



Methodica Technologies

Brand Strategy | Positioning | Identity | Standards

Our team.

Michael Littman

Chief Executive Officer + Partner

Pip Pullen

Creative Strategist + Designer + Partner

Rankin Mapother

Chief Creative Officer + Partner

Matt Zoeller

Creative Director + Partner





An agency exists to drive
commerce through
evocative creativity.

We are strategists. We are
designers. We are writers.
We are **makers.**

We invest whole-heartedly
in creating brands that
challenge convention.
That truthfully reflect our
client's capabilities. That
make people smile.

Because we understand
that your brand is an
expectation. **A promise.**





The ask.

Develop brand strategy, positioning, identity and standards for Methodica Technologies



Brand Style Guide:

Methodica Technologies

At An Agency, we believe in the power of a singular, consistent brand identity built on the truth of your product experience. To that end, we have formalized the structure of our branding process - from positioning to voice to design application. The Trail Hotel LLC brand style guide will include all elements listed herein. Examples of the key brand strategy elements follow.

- **BRAND STRATEGY**
 - Narrative (beliefs and goals)
 - Framework (differentiation, pillars, fundamentals)
 - Positioning Statement (purpose, audience, advantage, reason to believe)
 - Archetype/Character (personification)
 - Mood Board (inspiration)
- **BRAND IDENTITY**
 - Rules
 - Clear Space & Minimum Space
 - Color Versions (Primary & Secondary)
 - Iconography
 - Texture
- **BRAND GUIDELINE - ELEMENTS**
 - Color - Primary & Secondary Palette
 - Typography/Fonts/Rules
 - Photography & Illustration Style
 - Illustration Guide
- **BRAND GUIDELINE - APPLICATION**
 - Signage
 - Merchandising
- **BRAND GUIDELINE - COMMUNICATION**
 - Advertising (campaign structure)
 - Literature



Methodology

A strategic evolution of the brand.

This section provides examples of how we move from brand workshop to brand strategy to brand identity/logo executions.



Establishing Brand Positioning:

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1

BRAND WORKSHOP

Group discussion with key stakeholders to align thinking.

2

POSITIONING SPECTRUM

Array facts gathered on a spectrum from logical to emotional.

3

BRAND TERRITORIES

Establish three alternative strategies that express brand story.

4

BRAND POSITIONING

Finalize a preferred direction.

5

CUSTOMER VOICE

Express the brand value through customer perspective.

6

STYLESCAPE

Develop three alternative directions for visualizing brand identity..

7

IDENTITY

Align on a singular identity. Provide appropriate files for 4/c, 2/c, 1/c use.

8

STYLE GUIDE

Develop clear usage standards: logo, typeface, colors, applications.

Workshop:

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INSPIRES

- Business Goals
- Revenue Goals
- Mission, Vision, Values
- Marketing Challenges

CREDIBLE

- History/BackStory
- Features
- Amenities
- Service Style
- Beliefs/Ideals

COMPELLING

- Identify & prioritize audiences
- Current beliefs
- Drivers of choice

DISTINCTIVE

- Meaningful differentiation
- Desired belief
- Support points
- Personality
- Signature Features

CONSTRAINT

- Legal
- Financial
- Seasonality
- Availability
- Budget

The positioning spectrum / Brand promise exploration



**What you have
(infrastructure)**

**What you do
(products/services)**

**How you do it
(approach)**

**Who you are
(personality)**

**Why you do it
(purpose)**



Territory 1

Backstory

Single Sentence

Validation

IDEA #1

Territory 2

Backstory

Single Sentence

Validation

IDEA #2

Territory 3

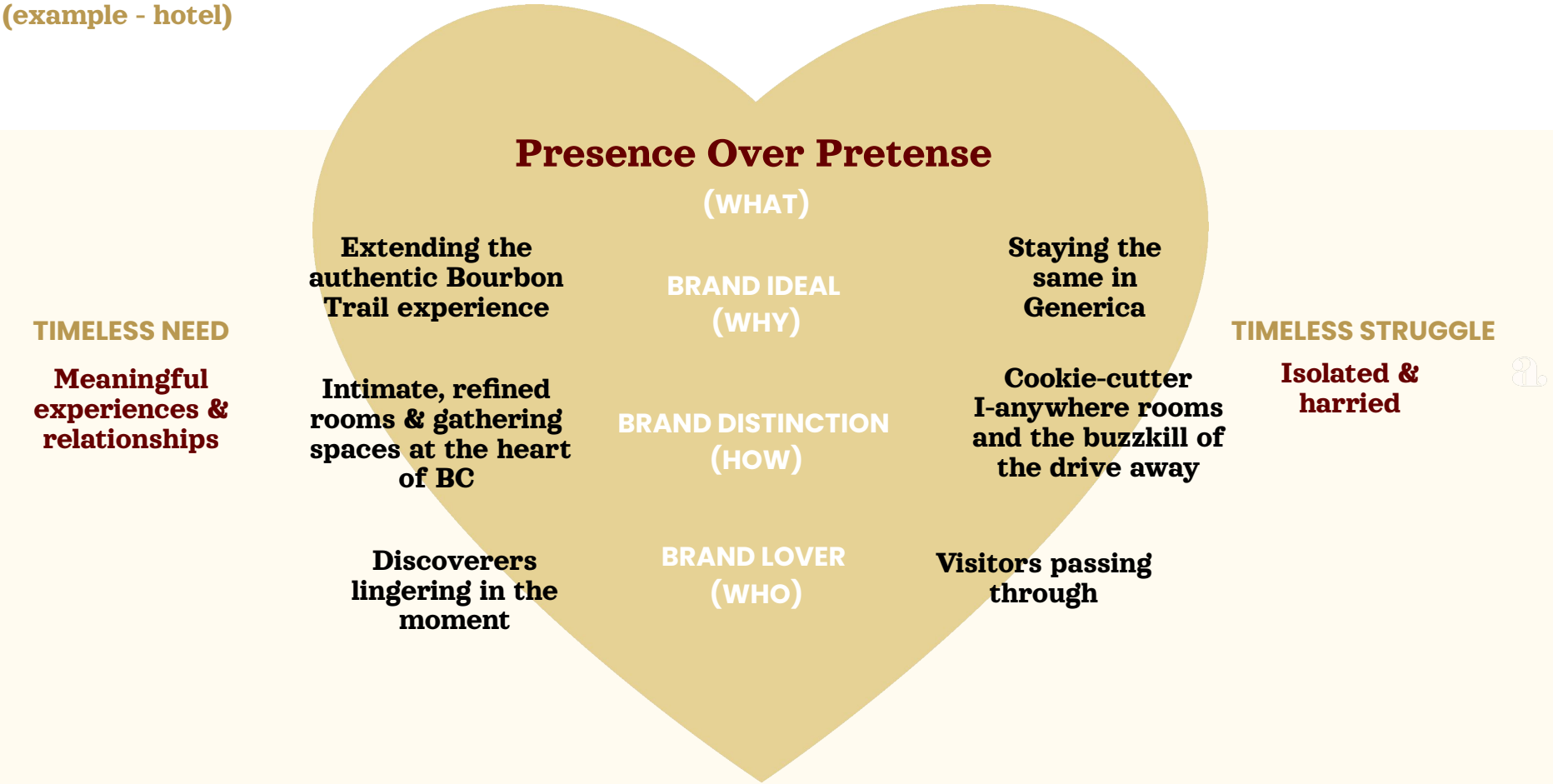
Backstory

Single Sentence

Validation

IDEA #3

Brand Positioning
(example - hotel)



Presence over Pretense

In a time when many feel **isolated and harried**
the Bardstown Motor Lodge appeals to adult **discoverers**
seeking **meaningful experiences & relationships**
in an **intimate, refined motor lodge** at the heart of BC
rather than in a **cookie-cutter-I-anywhere room**
to **authentically extend the Bourbon trail experience**
engaging visitors to **linger on rather than to pass through.**

BRAND ESSENCE

TIMELESS STRUGGLE

BRAND LOVER

TIMELESS NEED

BRAND DISTINCTION

OUTGROUP

BRAND IDEAL

OUTGROUP IDEAL



Brand Voice - Voice of the Customer (example-hotel)



“I’m a whiskey enthusiast. There’s something romantic about the distilling process. The mingling of ingredients.

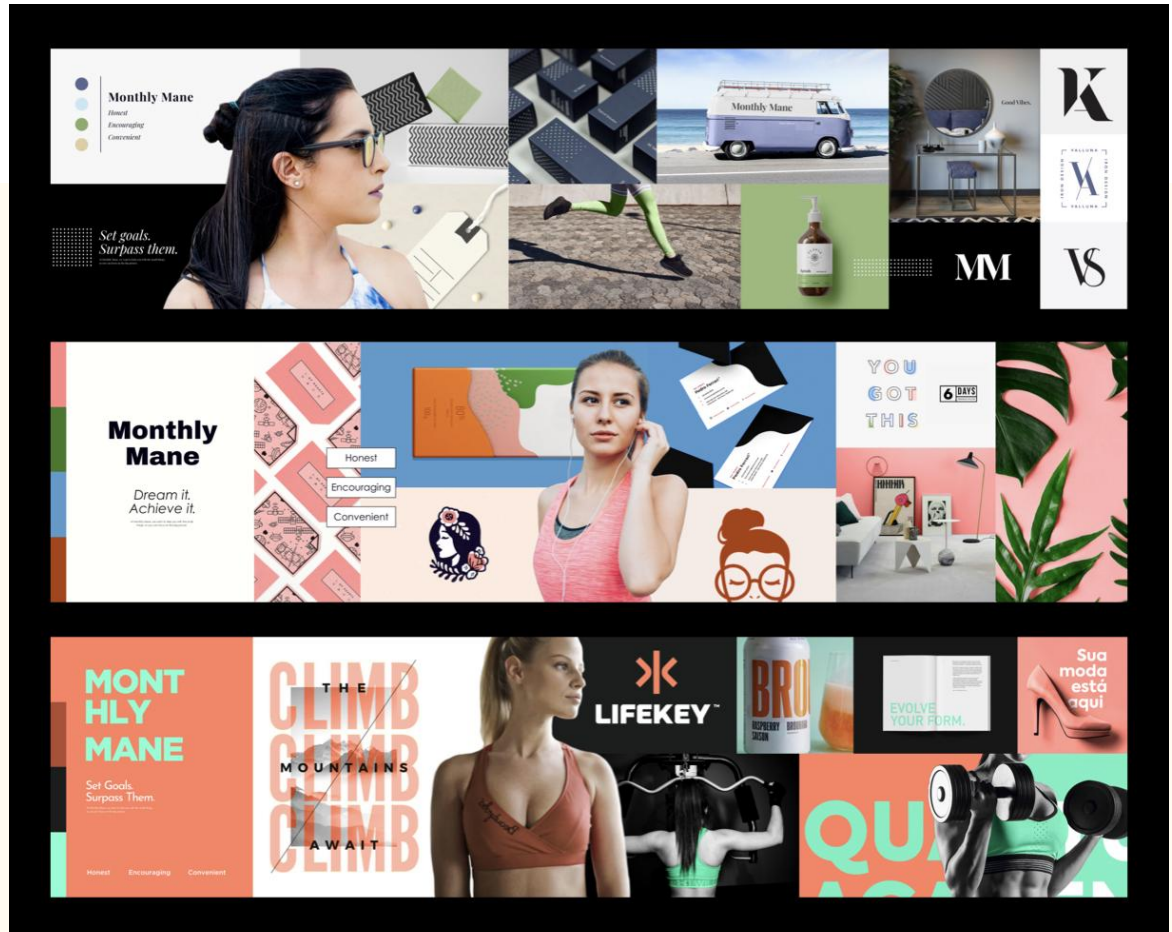
The copper stills. The rick houses. It’s old world meets new world, and I’m drawn to that.

For me, whiskey isn’t a solitary drink. Quite the contrary. I drink whiskey with the people that matter most to me. To connect over something that’s as handcrafted as our relationship.

Living in a meaningful way, genuine, authentic, connected to those around me and present in the moment. That’s the stuff that I can never get enough of.”

STYLESCAPES

(example - salon)



IDENTITY
(example-salon)



IDENTITY

(example-salon)

EST. 2019
m.
MONTHLY MANE

m. | MONTHLY
MANE

SET GOALS —
m.
— SURPASS THEM



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Timeline + Proposal Cost



Timeline:

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Cost Proposal:

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Planning Workshop

- Narrative
 - Framework
 - Positioning
 - Archetype
 - Mood Board
- Logo
 - Clear Space & Minimum Space
 - Color Versions
 - Iconography
 - Texture
- Color - Primary & Secondary Palette
 - Typography/ Fonts/Rules
 - Photography & Illustration Style
 - Illustration Guide
- Signage
 - Merchandising
- Advertising Literature



Questions

NEXT STEPS



Michael Littman

Chief Executive Officer

502.541.4454

michael@anagency.com

An Agency

900 West Jefferson Street

Louisville, KY 40206

502.373.2328

reception@anagency.com

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