BRANDING QUALIFICATIONS

LECOURS
DESIGN

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Why Hire Us?

LecoursDesign is a digital marketing and branding agency helping A/E/C* firms attract great clients and talent.

Nice to Meet You

Based in sunny San Diego, CA, we work with clients across the country. We have a team of four: two senior designers, a strategist and a web developer. We work consistently with select creative partners if needed for copywriting, photography, video, or custom illustration.

We Know A/E/C

You won't waste time onboarding us about the nuances of A/E/C marketing. Our 25 years of expertise provides your firm with benchmarks to surpass your peers.

You'll Enjoy the Process

We're committed to making our work together fun & efficient. You'll appreciate our systems and love of sharing best practices for project management. Clients tell us we communicate well—listening closely, while respectfully challenging their long-held assumptions.

* A/E/C = architecture, engineering, construction, but you already knew that!

1 STRATEGY

2 IDENTITY DESIGN

3 TOUCHPOINT DESIGN

4 BRAND MANAGEMENT

4-12 MONTHS → ONGOING

STRATEGY

Mission/Vision/Values
3 Uniques
Brand Positioning
Brand Personality
Brand Messaging
Brand Plan

IDENTITY DESIGN

Naming, Tagline
Mood Boards
Logo Design
Color
Typography
Trade Dress

TOUCHPOINT DESIGN

Stationery System
Forms & Title Block
SOQ Package
Proposal Package
Print Design
Email Marketing Design
Slide Deck
Email Signature
Signage & Vehicles

BRAND MANAGEMENT

Brand Style Guide
Internal Rollout
External Launch
IP Recommendations
Ongoing Refinement

Scope of Work Example

BRANDING ESTIMATE

PHASE		DELIVERABLES	BASIC	PLUS	PRO	EXPERT
Brand Strategy	Basic discovery, development of purpose, vision, and positioning statements. Development of core values and brand personality attributes.	• Purpose, Vision, & Positioning • 5 Core Values Statement • 5 Brand Personality Attributes	•		•	•
Visual Strategy	Use brand foundation: positioning, brand personality, and core values to develop mood boards to establish common language for strategic and visual alignment. Use competitive analysis to ensure differentiation.	• 3 Mood boards w/ found logos, colors, imagery, typography • Client selects 1 mood board		•	•	•
Logo Exploration	Explore logo design options in alignment with brand foundation and approved mood board: symbols, custom wordmarks, and combinations of symbols + custom wordmarks.	• Present 7 logo finalists • Recommend top 3 to refine		•	•	•
Brand Territories	Refine up to three logo finalists with applications to mock-ups to view finalists in context. Mock-ups typically indlude: business card, website home, a wearable item, and LinkedIn profile page. Show logo system: light, dark, stacked, horizontal, secondary marks. Two rounds of revisions, if necessary. Client selects 1 final logo and territory.	• 3 brand territories: logos and print and digital mockups (logo in various contexts) • Recommend 1 territory for approval		•	•	•
Final Logo	Refine and create all versions of the final logo and secondary logo artwork.	• Horizontal & vertical lockups • Light & dark background • B/W & color: .svg, .png files		•	•	•
Brand Guide	This PDF guide helps with consistent implementation of your branding across all offices and creative consultants. Includes instructions on: brand name and messaging, brand foundation, logo files, stationery, typography with system font substitutes and licensing info, color palette in RGB, CMYK, Hex and PMS, patterns, and relevant collateral info. Can include illustration and photography style information.	• Brand Guide .pdf or online solution (20–40 pages)		•	•	•
Collateral	Print: design signage, bizcard, letterhead, #10 env., notepad, internal forms, printing recommendations. Digital: email signature, social media landing pages.	• 3 sign types, shop drawings by fabricator • Stationery system files to printer • 3 social media landing pages • Email signature master template			•	•
Launch	Print: soq template & proposal template. Digital: re-skin existing website, ppt deck template, email blast template, & two minute manifesto. Internal & External brand launch consulting & messaging.	• 20 total page templates: soq + proposal • New logo + colors to existing website • 10 total page templates: ppt • Email blast template • 2 minute brand manifesto video				•
TIMING			2 mo.	4 mo.	6 mo.	12 mo.
INVESTMENT	*Optional Add-Ons: Naming $10–15K, Custom Website $50–100K, Custom Icons $300/ea.*		$12K	$25K	$45K	$95K

Recent Case Stories

DESIGN & DEVELOPMENT

AEC Advisors

Services: Brand Review, Brand Strategy & Positioning, Brand Identity, Messaging,
Collateral, Web Design and Development, Email Marketing, Event Marketing

"

Thank you all for making this happen for our company and helping to elevate our brand, and doing it all to hit our goal of rolling it out at our biggest event of the year: the CEO Summit. I tell people that hiring you was the best decision we made to take us to the next level.

Objectives

- Evolve from start-up branding to best-in-class branding
- Use the website to promote our research, events, and webinars
- Brand their signature marketing event of the year: The CEO Summit

Solutions

- Design of a new logo, seal, colors, typography, illustrations, photography and video
- Design of a new website can handle event registration and Salesforce integration
- Event marketing for the CEO Summit—their most attended event to date
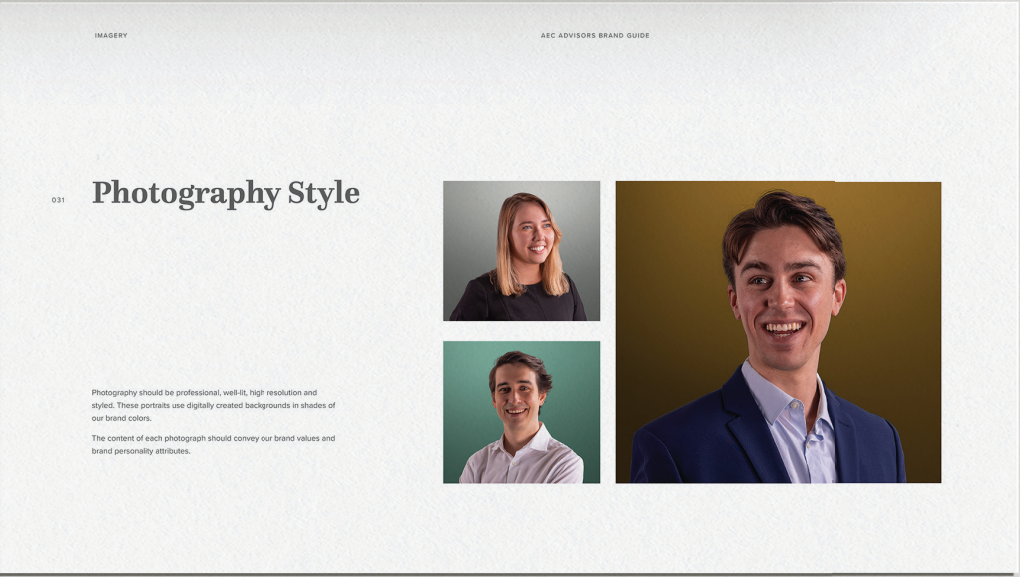
SEE MORE

Bullivant

Digital Marketing Strategy, Website Design / Development, & Custom Illustrations

"

This doesn't look like a law firm website.

The website and re-brand were actually things that impressed me about Bullivant and made me take the interview, you did a phenomenal job.

Objectives

With significant transformation in the last 10 years, this law firm's brand was stuck where they'd been, not where they're headed.

- Create a brand that attracts and retain great talent
- Clarify the firm's positioning
- Creat an open-source website CMS that can be easily updated with internal resources

Solutions

- New mission, vision, values and brand positioning statements
- An updated name and modular brand identity system
- A website that features each practice and person with new photography and video

SEE MORE

KAA Design

Brand Identity, Print Design, Website UI Design, Email Marketing, Brand Style Guide

"
I've read your email blasts through the years because they are thoughtful, helpful and I like your voice. We're going through some big changes here and I'd like to use your voice to help us express ours.

Objectives

Reintroduce this well-known Los Angeles-based firm as being focused on warm contemporary residential architecture.

- Return to their roots. The firm was transitioning from multi-disciplinary to pure residential architecture.
- Leverage the visual brand equity of square and KAA.
- Feature the firm's projects whereever possible.

Solutions

- Refresh the original firm logo rather than a complete rebrand
- A modular kit of parts brand identity that is flexible across all communications channels
- Each employee receives business cards with four different projects featured on the back
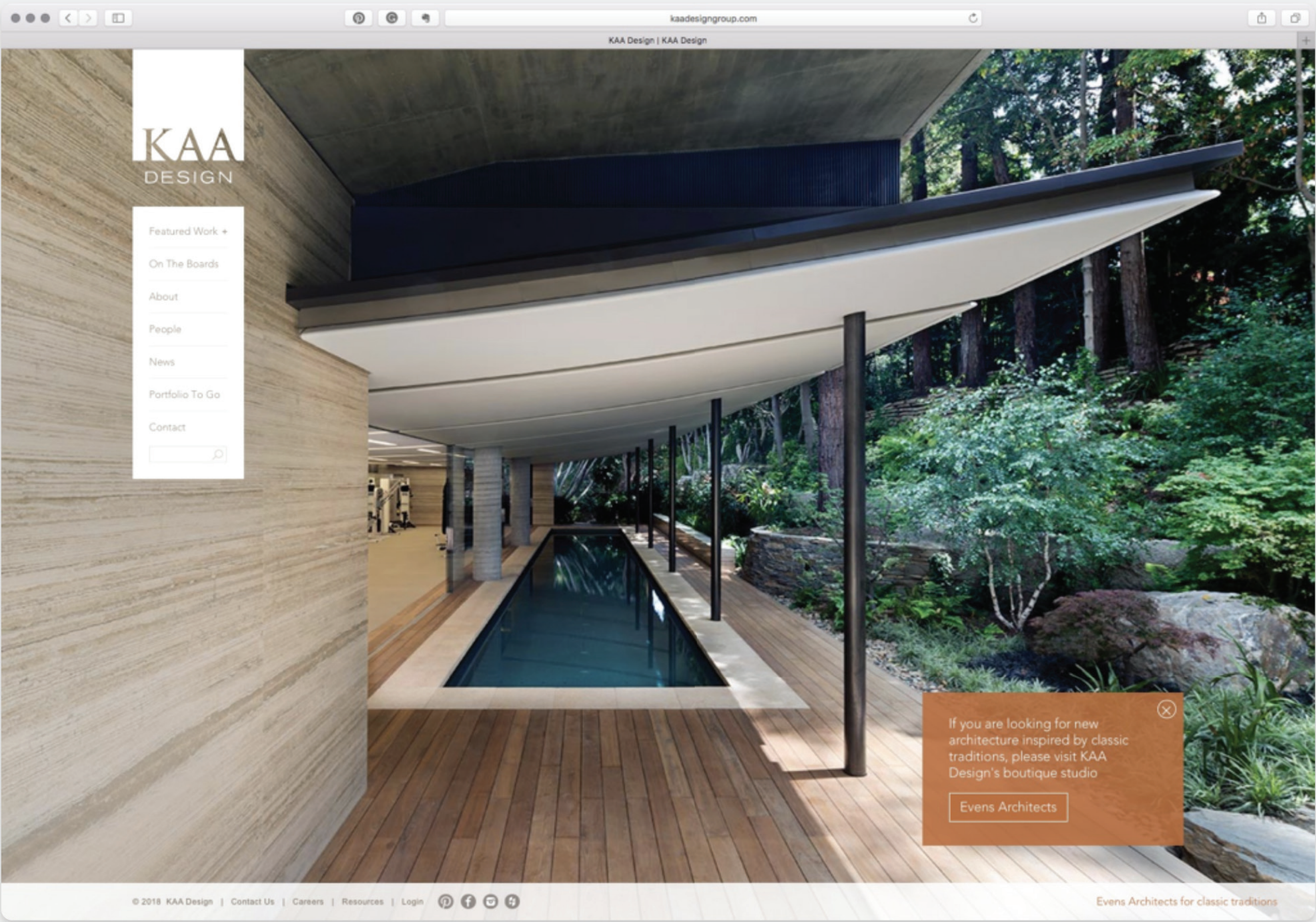
SEE MORE

Why Hire Us?

OUR DIFFERENCE, TEAM, AND CLIENTS

01

100% Focused on Architecture/Engineering/Construction (A/E/C)

LecoursDesign is a national brand and culture agency helping only A/E/C firms attract great clients and talent. You won't waste time onboarding us about the nuances of the A/E/C industry. We know what it takes to create an exceptional A/E/C branding. LecoursDesign was honored by SMPS for four national awards: Best Rebrand (2018), Website (2018 & 2020), and Print Recruitment Promotion (2018).

02

You'll Work With an Elite Team

All we have is a focused, elite team. Get to know them on the next page. There's no bait-and-switch handoff to junior staff doing the work. Staying small allows us to be selective and focused on a few projects at a time. Our proven alliances with senior consultants and craftspeople ensure top-notch, reliable creative work.

03

Proven Process and Peer Endorsements = Low Risk

We understand that hiring a creative agency that you've never worked with is risky. You don't have time or budget to fire the agency and start over. But we come highly recommended by many of your AEC marketing peers. LecoursDesign offers a proven process and a track record of successful bradning projects. We're committed to making our work together equally successful and fun.
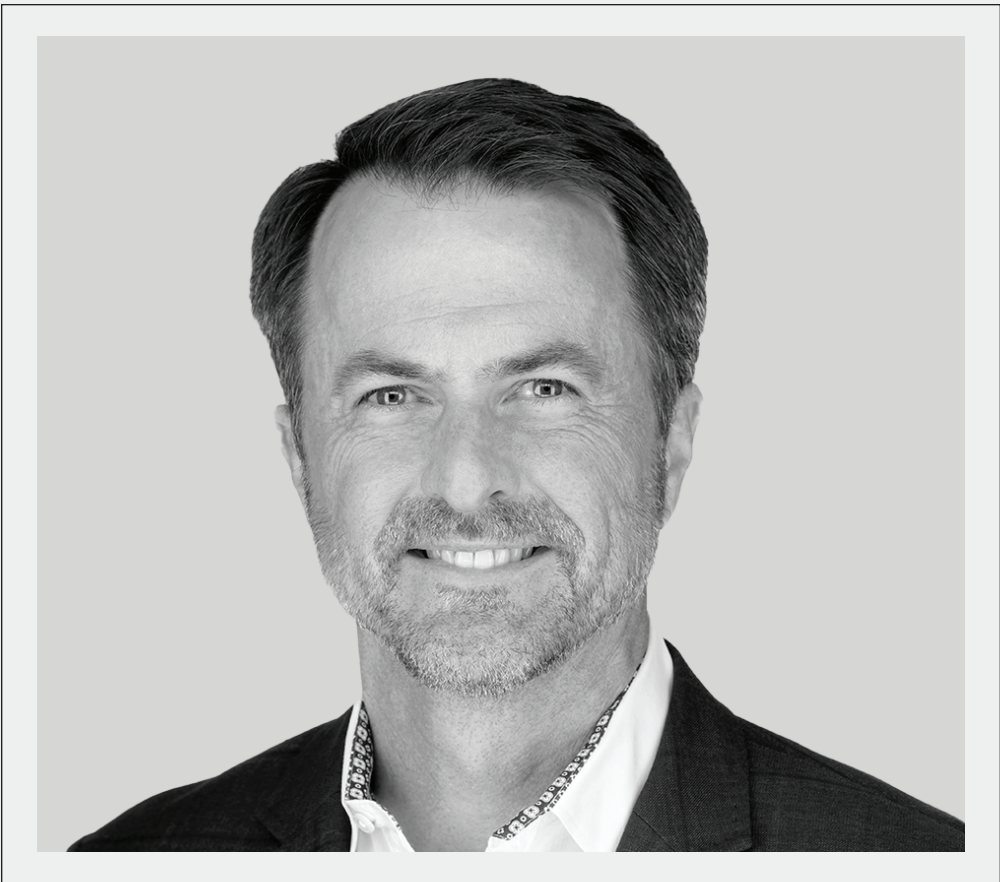
David Lecours

Principal

As a strategist, designer, writer and speaker, David is on a mission to help A/E/C firms attract great clients and talent.

David graduated from the University of Southern California thinking he would become an architect. But, he discovered a passion for marketing while working for Paramount Pictures and Reebok. David attended UCLA to study—and eventually teach—graphic design. David achieved his Certified Professional Services Marketer (CPSM) designation from SMPS and was named "Marketer of the Year" by SMPS San Diego.

David is a two-time TEDx presenter and former co-host of the PSM show podcast. David and his wife have a young son and also loves pickleball, succulents and skateboarding in his hometown of Encinitas, California.

Petra Ives

Design Director

Shortly after finishing Design School in Munich in 2000, love transplanted Petra from her orderly and rainy home of Germany to laid-back, easy-living San Diego. She embraced Southern California wholeheartedly and picked up hiking, surfing, and the taste for sushi. She went back to school to expand her design education and polish her English skills starting at San Diego City College and finishing at San Diego State University. Petra joined AIGA to network, lead events, and extend her creative family.

Now, fully rooted, Petra splits her time between branding and design strategy, teaching design at the City College, traveling, and spending time with her husband and two kids.
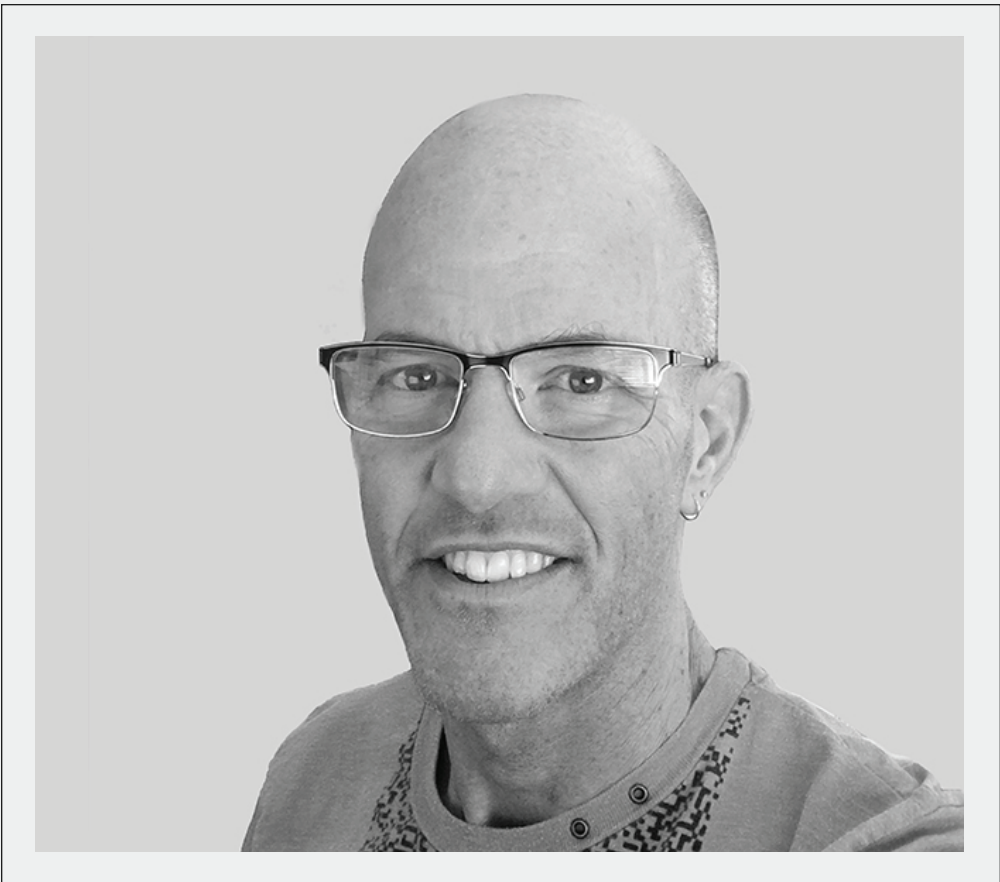
John Dennis

Web Developer

John Dennis has been a digital designer and developer for 25 years. He is past president of AIGA San Diego. John holds a Bachelors and Masters degree in Fine Arts from the University of Wisconsin. John worked at two international media development and marketing teams, Time Warner Interactive and Qualcomm. His strong background in graphic design, multimedia interface design and content planning, makes John comfortable working with engineers, marketing managers and the zaniest of designers. In addition, John has dedicated many years to an intensive investigation of design and development with WordPress.

John is married and enjoys yoga and music in his hometown of La Jolla, California.

Emily Castillo

Senior Designer

Emily found her love for art & design in her youth. Drawing constantly and excelling at any creative project. After winning many art competitions throughout school, she chose art to be her future, then pursued Communication Design at Texas State University. After graduating with her BFA and some honors, she moved slightly north to Dallas, Texas, where she learned the trade of Marketing and Advertising. Emily has 7 years of design experience under her belt, and loves to talk *anything* design.

During the late hours of the night, she finds inspiration through longboarding, gaming, and many other forms of art. Currently, Emily is living in Santa Fe with her partner and their two cats.

Architecture

Aquatic Design Group
BSB Design
Chris Barrett Design
Evens Architects
Hoerr Schaudt
Ike Kligerman Barkley
International Parking Design
Island Architects
Kligerman Architecture & Design
Johnson Wen Mulder Architects
KAA Design Group
Kelly & Stone Architects
Kirkpatrick Architects
KTUA
Marc Appleton & Associates
Miller Design
Schmidt Design Group
Sillman Wright Architects
Toll Hammerschmitt Design
Tucker Sadler Architects
Vasquez Marshall Architects

Engineering

Ascent Environmental
Akela Engineering
Brummitt Energy / Støk
BSE Engineering
Dibble
ESA
Geocon
Geotek
LSA
MA Engineers
Michael Wall Engineering
Murraysmith
Nasland Engineering
Psomas
R&M Consultants
Randall Lamb
Rick Engineering
Salas O'Brien
TK1SC
Vertex

Construction

The Ambrose Hotel
Anderson Woodworks
Bay Shades
Bergelectric
Convergent
Drew George & Partners
Everyday Energy
Grunow Construction
Lang Contracting
SC Builders
T.B. Penick & Sons
Schnetz Landscape
Shawn Nelson Builders
W.E. O'Neil
Wermers General Contractors
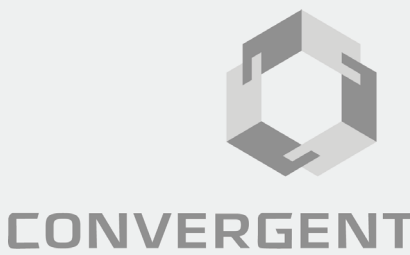
References

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Thank you for considering LecoursDesign as your brand partner.
We're excited to work together.