with more practitioners in his field, and started a new medical group to walk in that direction. He talked to his wife about it, they agreed now was the best time, if ever, and set some ground rules around ensuring Kevin wasn't completely disconnected from the family. He vowed to stick to some rituals that would keep everyone in sync.

MICRO STORY IDEAS

Kevin met his wife Pam at school. They live in Long Hill, NJ, have two kids, and vowed to have a great work life balance. Both of their parents were workaholics.

They love golf, and swimming is their primary activity to stay in shape. They've seen how fitness plays a role in healthspan from their experience in the field.

Kevin's endeavor starting this group was a joint decision with Pam. They put rules in place for when things got tough, and knew it wouldn't be easy.

BRAND STORY FRAMEWORK

#2: THE OBSTACLE

This is what they struggle with and where we can help them

Kevin signed leases on three new sites for the medical group, one of which is on a newly made street. The Google and Bing maps are not up to date, nor is delivery services like UPS and FedEx. This is causing missed deliveries, delays, and potential partners to call confused.

Kevin's staff at the current practice is stretched, hours are getting later than expected. His natural reflex is to control everything, and rightfully so, it has gotten him to where he is today. He has been using the anxiety, and excitement as focus on work, which is leading to less time with the family than originally planned.

He knows partnerships are key to the success of his medical group. He founded it, knowing a handful of practitioners he trusted already would join. He doesn't have enough people to meet his high standards, yet. These new buildings are, in part, a powerful signal to his community that he is serious, and that should command the attention he needs to recruit.

There are times where he is questioning if he will ultimately fail, or if he can pull this together. It is the biggest risk he's taken in his professional career.

MICRO STORY IDEAS

Kevin found a fantastic commercial real estate agent, after a few that he felt were not providing him value. This wasted precious time.

Control is a natural trait for Kevin, and although he has other trusted individuals on the team, it took years for him to give up control. It has good, and bad affects.

His natural inclination towards controlling everything is balanced by his desire for equality, and inclusion. This is where he's earned the respect of his partners.

BRAND STORY FRAMEWORK

#3: CALL TO ACTION

This is what happened for them to realize they needed to take action

Kevin's number two, Gina, gets off the phone with an integral vendor. Apparently this is the second delivery failure. Furthermore, he can see Gina is clearly exhausted. He overheard her telling co-workers that she has been pulling extra hours lately, and it has been having negative effects on her personal life.

At this point, he realizes the time to take action, is now. This has become too much of a burden. If he doesn't do something about this, he'll continue to stress his staff, potentially loose the respect of his peers for whom he is trying to partner with, and get a bad reputation.

There have been too many calls from people unsure where this new building is, and the other two buildings do not have any awareness that they are part of this medical group either. He needs visibility from the street to let people know that you are at the right place, and help them determine whether they should go to the front, or the back of the building.

His vision was to have these grand monument signs out front of each building, but he hasn't found a strategic partner to start this process because he's worried it will take too much time.

MICRO STORY IDEAS

There is one vendor in the area that has the top of the line medical equipment Kevin wants. Unfortunately, they've missed delivery twice going to the wrong site.

Gina's extra hours means she has been missing her Pilates class which has been the staple of her sanity for many years. She trusts Kevin but is exhausted.

His inability to act on his grand vision for monument signs is partially due to knowing it will take time, and it's caused him to keep pushing it off.

BRAND STORY FRAMEWORK

#4: MEETING THEIR GUIDE (US)

This is where they learn about the best way to solve their problem

Kevin starts asking around to find what other local practitioners have used for custom signage, and asked Gina who they had used for the current building. She tells Kevin who they used, but mentions that she was not impressed with the level of service.

He hops on Google late one night looking for a New Jersey sign company. He likes what he sees from Loumarc Signs. Visually, they have a much more composed brand. The website shares examples of their work, has case studies of smaller, and larger client work they've done, shared stories of other clients unique needs, and shows their high quality results.

They talk about truly understanding their customers goals, pain points, in their professional and personal lives, and building tailored solutions. Not only do they seem to understand that this is a part of Kevin's journey, but they also clearly map out how the customer journey will be working with them. Loumarc Signs already feels like they authentically care about their customers in a way that could bring much needed relief to Kevin's life.

MICRO STORY IDEAS

Gina thought the last sign company dropped the ball in a few key areas. They forgot details that might not have seemed important, but were.

Word of mouth is a factor in decision making. Kevin had no good recommendations, but success stories on the blog helped him visualize, and relate.

The Loumarc Signs process felt right. Gina had bad experiences, and it seemed as though Loumarc Signs cared more about the customer's situation.

BRAND STORY FRAMEWORK

#5: THE CHALLENGE

This is where they commit to taking action and is also where their fears and vulnerabilities surface

Kevin submits a contact form, knowing they are closed at this late hour. Early the next morning, Eddie calls to ask Kevin more about his new adventure, what his goals, and pain points are. Listening to Kevin, Eddie can feel he's frustrated, and needs some immediate solution for all three locations. After Kevin gets through a few questions with Eddie, he's already feeling better. Eddie recaps the main points, and confirms he has a good picture of what is going on.

Kevin is relieved but Eddie mentioned a few things that Kevin wasn't aware of. Bridges that they'll need to cross with a particular site location, for instance. This makes Kevin slightly worried as his vision was to have a specific sign for the long term, and Eddie is saying there may be complications, but he will find out for sure.

Kevin opens up about a few more particulars with regards to quality expectations. He explains that he is fearful the results will not live up to his high standards, and that this is an important pillar to the image of his medical group.

MICRO STORY IDEAS

It's obvious this is a big endeavor, and exciting for Kevin, and his legacy. Eddie engages with him more to find out if there are opportunities below the surface.

Kevin is relaxed, and feels welcomed by Eddie's conversation. There is a warmth that allows Kevin to share more than he might with others.

When Eddie talked about potential issues with permits in at one of the sites, it triggered Kevin's fear of outcomes living up to his expectations.

BRAND STORY FRAMEWORK

#6: THE TRANSFORMATION

This is where their need is met, they overcome their problem and their desires are realized.

That phone call finishes, Kevin is relieved. They agreed to solve the immediate problems, and Eddie promises to have them out by the end of the week.

Two days after the call Kevin walks outside of the new building, and see's Loumarc Signs trucks finishing up installing a large banner out front, and wayfinding signs for deliveries, and customer parking. The next day Kevin's staff are clearly more calm, and so is he.

Eddie shows up on site the next day, and meets Gina. He asks her how everything is going, and she immediately speaks to how nice it is not being on the phone with vendors about their location anymore. Eddie walks through all the work that has been done, and Gina has Kevin on speakerphone confirming all is well. Eddie talks about the next steps with regards to the monument sign, setting expectations, and asking if there are any questions, or concerns.

Kevin allowed himself to be vulnerable about his high expectations, trusted Eddie, and they delivered ahead of schedule. Kevin went from no brand image, to clear visibility, and is re-assured by the first interaction, that the monument signs will live up to his standards.

MICRO STORY IDEAS

Eddie knows the monument signs will take time, but there are short-term solutions that can alleviate Kevin's current issues, and proposes a few.

That Friday, Kevin let the staff off early to celebrate the on time deliveries. Gina got to go to an earlier Pilates class, and spend more time with family.

Finally, for the first time in a month, Kevin gets home on time to smiles from the entire family. He finally gets to catch up with his son on their favorite YouTube.

BRAND STORY FRAMEWORK

#7: THE NEW WORLD

This is the life they desired at the beginning of their journey.

In retrospect, Kevin should have realized he had this visibility problem much earlier, and addressed it. He is typically fast to act, but because so much was going on all around him, he missed this. It was easier than he originally thought, despite finding out a few technicalities that Eddie and the team at Loumarc Signs will handle for him.

He's re-energized, excited and back on track with his journey. Kevin realizes, with the interaction of Loumarc Signs, and other vendors, that he should be more open and trusting. He likes to control everything but at some point, there are better things for him to be spending time on.

The future is bright, Kevin feels accomplished, and delighted. He confirms the last few partnerships with the medical group, and all of the pieces seem to be falling together nicely. He has finally planning time this spring to get down to the shore house with the family.

In a few months the monument signs are installed, and things are fully operational. He now spends even more time with his family, and has learned to delegate more to Gina, who has been asking to also take more off his shoulders.

MICRO STORY IDEAS

Kevin learned that he should have reached out to Loumarc Signs earlier in his journey. They would have taken weight off his shoulders earlier.

With this signage situation resolved, Kevin has renewed confidence in the direction he's taking. His staff, and vendors are all operating in sync.

Gina, and Kevin are able to spend more time with their families, and doing pleasurable activities. This brings fresh air into the business, as everyone is at peace.

BRAND STYLE GUIDE



LOGO

PRIMARY



POSITIONAL VARIATIONS

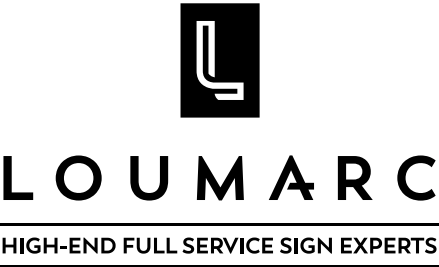


The Loumarc Signs mark is striking, professional and has presence. It symbolically represents the letter form "L" with a profile of a monument sign with foundation. This mark also has a hidden "S".

The rounding of the "L" shape where the stroke meets the stem brings a soft touch that aligns with the creative and family oriented cultural values. The typeface reinforces the mark's professionalism.

LOGO USAGE

OTHER VARIATIONS



The horizontal logo is the primary logo, and should be used in most instances. The stacked logo is for larger scale use. Avoid using in smaller sizes as it can become illegible. In these situations use the smaller alternatives.

DON'T



When applying color, only apply to the logo mark itself. The type logo and tagline should remain in white or dark gray where there is a high contrast between it's background. The mark should always be knocked out of this emblem. The only exception is the alternative sized logo.

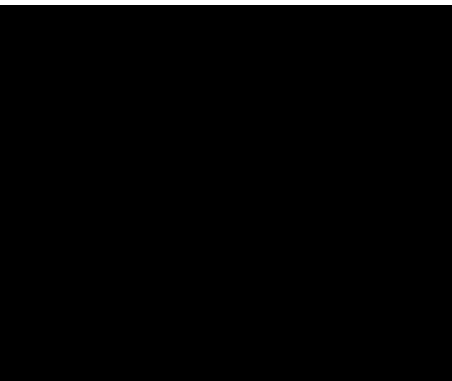


COLOR PALETTE

FULL PALETTE

PRIMARY

RGB 52, 49, 50
CMYK 0, 0, 0, 100
HEX #343132



SECONDARY

RGB 152, 56, 74
CMYK 27, 100, 72, 25
HEX #98384A



TERTIARY

RGB 180, 149, 83
CMYK 29, 44, 96, 7
HEX #B39554



SUPPORTING

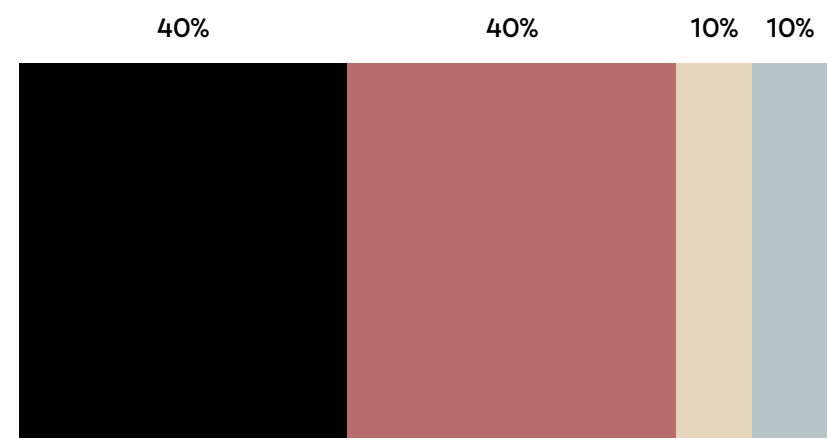
RGB 32, 114, 118
CMYK 94, 43, 53, 22
HEX #207276



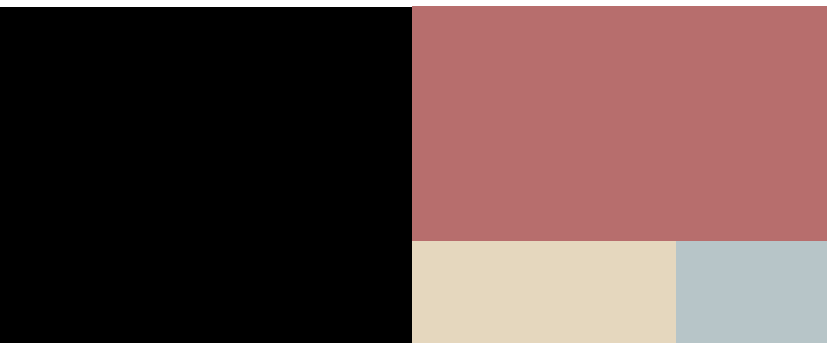
These are the main colors for the brand. There is a more established color palette that will be used on the web, as that needs a wider range of color scales.

COLOR PALETTE USAGE

COLOR ALLOCATION



DO



DON'T



The color allocation offers a rough split of color application. Though the balance does not need to match the allocations exactly, the hierarchy should remain constant.

TYPOGRAPHY

HEADLINES / BODY COPY

FACUNDO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

FACUNDO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

SF PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*

The logo is a customized Facundo typeface. For headings, use Facundo bold and semibold. For body copy use SF Pro medium.

