



UNION STUDIO

ARCHITECTURE & COMMUNITY DESIGN

ENTREARCHITECT WEBINAR – 9/7/16

“BASICS OF BRANDING FOR SMALL FIRM ARCHITECTS”

Emily Hall

RESOURCE LIST

Examples of best practices in marketing for A/E/C firms:

Society for Marketing Professional Services, Marketing Communications

Award Winners:

<http://www.smeps.org/MCA/>

<https://smeps.secure-platform.com/a/gallery?roundId=3>

One of my favorite examples of telling a firm history that boosts their brand (scroll down to history and click the green bars):

<http://www.eldo.us/place/>

Durkee, Brown, Viveiros & Werenfels Architects - Rebrand team:

Firm website: <http://www.durkeebrown.com/>

Graphic Designer, Rebrand: Jessica Paulk (current contact info unknown)

Website Design & Programming: J Hogue <http://www.oomphinc.com/>

Total Cost: \$18,731 *excluding in house graphic design*

Union Studio Architecture & Community Design – Rebrand team:

Firm website: <http://unionstudioarch.com/>

Graphic Identity, Rebrand: Robert Troutman, originally a freelancer, now with <http://www.nail.cc/>

Website Design: Chris McRobbie <http://www.chrismcrobbe.com/>

Website Programming: Lauren Schiabe: laurenfrancesfitz@gmail.com

COST

Total Cost: \$53,600

IDENTITY:

Total Staff Cost: \$ 5,090

Graphic Designer: \$ 10,000



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Collateral printing:	\$ 6,165
Mailer:	\$ 715
Total Identity Cost:	\$21,255

WEBSITE:

Total Staff Cost - Website only:	\$ 16,155
Website programming:	\$ 5,400
Website design:	\$ 7,200
Staff photography:	\$ 1,500
Electronic eblast design	\$ 2,050
Total Website Cost:	\$32,345