

Is Your Marketing as Smart as Today's Seniors?



Great photography is one of the most valuable investments a community can make. We encourage clients to invest in a full day of photography in the Spring of each year. Keep your photos current and you will be rewarded with a more meaningful brand.

Every marketing touchpoint and communication is a chance to express who you are as a community and what makes you special and valuable. It's more than who you are and what you do. It's about "place," and that is a lot to communicate.

We are industry-agnostic—for a reason. We are creative people who like to switch gears to keep our minds fresh and inspired to see beyond "best practice" to "next practice." Shifting among education, engineering, consumer products, professional services and cultural projects gives us multiple perspectives on the state of marketing, advertising, media and society.

One thing we've learned: generic stories and too much stock photography is a surefire way to numb a potential resident or visitor. We all consume marketing (subconsciously and consciously), and we have all become hyper-sensitive to inflated claims and empty messages. We instantly know a real story when we hear one, and we raise our suspicions faster than ever. When marketing "places" or "communities," there are stories everywhere. You just need to start looking. Ask questions. Revisit your history. Talk to everyone. Get beyond your borders to the surrounding region. See how you are perceived by your neighbors. They can be your most powerful advocates and brand ambassadors.

Let Modern show you how.

**Real People.
Real Stories.**

**Build Belief.
Earn Trust.**

**Create Demand.
Inspire Action.**

Identify. Inspire. Influence.



STRATEGIC BRANDING + COMMUNICATIONS

Are Your Brand Essentials in Place?

DISTINCTION

When you think about it, it's hard to believe how *few* brands truly strive to distinguish themselves. Most fall prey to common personal fears of standing alone on a stage. Yet that is the first job of any brand - to identify and distinguish. We help organizations push past tired ideas like "trees" or "horizons." Own a direction into the future, an emotional relationship, or simply fresh language. There are so many more possibilities.

STANDARDS

Brand standards govern routine communications, correspondence, presentations, websites and print collateral. We create practical Brand Standards Guides that save organizations countless hours creating in-house documents and presentations across a workforce. Examples help ensure consistency in colors, typography, backgrounds and other components over time and across regions.

EFFICIENCY

Communities and Place marketing have diverse needs and it is essential to have easy-to-use tools for creating professional documents and online messages in-house. This is ultimately one of the primary goals of branding, positioning and standards. Templates and brand language act as springboards for new ideas and establish a brand framework for in-house teams. We also encourage clients to consider introducing the Adobe Creative Suite into their Software assets. It can make the difference between amateur and professional results.

CORE COMPONENTS

1. Organizational Identity

Logo, Traditional and Digital Branding, Stationery, Notecards, Folders, Binders, Business Cards, Envelopes, Labels and Brand Standards Guides

2. Website - General Redesign and Brand Update

Comprehensive web development and design, content creation, SEO

3. Digital Marketing & Social Media

Digital content marketing strategies, digital advertising, branded social media graphics, email marketing and newsletters

4. Presentations

Layout templates, graphic styles, and guidelines for content organization and message structure to promote effective presentations

5. Brochures / Collateral

Guidebooks, At-a-Glance brochures, Feature Brochures, Product and Service Collateral, Educational Literature, Reports

6. Advertising

Traditional and Digital Advertising, copywriting, photography and design

7. Branded Apparel, Gifts and Promotional Items

8. Tradeshow Environments

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