

KALEIDICO

# **Brand Strategy**

**Brand Evolution Engagement**

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## KALEIDICO

**Kaleidico boasts 15 years of delivering exceptional design, development, and digital experiences to the web.** Our team's creativity and innovative thinking have consistently put our clients at the forefront of new trends and opportunities in an always evolving digital landscape.

In the next several pages we seek to showcase the processes and team members that consistently deliver the best brand experiences through exceptional design, development, and marketing strategy.

As we discuss our approaches and philosophies, I'm confident that you'll quickly get a sense of our precision, performance-focus, and excellence.

Section One

# About Kaleidico

# Founded in 2005

Kaleidico is a digital agency with hard-working, straight-talking, Detroit-hustling marketing and development experts who can help you create a compelling, intuitive, informative, and engaging experience for your website visitors.

Over the past 15 years, our services have generated millions in profits for our clients and exceptional experiences for their customers.

# We specialize in Web Experiences & Branding

Digital experiences and branding projects get really sloppy without a **disciplined, contextually aware design process**.

Kaleidico has developed a design process that uniquely blends **decades of experience, exceptional talent, extensive collaboration** and **intense focus on organizational and user goals**.

Section Two

# Our Process & Approach

# Collaboration as Partners

We like to check-in frequently throughout our projects to make sure everything is moving in the right direction and stays in alignment with business goals.

We don't see a separation between our team and our clients – we are partners, on the same team, and adopt shared goals to create something awesome together.



# Discovery Phase

We start our projects trying to learn everything we can about you and your team, but also your industry and competitors.

Every Brand is different and through this process we will uncover what's working and what is not.

This process enables us to make better strategic and technical decisions later for both your users and your team.

# Discovery typically looks like:

Stakeholder  
interviews and / or  
workshops

Review and audit  
existing materials -  
what's working,  
what's not, are we  
solving the right  
problems?

Audit brand equity.

Survey or  
interview users,  
clients, and  
consumers.

Study your web  
analytics if  
available.

Analyze your  
comparable  
organizations and  
industry-relevant  
competitors

Our discovery is  
always documented  
in a collaborative  
way to yield a  
consensus- based  
roadmap for our  
project.

## **Creative Brief**

This becomes our  
project playbook.

We'll walk through  
this brief as  
collaborative  
partners.

# Brand Strategy & Design

This is the creative heart of the engagement. We will be actively experimenting, conceptualizing, contextualizing, and iterating design ideations to solve the problems defined in the Creative Brief.

This process can't happen without you, so we will have frequent check-in and collaboration sessions to help push the creative work.

Some of the key deliverables and tasks during this phase are on the next page.

## Brand Strategy

Market Positioning

Brand Promise

Messaging

Elevator Pitch

Brand Personality

Tone and Voice

Mission & Vision

Core Values

Brand Pillars

Define Audiences

## Brand Design

Logo design

Putting definition to  
Brand elements like:

- Color palette
- Typography
- Iconography
- Photo treatment
- Patterns and Textures.

Collateral like  
business cards,  
letterhead, key  
marketing materials,  
swag, etc.

# Brand Hand-off

At the end of the project, we want to make sure to arm our partners with everything they will need to use their brand.

We produce a Brand Book that includes everything created during Brand Strategy and Design. This document will give you everything you need to execute your new brand – from messaging, voice, tone, to logo restrictions, colors, typography.

You will also receive all of the exported final assets.

Section Three

# Brand Evolutions Value

# How does a brand project add value?

## Branding Creates Trust Within The Marketplace

A professional appearance and well strategized branding will help the company build trust with consumers, potential clients and customers. People are more likely to do business with a company that has a polished and professional portrayal.

# How does a brand project add value?

## Branding Generates New Customers

A good brand will have no trouble drumming up referral business. Strong branding means there is a positive impression amongst the right consumers for you. They are likely to do business with you because of the familiarity and trust you. Once a brand has been well-established, word of mouth can be the company's most effective advertising technique.



# How does a brand project add value?

## Branding Makes Consistency Easier

Having a clear and well documented brand makes for more consistent and faster business decisions.

When executing marketing materials for example, knowing your brand's voice and visuals is much easier than starting from scratch.

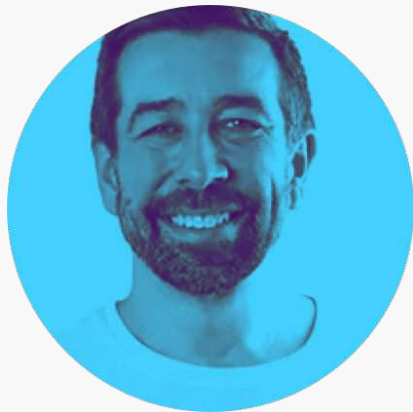
# How does a brand project add value?

## Branding Improves Employee Price & Satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do. Having a branded office, which can often help employees feel more satisfied and have a sense of belonging to the company, can be achieved through using promotional merchandise for your desktop.

## Section Four

# Your Kaleidico Team



**Bill Rice**

FOUNDER/CEO

#### BIOGRAPHY

Bill Rice is the founder and CEO of Kaleidico. He's blessed to have built a platform, in **Kaleidico**, where **talented and creative people bring client visions to life**.

As we say, "Your Vision, Our Focus."

Kaleidico's unique approach is a reflection of Bill's passion for observing, studying, teaching, and leveraging the sociology of the Web to make delightful customer experiences.

Things you might learn over beers: Bill used to hunt down spies in a former life. That's really all he'll say unless you buy him another beer, but that might jeopardize your life.



## Nate Rapai

Creative Director  
& Lead Designer

### BIOGRAPHY

Nate has built his 15 year career on living by a simple mantra:

**Do good work for good people.** As the lead designer, he focuses on aligning visual design and brand strategy with business goals and user experience. He approaches every project with a content-first approach. Nate believes good design should be accessible to everyone, always.

He has led projects spanning across many industries including automotive, government, finance, healthcare, and supply chain. Throughout his career, Nate has experience working as an in-house designer and at different agencies. He enjoys collaboration in every project he is involved in.



## Asia Rapai

Content & Brand  
Strategist

### BIOGRAPHY

To Asia, writing is a problem-solving tool that allows us to reach an understanding, even when communicating the most complicated messages.

As a copywriter, she uses a practical and logical approach to bring accuracy and functionality to the content. She incorporates emotional intelligence that connects people to the information being shared. Rooted in journalism, Asia listens and asks questions to find the best way to communicate with the right audience.

Asia has eight years of experience in marketing, public relations, and publishing. She has worked within agency, non-profit, and startup environments, across healthcare, government, ecommerce, live goods, the arts, and real estate.

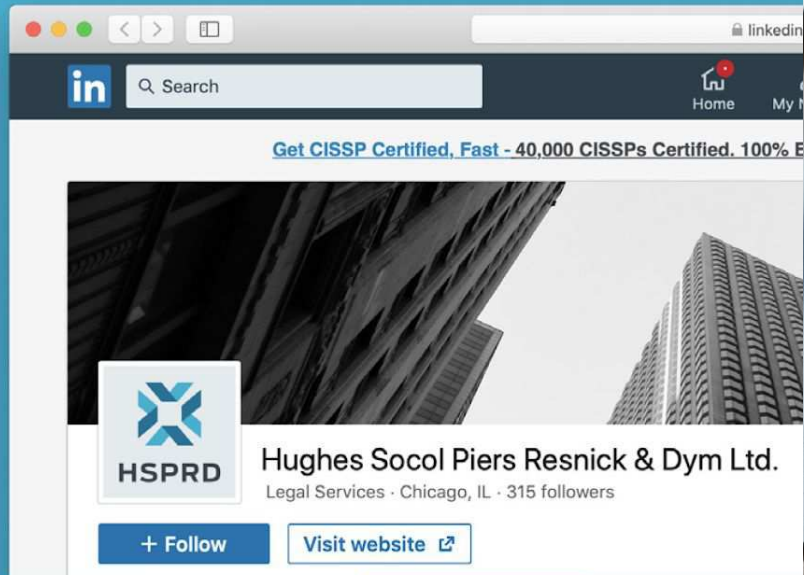
Section Five

# Recent Brand Projects



**HSPRD**







INPUT FIELD LABEL

SUBMIT

24

PRACTICES

20

INDUSTRIES



JULY 17, 2019 | CATEGORY LABEL

## HSPRD attorneys recognized as 2019 Leading Lawyers

Hughes Socol Piers Resnick & Dym, Ltd. is proud to announce this year's attorneys recognized by Leading Lawyers as 2019 Top Consumer Lawyers in Illinois.

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JULY 10, 2019 | CATEGORY LABEL

## HSPRD welcomes new attorneys



Sara Scholz

PARTNER

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Thomas Knoll

PARTNER

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ABOUT HSPRD

## Thirty Years Strong

HSPRD has grown significantly since 1985. Our depth of practice and experience has deepened, but our underlying vision remains unchanged. HSPRD attorneys and staff remain committed to providing our clients with the highest-quality legal services through teamwork, creativity, and attention to detail. We foster new relationships each day, and continue those relationships that began decades ago.



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Public facing brand Positioning Statement  
talking about what makes **HUGHES SOCOL  
PIERS RESNICK DYM** different. Praesent  
commodo cursus magna, vel scelerisque.

OUR ATTORNEYS

ABOUT HSPRD

FERMENTUM PURUS DAPIBUS

## Over Thirty Years Strong

Maecenas faucibus mollis interdum. Curabitur blandit  
tempus porttitor. Fusce dapibus, tellus ac cursus commodo,  
tortor mauris condimentum nibh, ut fermentum massa justo.

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cursus commodo, tortor  
mauris condimentum  
nibh, ut fermentum  
massa justo sit

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Aenean eu leo quam.  
Pellentesque ornare sem  
lacinia quam venenatis  
vestibulum. Nullam quis  
risus eget urna mollis  
ornare vel eu leo.

READ MORE

### Our team

Maecenas faucibus mollis interdum.  
Curabitur blandit tempus porttitor. Fusce  
dapibus, tellus ac cursus commodo, tortor  
mauris condimentum nibh, ut fermentum

### TEAM

Maecenas faucibus mollis interdum. Curabitur blandit  
tempus porttitor. Fusce dapibus, tellus ac cursus commodo,  
tortor mauris condimentum nibh, ut fermentum massa justo.

Search for the team member by name

View by title

Select all practice areas

Select languages



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Hoverstate Example  
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OUR FIRM

## Over Thirty Years Strong

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tempus porttitor. Fusce dapibus, tellus ac cursus commodo,  
tortor mauris condimentum nibh, ut fermentum massa justo.

### About our firm

HSPRD has grown significantly since 1985. Our depth  
of practice and experience has deepened, but our  
underlying vision remains unchanged.

HSPRD attorneys and staff remain committed to providing our clients with the  
highest-quality legal services through teamwork, creativity, and attention to  
detail. We foster new relationships each day, and continue those relationships  
that began decades ago.

We have extensive litigation experience in most areas of law, have tried  
hundreds of cases to verdict, and successfully resolved thousands of others.  
We incorporate a considerable resources and leading technology into our practice  
to better serve our clients. Many other firms cannot match our investment in  
talent, resources, and our relationships.

HSPRD attorneys serve clients throughout the country, including before the  
United States Supreme Court. Our clients include some of the largest and most  
respected healthcare institutions and insurance companies in America. We  
represent governmental entities, small, entrepreneurial companies, non-profit  
and individuals facing tough legal problems. The firm's immigration practice is  
nationally recognized for its strength and experience.

Our reputation is evidenced by the results we achieve. Our future is bright  
because of the relationships that we have built, and the talent that we continue  
to foster. Add text about the other languages and links to those pages.



### Commitment to Sustainability

HSPRD believes in promoting a culture of  
responsibility. We have strived to serve our clients  
in ways that minimize impact on the environment.  
Our environmental policies are aimed at reducing

Green Efforts Recognized by the City of Chicago

In recognition of our efforts, the Chicago Department of  
Environment awarded HSPRD a Tenant Achievement  
Award as part of the Chicago Green Office Challenge.

## Other Logo Examples



Section Six

# Total Investment

# Investment

PHASE	TOTAL
Brand Strategy	\$10,000
Brand Design	\$15,000
Collateral	Each project is different
Total Investment	
\$25,000	

KALEIDICO

# Ask us anything.

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