

# Buildings

---

BOU MESSAGING TOOLKIT



V 2.0 JUNE 2019









# This is a toolkit for telling the Stantec Buildings story.

In here you'll find practical guidance for creating communications that are unique and authentic to Stantec, and specific to our Buildings BOU. By putting the right messages out into the world, you'll help shape Buildings—and Stantec—not only for today, but for the future.

The messages in this toolkit will:

- Help differentiate us from our competitors
- Connect us more deeply to our audiences
- Make clear who we are, and why and how we do what we do
- Inform the full spectrum of our communications—from business development and client engagement materials to our website, proposals, and marketing materials

---

<b>4</b>	<b>Main inputs that inform the messaging for Buildings</b>
<b>5</b>	<b>Our enterprise messaging pillars (“3Cs”)</b>
<b>8</b>	<b>Messaging for Buildings</b>
<b>12</b>	<b>Our sectors</b>
<b>16</b>	<b>Bringing it all together</b>
<b>23</b>	<b>Reference &amp; resources</b>



# Main inputs that inform the messaging for Buildings

## STANTEC'S BRAND PROMISE

Design with community in mind.

## OUR ENTERPRISE BRAND

Our enterprise brand, which includes our brand promise, brand messaging, and brand voice, provides the foundation for all Stantec communications — including Buildings communications. It grounds us in the larger Stantec identity, helping ensure we and the other BOUs are speaking with the same voice.

## OUR RESEARCH

Quantitative and qualitative research we conducted that illuminated what our clients care about, so that we can speak directly to it. It also helped us determine what makes us unique in the marketplace — allowing us to identify strengths and attributes we should emphasize.

# Our enterprise messaging pillars (“3Cs”)

## COMMUNITY

When we say community, we don’t just mean the neighborhoods that people call home. We mean everyone and everything with a stake in the work that we do—from our Stantec and industry colleagues to the clients we collaborate with and the people and places we impact.

Whether creating, sustaining, or revitalizing a community, we help diverse cultures and perspectives work together toward shared successes. Although our work helps to create physical communities, our ultimate goal is to create something far more meaningful—a sense of community.

## CREATIVITY

For us, creativity is driven by purpose. Knowing that transformation is truly possible inspires us to approach every situation with a fresh perspective. Our inventive and collaborative approach to problem-solving helps bring big ideas to life through creative solutions.

Whether our contribution is a design that strikes the perfect balance between function and aesthetics, a feat of engineering that redefines what’s possible, or a project management approach that delivers results, we strive for outcomes that transcend the challenges they solve and shape the communities we serve for the better.

## CLIENT RELATIONSHIPS

We’re better together. This belief shapes how we collaborate with our clients, our partners, and our communities.

We listen so we can deeply understand our clients’ needs, communicate with purpose so we maintain alignment, and remain open and flexible so we never miss an opportunity to strengthen a project and positively transform a community.



**Our research revealed which specific qualities and attributes our clients value when partnering with a firm like ours, and what we as Buildings believe is unique about our offering.**

- Is innovative
- Promotes environmentally conscious/sustainable design options
- Is visionary
- Is recognized as a valued partner and trusted advisor
- Is passionate
- Embraces cutting-edge tech
- Demonstrates altruism
- Values diversity
- Creates a sense of place
- Is collaborative

These attributes and values can be distilled into **two strengths for Buildings** that we should emphasize in our communications.

## ***Being transformative and anticipatory***

We might use these strengths to inspire things like proposal headlines, website copy, and client engagement materials – sometimes using the words literally, and other times expressing the idea implicitly, as you can see in the examples on the next page.

Later in this toolkit, you'll see that we've aligned specific talking points to these strengths. And we've also created language that further articulates those qualities and attributes that our clients value.

---

### HEADLINE AND COPY EXAMPLES THAT ELEVATE OUR STRENGTHS

Headline

**Beyond trendy to truly transformative**

**Balancing the needs of now with a passion for tomorrow's possibilities**

Body

At Stantec, whether we're partnering with clients to design a hospital or mixed-use development, a research facility or industrial park, an education campus or an airport, we design with community in mind because we believe in the **power of places to transform lives**, to **meet the needs of a community today**, and help **fulfill its potential tomorrow**.



A photograph of a modern office interior with a white rectangular frame highlighting a central area. The office has a high ceiling with exposed pipes and modern lighting fixtures. In the background, two people are standing near a desk, and several computer monitors are visible on desks. The floor is made of light-colored wood planks.

# Messaging for Buildings

We can align our strengths of being transformative and anticipatory to our enterprise messaging pillars. The talking points below are high-level articulations of Buildings' strengths that are consistent across sectors.

Our enterprise pillars, the “3 Cs”:

- Community
- Creativity
- Client Relationships



# The “3 Cs” for Buildings

## COMMUNITY

We bring people together to transform where they live, work, and play.

We show people how sustainable design can defy expectations and propel their communities into the future.

With design thinking, we connect communities in unique ways, cultivating a sense of place as individual as each client.

## CREATIVITY

We believe that pairing innovation with a clear purpose creates meaningful change and keeps us at the leading edge.

We create iconic, impactful solutions through creative thinking and innovative design, drawing inspiration from unexpected angles.

## CLIENT RELATIONSHIPS

We understand the passions and priorities of clients who are creating landmarks, institutions, and cornerstones of their communities.

We help clients turn their bold visions into bold buildings through a collaborative creative process that defines their future.

We’re committed to being our clients’ reliable and responsive partner for the long term, understanding that working together we can create lasting legacies.

# How we talk to our clients and prospective talent

## *Talking to our clients*

Based on our research, all our Buildings clients — Public and Private — value certain capabilities.

Our clients value	So we might tell them
Ecoconscious, sustainable design	Our innovative, sustainable facilities do more than just satisfy standards — they become the standard for fostering a sense of wellness for the people who use them.
Staying ahead of what's next for their industry through innovative problem solving	We're driven to seek what is next. To challenge ourselves and our clients to create solutions that solve challenges today — and give them a competitive edge in the future.
A reliable partner to keep projects on time, under budget, and within scope	We prioritize the longevity of our client relationships. This means that we balance the bottom line with design excellence in every part of what we deliver.
Their unique needs being taken care of, no matter what they are	Problem solving is what we do. With architects, engineers, and industry specialists on call, we can respond quickly to the unexpected, guiding projects back on track with ease and confidence.
Awareness of the social and political impact of decisions	We can intuitively address the unique issues and concerns of the communities we serve — because we live there, too. That's why when we add a new facility in the community, it always feels like home.



# Talking to prospective talent

---

We also know that prospective talent value certain capabilities.

Prospective talent value	So we might tell them
Doing fulfilling, creative work	From iconic designs to monumental groundbreakings, join us to bring transformational building solutions to life. Every day we apply our expertise, creativity, and passion to propel communities into the future.
Opportunities to grow professionally	We're in the business of limitless potential. We're driven to grow the potential of the communities we serve, but we don't stop there. We bring the same passion to growing the potential of everyone who joins our Stantec community.
An accepting, diverse culture	We believe that the best solutions are the product of diverse perspectives. That's why we're committed to fostering an inclusive community of talents, backgrounds, and expertise.

---



# Our sectors

When we talk to our sectors, we want to ensure that we communicate consistently as Stantec while still elevating what's unique about our BOU. To help you do this, we've created talking points that articulate our strengths of being transformative and anticipatory at the sector level.

These talking points can be:

- Easily memorized
- Adapted for copy in marketing and sales materials
- Used in conversation with potential clients and community members



# Talking points

	Transformative	Anticipatory
CIVIC & AIRPORTS	<p>We believe in the transformational power of civic facilities as the gathering places that anchor your community, create a sense of belonging, and help places realize their potential.</p> <p>Civic facilities greet visitors and remind citizens of your community's unique character. We help cultivate a sense of place by imagining amenities that not only embrace the communities they serve, but are truly of them.</p>	<p>We design for this generation and the next. We create spaces that tell the story of where we came from, who we are today, and all that we aspire to be tomorrow.</p>
COMMERCIAL	<p>We design spaces that transcend trendy, creating truly transformative experiences where communities live, work, and play.</p>	<p>We're constantly advancing the leading edge of what's possible, using creative problem solving and the latest design thinking to deliver business advantages.</p> <p>No matter your business, we make it our business to help you creatively imagine your future.</p>
EDUCATION	<p>When we invest in our future, we move forward together. Our innovative, forward-thinking educational facilities support our greatest asset: the next generation of students who will reimagine what's possible. When we invest in our future, we move forward together.</p> <p>We help you envision and realize learning environments that spark imagination and inspire discovery. They bring people together to share knowledge, foster lifelong learning, and develop the citizens of tomorrow.</p>	<p>We believe that innovative, well-designed educational facilities encourage new ways of teaching and learning, allowing students to harness their own best potential.</p>

# Talking points

	Transformative	Anticipatory
SCIENCE & TECHNOLOGY	<p>The pace of discovery relies on the resources that support it. That's why we design facilities and processes that foster connections between passionate people. Because from people come ideas. And from ideas come transformative discoveries.</p>	<p>Keeping up isn't the goal; we aim to get ahead. This starts with giving the right people the space to collaborate, the tools to innovate, and the freedom to create the next generation of advancements.</p>
HEALTHCARE	<p>We know that health and wellness are essential to human happiness. That's why the spaces we design create a sense of health and wellness that extends beyond medical treatment. They deliver care but go further, connecting us as humans to each other and to the natural world.</p> <p>We innovate at every point along the spectrum of planning and design to deliver spaces that nurture the human spirit and inspire deep bonds within the community.</p>	<p>We work at the intersection of best practice, medical technology, and care delivery. This helps us realize our goal: driving us all toward a healthier future.</p>
INDUSTRIAL	<p>We help you rethink your business operations by designing safe, efficient facilities that reimagine and streamline industrial processes, supporting a healthier bottom line.</p>	<p>Our deeply collaborative approach means that we take every step together, from functional planning to project design and execution. We find the solutions to deliver service reliability and efficiency—all at the highest level of quality.</p> <p>We're committed to safe and sustainable practices that enable us to innovate today and adapt to the needs of tomorrow.</p>









**Bringing it  
all together**



In order to demonstrate how our voice and messaging guide and inspire our copy, we've rewritten and annotated an introduction to Buildings design.

The example will:

- Demonstrate our voice
- Indicate how we've brought to life our strengths and the 3 Cs

## ***How to use these annotations***

On the following pages, you'll notice that the annotations for our voice, strengths, and the 3 Cs may overlap. You may also notice that some attributes are represented more than others. For example, a particular phrase or idea may demonstrate "Creativity" and "Inventive" or a passage may lean more toward sounding "Assured" than "Genuine."

This is intentional. Think of our voice attributes, strengths, and the 3 Cs as a "checklist" to evaluate your work against. You don't need to create a one-for-one relationship between them and the lines of copy you're creating. Instead, think of them as working together to ensure that your writing is on-message and on-voice — and, ultimately, on-brand.

# Intro to Buildings

## BEFORE

At its heart, building design is about creating meaningful and responsive environments for people. Interior or exterior, we create spaces that are engaging and uplifting, and that contribute to our sense of health and well-being and the sustainable stewardship of our communities.

Achieving these objectives requires an intimate understanding of the myriad of issues and drivers that influence a project. We respond to the climatic and contextual conditions of the site and consider how they can influence healthy and sustainable design. We design with the end user and public citizen in mind, to address programmatic function while enriching the public realm. We design spaces that optimize the intended use, but remain nimble to accommodate the unexpected. And, most importantly, we anticipate how design can influence desired behaviors and advance building performance.

Each design solution is defined by the unique culture and context of its community, and by the natural fabric of the place – its materiality, scale, patterns, landmarks, edges, and key public spaces. These are the elements that create a sense of place and belonging.

At Stantec, design with community in mind means the design of thoughtful projects that are people-centric, that advance our clients' missions and enrich the communities that surround them.



## AFTER

The buildings that make up the landscape of our daily lives seem like permanent fixtures, fastened to a time and place. But what if that didn't have to be true? What if our built environment — where we live, learn, play, and conduct business — carried us forward instead?

Our design practice keeps people at its heart, recognizing that our shared journey forward is shaped by the meaningful and responsive places we design. Interior or exterior, we create spaces true to each site's unique context and adaptable to changing needs. Spaces that engage and uplift us. Spaces that contribute to our sense of health and well-being. And spaces that fulfill our clients' missions while enriching the communities that surround them.

At Stantec, whether we're partnering with clients to design a hospital or mixed-use development, a research facility or industrial park, an education campus or an airport, we design with the community in mind. Because we believe in the power of place to transform lives, to meet the needs of a community today, and help fulfill its potential tomorrow.

# Voice attributes

---

1. Genuine 2. Inventive 3. Assured

## AFTER

<sup>3</sup> The buildings that make up the landscape of our daily lives seem like permanent fixtures, fastened to a time and place. <sup>1</sup> But what if that didn't have to be true? What if our built environment — where we live, learn, play, and conduct business — <sup>2</sup> carried us forward instead?

Our design practice <sup>1</sup> keeps people at its heart, recognizing that our <sup>3</sup> shared journey forward is shaped by the <sup>2</sup> meaningful and responsive places we design. Interior or exterior, <sup>1</sup> we create spaces true to each site's unique context and <sup>2</sup> adaptable to changing needs. Spaces that engage and uplift us. Spaces that contribute to our sense of health and well-being. <sup>3</sup> And spaces that fulfill our clients' missions while enriching the communities that surround them.

At Stantec, whether <sup>1</sup> we're partnering with clients to design a hospital or mixed-use development, a research facility or industrial park, an education campus or an airport, <sup>1</sup> we design with the community in mind. Because <sup>3</sup> we believe in the power of place to transform lives, to meet the needs of a community today, and <sup>2</sup> help fulfill its potential tomorrow.



# Our strengths

---

## 1. Transformative 2. Anticipatory

### AFTER

The buildings that make up the landscape of our daily lives seem like permanent fixtures, fastened to a time and place. <sup>1</sup> **But what if that didn't have to be true?** What if our built environment — where we live, learn, play, and conduct business — <sup>2</sup> **carried us forward instead?**

Our design practice keeps people at its heart, recognizing that <sup>1</sup> **our shared journey forward is shaped by the meaningful and responsive places we design.** Interior or exterior, we create spaces true to each site's unique context and <sup>2</sup> **adaptable to changing needs.** Spaces that engage and uplift us. Spaces that contribute to our sense of health and well-being. And spaces that fulfill our clients' missions while enriching the communities that surround them.

At Stantec, whether we're partnering with clients to design a hospital or mixed-use development, a research facility or industrial park, an education campus or an airport, <sup>2</sup> **we design with the community in mind.** Because <sup>1</sup> **we believe in the power of place to transform lives,** to meet the needs of a community today, and <sup>2</sup> **help fulfill its potential tomorrow.**

# Our pillars

---

1. Community 2. Creativity 3. Client Relationships

## AFTER

The buildings that make up the landscape of our daily lives seem like permanent fixtures, fastened to a time and place. But what if that didn't have to be true? <sup>2</sup> **What if our built environment — where we live, learn, play, and conduct business — carried us forward instead?**

<sup>1</sup> **Our design practice keeps people at its heart**, recognizing that <sup>3</sup> **our shared journey forward** is shaped by the meaningful and responsive places we design. Interior or exterior, we create spaces <sup>1</sup> **true to each site's unique context** and <sup>2</sup> **adaptable to changing needs**. Spaces that engage and uplift us. Spaces that contribute to our sense of <sup>1</sup> **health and well-being**. And spaces that <sup>3</sup> **fulfill our clients' missions** while <sup>1</sup> **enriching the communities that surround them**.

At Stantec, whether we're <sup>3</sup> **partnering with clients** to design a hospital or mixed-use development, a research facility or industrial park, an education campus or an airport, <sup>1</sup> **we design with the community in mind**. Because <sup>2</sup> **we believe in the power of place to transform lives**, <sup>1</sup> **to meet the needs of a community today**, and <sup>2</sup> **help fulfill its potential tomorrow**.





# References & resources

# Our brand story

Communities are fundamental. Whether around the corner or across the globe, they provide a foundation, a sense of place and of belonging. That's why at Stantec, we always design with community in mind.

We care about the communities we serve—because they're our communities too. This allows us to assess what's needed and connect our expertise, to appreciate nuances and envision what's never been considered, to bring together diverse perspectives so we can collaborate toward a shared success.

We're designers, engineers, scientists, and project managers, innovating together at the intersection of community, creativity, and client relationships. Balancing these priorities results in projects that advance the quality of life in communities across the globe.

Stantec trades on the TSX and the NYSE under the symbol STN. Visit us at [stantec.com](https://stantec.com) or find us on social media.

# Our enterprise voice

## IT HELPS US:

- Underscore Stantec's purpose and promise
- Set the tone for all communications and experiences
- Communicate consistently as Stantec across audiences, BOUs, and touchpoints

## GROUNDED VISIONARY

We're driven to improve communities, freely imagining what's possible and rigorously considering real-world constraints. This constant tension inspires creativity and helps us design with community in mind.

We solve today's problems, but maintain a sharp eye toward the future, anticipating and helping to shape what's to come.

As we envision enhanced communities, we remain grounded in order to bring these visions to reality.

## WE SOUND

- Genuine
- Inventive
- Assured

# Genuine

---

We're sincere and optimistic. We care about the work because we're personally invested in the communities we serve. We believe in listening and collaborating. And we measure success by the positive impact to community.

## TIPS FOR SOUNDING GENUINE

**Friendly**  
but not ingratiating

**Straightforward**  
but not blunt

## TALK LIKE — AND TO — REAL PEOPLE.

This means that we:

- Use contractions
- Use personal pronouns (we, our, us, you, your)
- Write like we speak, when appropriate (ex.: starting a sentence with "And" or "But")
- Pretend you're speaking with a colleague — not a stranger
- Highlight the emotional benefit to demonstrate you understand their perspective.

## DEMONSTRATE A LOCAL CONNECTION.

We're truly a part of the communities we serve — that's not just corporate lip service. Demonstrate that we have knowledge and insight that only come from a true local perspective.

## BE TRANSPARENT.

Good news or bad, be up front about what's happening, why, and what it means for your clients. People can intuitively sense insincerity.



# Inventive

---

When the best solution doesn't exist, we create it. We advance our industry and communities. We see things as they are and how they could be.

## TIPS FOR SOUNDING INVENTIVE

**Visionary**  
but not pie-in-the-sky

**Bold**  
but not audacious

## SHARE THE BIG PICTURE.

We bring big dreams to life, and while it's not in our nature to brag, we shouldn't be afraid of sharing our innovative solutions and their transformative impacts.

## SEARCH FOR THE UNEXPECTED.

While it might be easy to make a "ripple effect" pun when talking about a water project, search for something a little more oblique or unexpected to let our creativity shine through. And, if you are going to make a pun, make it topical to demonstrate awareness of current issues and events.

## SPEAK IN BOLD.

Pepper longer text with short, powerful statements. This not only varies the rhythm of your writing — which keeps it from getting stale — but also offers an opportunity to surprise the reader with a quick, unexpected POV or insight.

# Assured

---

We're experts. We move with certainty because we know the people, the industries, and the issues. We know where we're headed and what's needed to get there.

## TIPS FOR SOUNDING ASSURED

**Confident**  
but not arrogant

**Expert**  
but remains open to  
others' ideas

## USE DECLARATIVE STATEMENTS.

Declarative statements let us share the way we see the world and project confidence.

## CLEARLY DEFINE THE PROBLEM — AND HOW WE SOLVE IT.

Draw clear connections between client concerns and what we do to address them. Be confident that we can truly help people design and create places and spaces that matter.

## ELEVATE OUR RESULTS.

We shouldn't just talk about what we do; rather, we should highlight how what we do has real-world impact and achieves results for our clients. In this way, we "show, don't tell" why we're assured in what we say and what we do.

# Questions?

Contact your sector or regional Marketing representative.