



BRAND STORY



Winter 2020-2021
FOR INTERNAL USE ONLY

THE **MAAS** BRAND

Our MAAS Promise

Steadfast Partners, Trusted Advisors

Our Tagline

Build for a Better Future

A brand promise is a statement about what clients can expect from every interaction with a company's brand—its products, services, people, and the company as a whole.

A tagline is a short and catchy phrase that supports a brand promise and summarizes the benefits of a company's products or services.

Vision

We are agile innovators and trusted partners who create enhanced value for our clients and their projects.

A vision statement communicates a company's aspirations—it is an inspiring, long-term view of what the company wants to achieve in the future.

Mission

In partnership with our clients, we deliver tailored program, project, and construction management solutions today to help our communities build innovative environments for an inspiring life tomorrow.

*A mission statement describes a company's
the present-day actions to achieve its
vision—what a company does, how they
do it, and who they do it with and for.*

Values



Perseverance

We remain constant to a purpose, even in the face of obstacles



Integrity

We honor commitments and never compromise ethics



Agility

We embrace change and promote resilience



Innovation

We facilitate 'out-of-the-box' ideation by creating an 'out-of-the-box' culture



Advocacy

We see ourselves as stewards of our clients' vision and advocates for their communities



Inclusivity

We encourage diversity of people, thoughts, and perspectives

Values are statements about what a company stands for—what is important, what the company prioritizes, and how the company and its employee act. Values communicate behavioral expectations.



BRAND ATTRIBUTES

Tailored

Flexible

Value-Driven

Client-Focused

Brand attributes are adjectives that describe a corporate personality and guide how a company and its employees speak and act.



MAAS

TAILORED

We are a small, nimble, and employee-owned firm offering tailored planning and management services for education and community-oriented organizations.



MAAS

FLEXIBLE

We care deeply about the success of our clients as well as our colleagues. Whether working externally with clients or internally with each other, we are willing to wear multiple hats, pitch in in multiple ways, and without hesitation go above and beyond to achieve success. We listen actively, communicate honestly and transparently, ideate innovatively, and solve problems proactively.

As a nimble firm, we can adapt to a changing future and stay true to our vision and mission of working for the betterment of our communities.



MAAS

VALUE-DRIVEN

Education—at any level and in any form—makes a fundamental difference in peoples' lives; it is the true catalyst of opportunity. As trusted partners and advisors to our clients, we help open the doors and opportunities that education can offer for future generations. We also encourage professional development and training opportunities for our employees, promoting the value that continuing education brings to individuals as well as to our firm.

The image shows a close-up, high-angle view of a wooden conference table. Several people's hands are visible, interacting with documents, a tablet, and a smartphone. The documents contain various charts, including a prominent pie chart and a bar chart. A blue pen lies on one of the papers. In the top right corner, there is a dark grey square containing the white text 'MAAS'.

MAAS

CLIENT-FOCUSED

With proven expertise, project leadership, and financial stewardship, we shoulder the load of well-managed facilities planning and construction, removing risks and roadblocks and creating paths to project success so our clients can keep focused on their missions. We work together as a team and communicate constantly about our clients' true needs, seeking their unseen and unspoken drivers to deliver project success that effectively supports their missions.

The MAAS logo is a dark grey square with the letters 'MAAS' in white, bold, sans-serif font. It is positioned in the upper left corner of the page, partially overlapping the background image of a hand holding a pen.

MAAS

BRAND AUDIENCE

The brand audience statement defines who we want to work with and for—clients, partners, and employees.

Our Clients

We work with mission-oriented organizations and institutions, primarily local and especially those in the communities where we live. We help them create facilities that enable them to achieve their missions in support of our communities. Our clients include organizations such as higher education districts, K12 school districts, healthcare systems, , and other such like-minded organizations and institutions.

Our Partners

We work closely with architects, engineers, contractors, subcontractors, and state agencies to deliver facilities that effectively support our clients' mission and objectives, and meet their projects' schedules and financial capacities.

Our Employees

We are experts in our fields who are passionately dedicated to enhancing value for our clients, their projects, and our communities. Our team's breadth of expertise makes MAAS unique among other firms that offer services in isolation. We respect and value the expertise of our colleagues, promote shared knowledge, and support each other through collaboration. With each other and with our clients, we work in personable ways focused on building strong relationships rooted in trust and mutual respect.



BRAND GRAPHICS

Brand graphics convey the visual identity of the company in alignment with the brand promise, vision, mission, values, and attributes.

Logo

Our logo design is minimalistic with strong typography, representing our steadfast commitment to continuing the vision of our founder.

The Blue Wave

The blue wave represents our long-term relationship-driven client approach and our position as a trusted extension of a client's team. We are a consistent presence in support of each client's mission, helping them navigate the rises and falls of long-range planning and funding procurement as well as the opportunities and risks of individual projects.

The MAAS logo consists of the letters "MAAS" in a white, bold, sans-serif font, centered within a dark gray square. A decorative wavy line in a light blue color runs vertically down the right side of the page, passing behind the logo and other content.

OPEN SANS



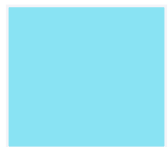
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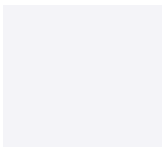
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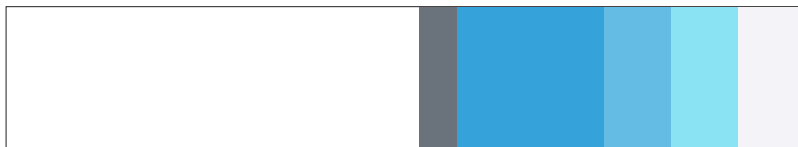


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#F4F4F8

COLOR USE BY RATIO



Font

Open Sans is the font used for all MAAS collateral. Documents and emails can use Calibri in substitute of Open Sans.

Colors

The MAAS brand uses a variety of blues, whites, and grays. The Dark MAAS gray is used for the logo and some title texts.



Imagery

We use architectural photography that provides content and clarity about the typology of the built environment that our services support and celebrates the successful end results that we help our clients achieve.

