

Branding

Background:

The simple word “Proper” has been a recognized brand in the mold making industry since 1971. This makes the “Proper” brand older than brands like Google, Facebook, Yahoo and even Apple. Since “Proper” was founded, very recognizable brands have come and goneSaturn and AOL come to mind. At the start of my career, I worked for companies like Inland Fisher Guide and Detroit Plastic Molding Company. These places are long gone yet still there is “Proper”in the familiar industry leadership position. This is the very definition of a sustainable brand.

Most sustainable brands like “Proper” move through increasing levels of sophistication as their companies change. With great brands, core basis of the brand may remain the same but the way in which it is expressed is likely to evolve. Think about Proper Mold & Engineering versus Proper Group International. “PME” describes a company that designs and builds high quality engineered molds for industry. “PGI” describes a larger company involved in a more broad range of products..the exact nature of which are better described by its division names; Proper Tooling and Proper Polymers. We are still “PME” but now we are much more.

The branding efforts are part of a larger effort including a new website. As this evolves over the next few months, we will see the division names change to better reflect the broader base of businesses in which each division will be involved. In fact, each division will become a “group” in its own right. While this is still evolving and changing, I thought it might be interesting to see a small sneak preview of our overarching brand ideals.

Goal:

The goal of developing brand standards and ideals to provide harmony in our message to the community and in how we approach our jobs. It is the first step in development of an overall marketing message. The plan for our new brand standard is to reaffirm our core brand values while defining the identity the Proper Group for the future. This doesn’t just mean presentation materials or logos on your shirts, although this is part of it. This means how we describe and even how you refer to our company.

The following presentation of “Logo”, “Brand Identity” and “Brand Vocabulary” have been developed as part of this effort.

Brand Logo:

Proper Group

“The Proper Group logo is designed to be approachable, conveying the simplicity and precision Proper Group strives for in its manufacturing. The boldness of “Proper Group” speaks to the durability of its products and strength as a company.” You might note the removal of “International” from the logo. This makes the logo more simple and bold and reflects the ideal that we are an unabashedly “North American” company.

Brand Identity: Integrity

“New is something we never turn away. Built on a culture of creative innovation embracing different product niches, we’re always prepared for what’s on the horizon.

Our reputation is staked in our spirit of adaptability and integrity as a partner. And we make it our everyday focus to deliver.”

Brand Vocabulary:

“The Proper Group brand voice is one of leadership and confidence but should still feel approachable. The following is a list of vocabulary that can be utilized to create messaging for the brand.

*Adaptive
Client Success
Collaborative
Committed
Contemporary
Customer First
Dedicated
Diligent
Efficient
Imaginative
Impactful
Innovative
Noteworthy Change
Partner
Passionate
Precision
Reliable
Skilled
Support
Trustworthy
Wide-Spread Impact*

Conclusion:

This is just a short preview of a much larger rollout taking place over the next few months. It will culminate in an updated company structure, website and image. While this is still a work in progress, I hope everybody in the Proper Group family finds this interesting and takes some time to think about what “Proper” means to them. I am proud to have been a small part of the success of this great brand and am excited to be a part of its future. I hope you are too!

Rob Hamood
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