



01

INTRODUCTION



Brand Purpose

To partner with clients as a trusted leader in architecture and design, solving complex challenges with approachable expertise.

Goals

- Elevate brand perception to attract larger, more sophisticated projects
- Be selective in project work, focusing on high-value, repeat clients
- · Maintain approachability and fun while scaling into larger, more complex projects

BRAND PURPOSE & GOALS 02



Who We Serve

Primary Clients

Commercial developers, general contractors, business owners, and organizations looking for thoughtful, well-coordinated architectural solutions.

Ideal Clients

Clients who value expertise, collaboration, and clear communication – the kinds of relationships that lead to long-term partnership. More than half of our work each year comes from teams who choose to work with us

Best Fit

We're at our best when we're working with clients who appreciate a defined process, want proactive guidance, and understand that strong design and smart decisions go hand-in-hand with successful projects.

TARGET AUDIENCE 03



If CWA Were a Person

Approachable But Elevated

Fun & Lighthearted

Quietly Confident, Never Arrogant

Authentic, Generous, Trustworthy

BRAND PERSONALITY 04



How We Speak

Voice Characteristics

- Approachable: Clear, simple, jargon-free
- Confident: Expertise without arrogance
- Fun: Warm, human, and energetic
- Sophisticated: Elevated where it matters most

Tone in Practice

- Proposals: Professional & polished
- Marketing: Conversational & inviting
- Client Communication: Direct & transparent

BRAND VOICE & TONE 05



Our Brand in 10 Words

Approachable | Authentic | Confident | Fun

Generous | Genuine | High-quality | Passionate

Sophisticated | Trustworthy

BRAND ADJECTIVES 06

Logo Usage







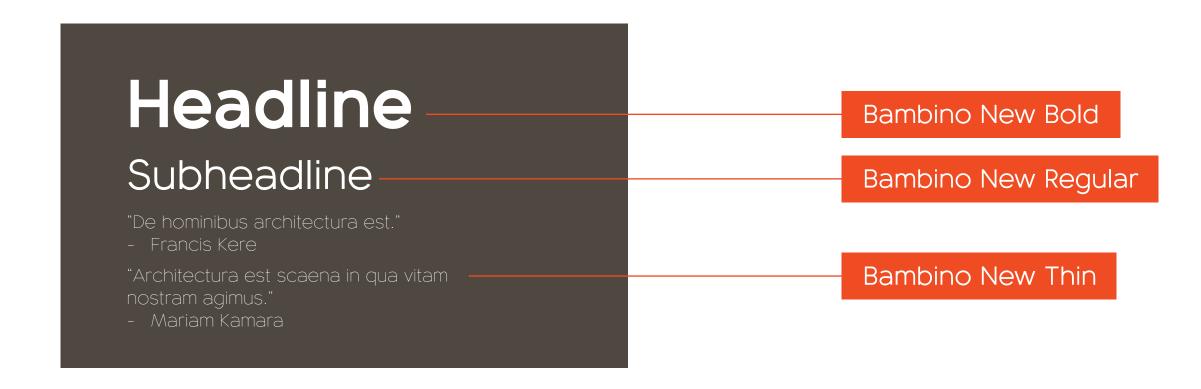
Logo Usage Do's and Don'ts

- · Do use correct full-color logo or all white
- Do use appropriate scaling
- Do maintain sufficient clear space around logo
- Don't rotate the logo
- Don't distort, compress, or stretch the logo
- Don't place on busy backgrounds
- Don't add special effects such as a drop shadow

LOGO 07



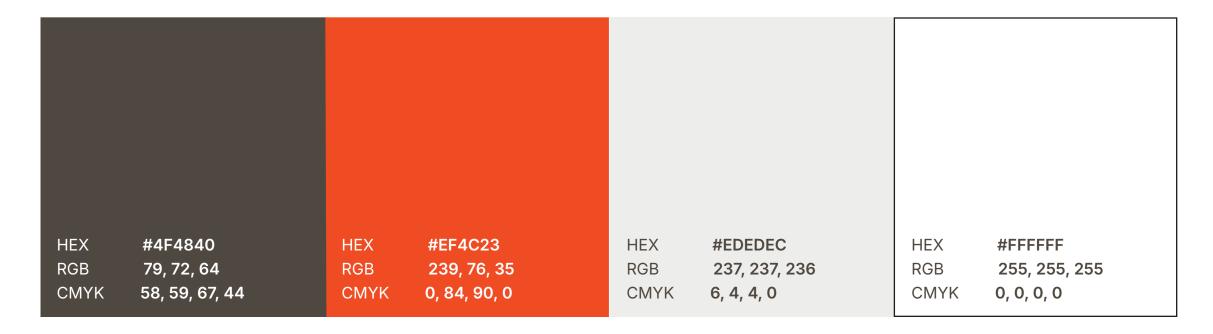
Typography System



TYPOGRAPHY 08



Color System



COLOR PALETTE 09



Standing Out in the Market

Competitors

Mid-size firms in KC with polished sales but inconsistent delivery

Collins Webb Advantage

Always the "A Team," proactive, accountable, fun to work with

Positioning Statement

Collins Webb Architecture is the approachable yet sophisticated partner who delivers high-quality design proactive leadership, and an authentic client experience.

COMPETITIVE POSITIONING 10

