# DASHE & THOMSON

PROJECT OVERVIEW & SKYLINE PROCESS

presented by







INFO@SKYLINE.COM 651.234.6000

#### **AGENDA**

> Creative Process

Case Study (Precorp)

Methodology

Case Study (Medtronic)

> Why Skyline?

Timeline

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2014 BRAND REFRESH Project Overview

# CREATIVE PROCESS



## PHASE 1

# DISCOVERY



#### CLIENT

Company History
Business Overview
Industry Insights
Competition
Project Overview

#### CREATIVE

Ask Questions

Learn

Listen

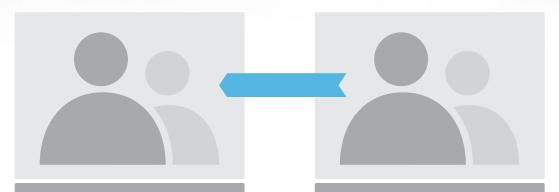
Observe

Take Notes

#### Q&A

In the first meeting of the creative team with the client, the team will listen intently and learn the Why, How & What of the client's business and discuss their creative needs.

# DISCOVERY II



#### CLIENT

Listen

Learn

Question

Comment

#### CREATIVE

The Process

About Us

Project Review

Research

Timeline

### 1st Steps

PHASE 1.5

After a little incubation time, internal discussions and some initial research the creative team presents their design process, recaps the project directives, reveals early research findings, seeks feedback on design inspiration, presents ballpark pricing and fulfillment timeline.



## PHASE 2

# INITIAL DESIGNS

## Creative\* Direction

The creative team assimilates all information and feedback from Phase 1/1.5 to craft a unified visual direction for the brand. Initial concepts/recommendations may include preliminary visuals for the following:

• Icons

- Patterns
- Colors
- Business cards Letterhead
- Web Site
- Exhibit
- Brochures

## Objective Feedback

The team will need sincere objective feedback, whether positive or negative, to take it to the next phase. Our desire is to make this as collaborative as possible so that in the end the client feels a strong sense of ownership and is proud to have been part of the process.



<sup>\*</sup>This phase is still highly conceptual and may require another revision or minor tweaks before implementation.



# PHASE 3 IMPLEMENTATION

#### Rollout

Following approval of Phase 2 concepts the creative team will now begin to produce the final production-ready deliverables. The team will continue to work as closely with the client as possible to ensure the finished pieces are completed and produced on time and to expectation.

Production priorities will need to be established where impending deadlines are crucial.

## Maintenance and future phases

Due to the ease and immediacy of Web-based content delivery we highly recommend keeping digital content as relevant and up to date as possible. This can be achieved by scheduling a review/update of content on a quarterly or biannual basis. Ongoing visual maintenance of the brand could include aspects of social media but would primarily be related to the company's web site.

We encourage discussions on how to continue to take your brand to the next level.

# METHOD-OLGY



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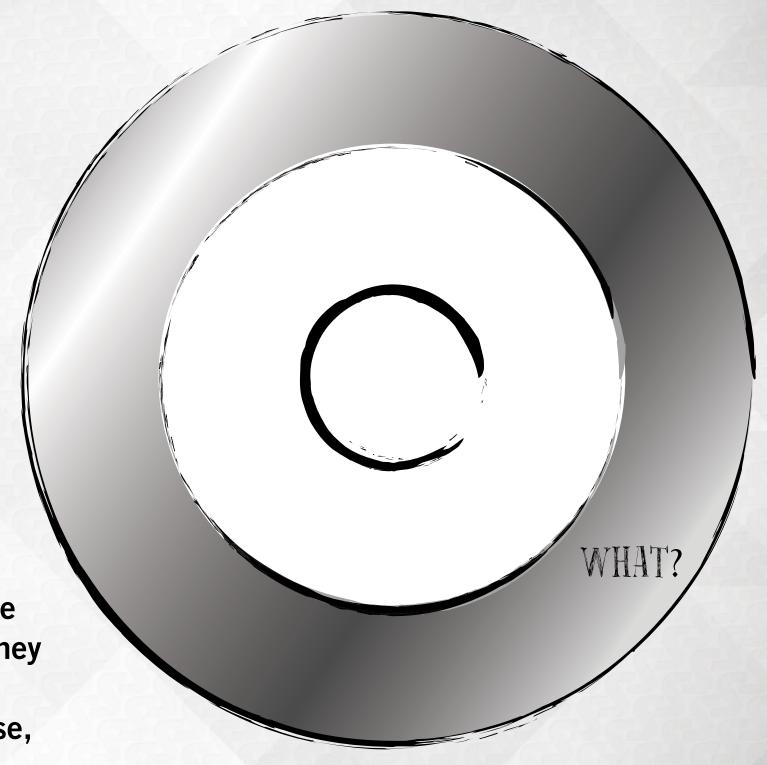
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# THE GOLDEN CIRCLE

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Companies often communicate by first telling people WHAT they do, and HOW they do it then expect behavior like a purchase, a vote or support.





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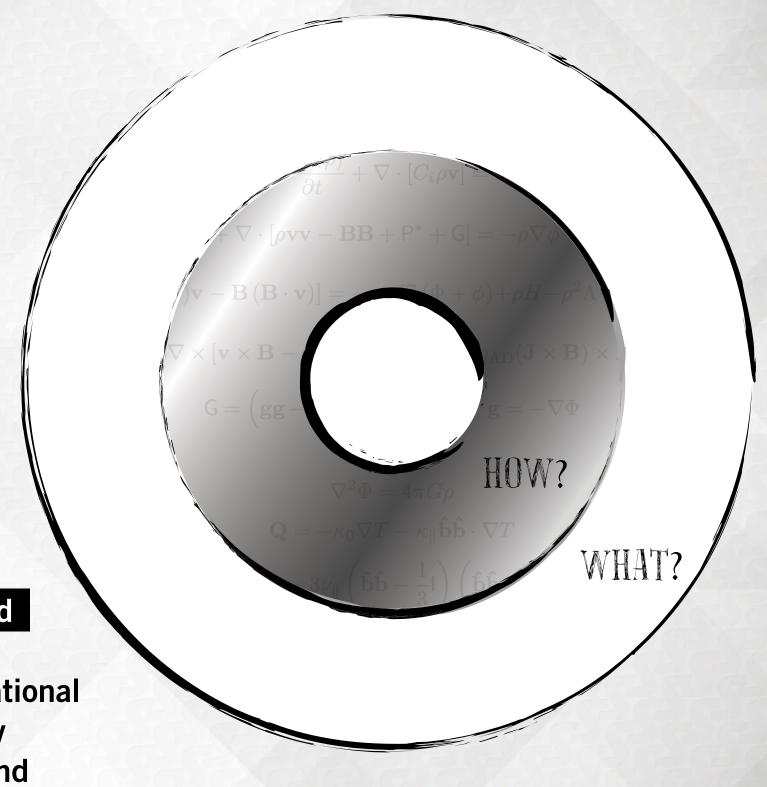
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## THE GOLDEN CIRCLE

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The problem is that WHAT and HOW rarely inspire action.

Facts and figures can make rational sense, but decisions are rarely made purely based on facts and figures.





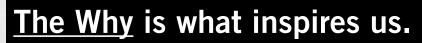
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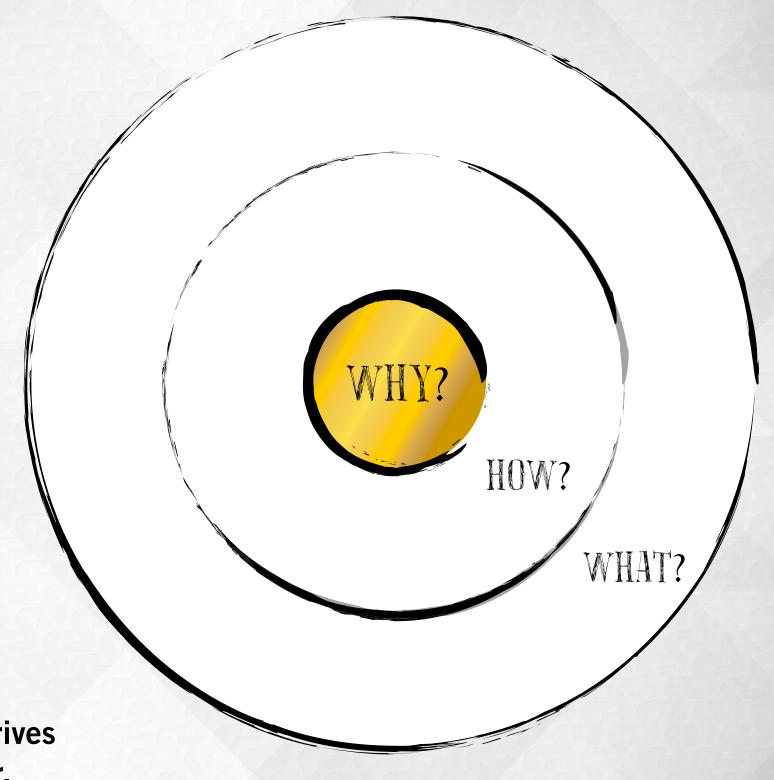
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When we communicate our purpose or cause first, we communicate in a way that drives decision-making and behavior.





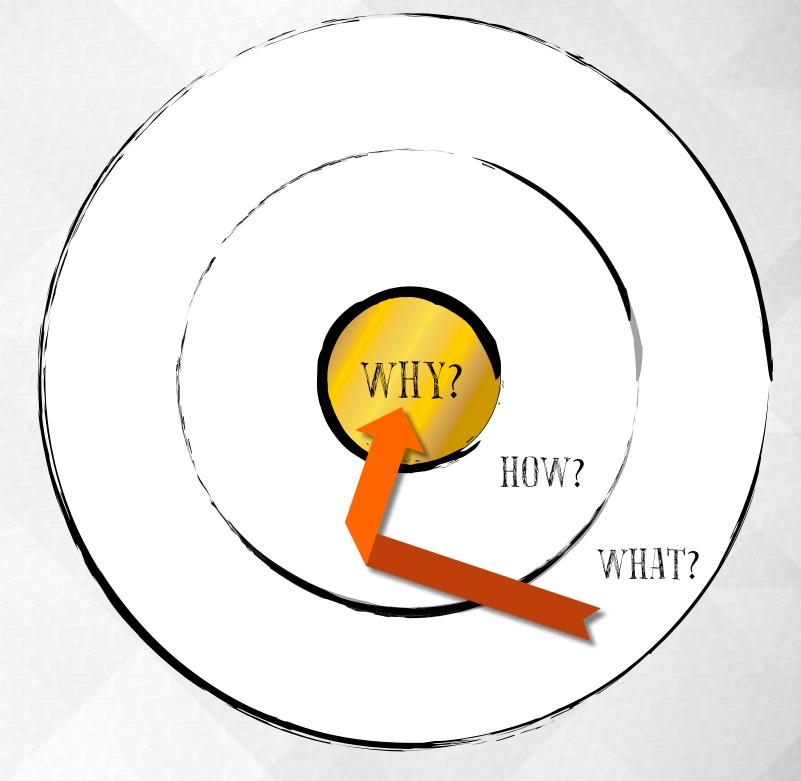
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#### "START WITH WHY"





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# WHY SKYLINE?



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#### **SKYLINE®**

"YOU CAN HAVE EVERYTHING IN LIFE YOU WANT, IF YOU WILL JUST HELP OTHER PEOPLE GET WHAT THEY WANT." - Zig Ziglar

#### **HELPING THE WORLD TRADE®**

Skyline® is in the business of helping other businesses... do more business! When our clients succeed, we succeed and with continual success the entire economy grows right along with us.

Skyline® has been fortunate enough to have worked with some of the largest companies in the world. In fact, <u>Skyline has worked with nearly 70% of all current Fortune 100 companies.</u> No other single company in the trade show industry even comes close to that.

For over 30 years, Skyline® has taken great pride in the products, solutions and services we have been able to provide to our clients, just as we know that our clients take great pride in the products and services they provide to their clients, and so on. From the smallest companies to the largest, we don't take the task of representing your brand lightly, because we know that if we do our job right, we can help even the smallest company grow to become one of the largest.







On July 10, 2013 Skyline revealed to the world a revolutionary new exhibit system that was the culmination of over 4 years of relentless R&D and countless hours of marketing and business planning. The fruits of our labor were not only rewarded in above-plan product revenues and acceptance, but also with industry recognition and praise. The Exhibit Designers & Producers Association (EPDA) awarded Skyline® with the highly coveted Eddie Award in early 2014 for excellence in new product marketing.

Skyline's Creative Services Group was heavily involved in the entire marketing process of launching that new product and subsequent industry recognition.



# PROJECT OVERVIEW



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2014 BRAND REFRESH **DELIVERABLES** POWERPOINT TEMPLATE LOGO REFRESH **ICONS** LOGO & BRAND VISUALS UPDATE (LOGO, ICONS, SHAPES, COLORS, PATTERNS, EXHIBIT, TEMPLATES) IDENTITY **TRADE SHOW EXHIBIT** (BRAND GUIDELINE)

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# BRAND REFRESH CASE STUDY

// PRECORP





INFO@SKYLINE.COM 651.234.6000 **OLD LOGO** 



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HOME SOLUTIONS MATERIALS TECHNOLOGIES MEDIA COMPANY CONTACT SITE MAP © 2007-2010, PRECORP. All Rights Reserved.

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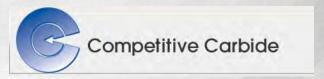










































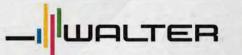
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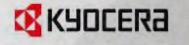












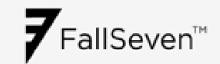
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**Skyline**°

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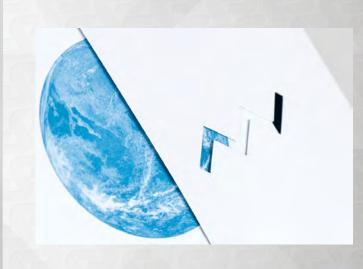




ANDERS @ PETTER













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**CURRENT ICON** 

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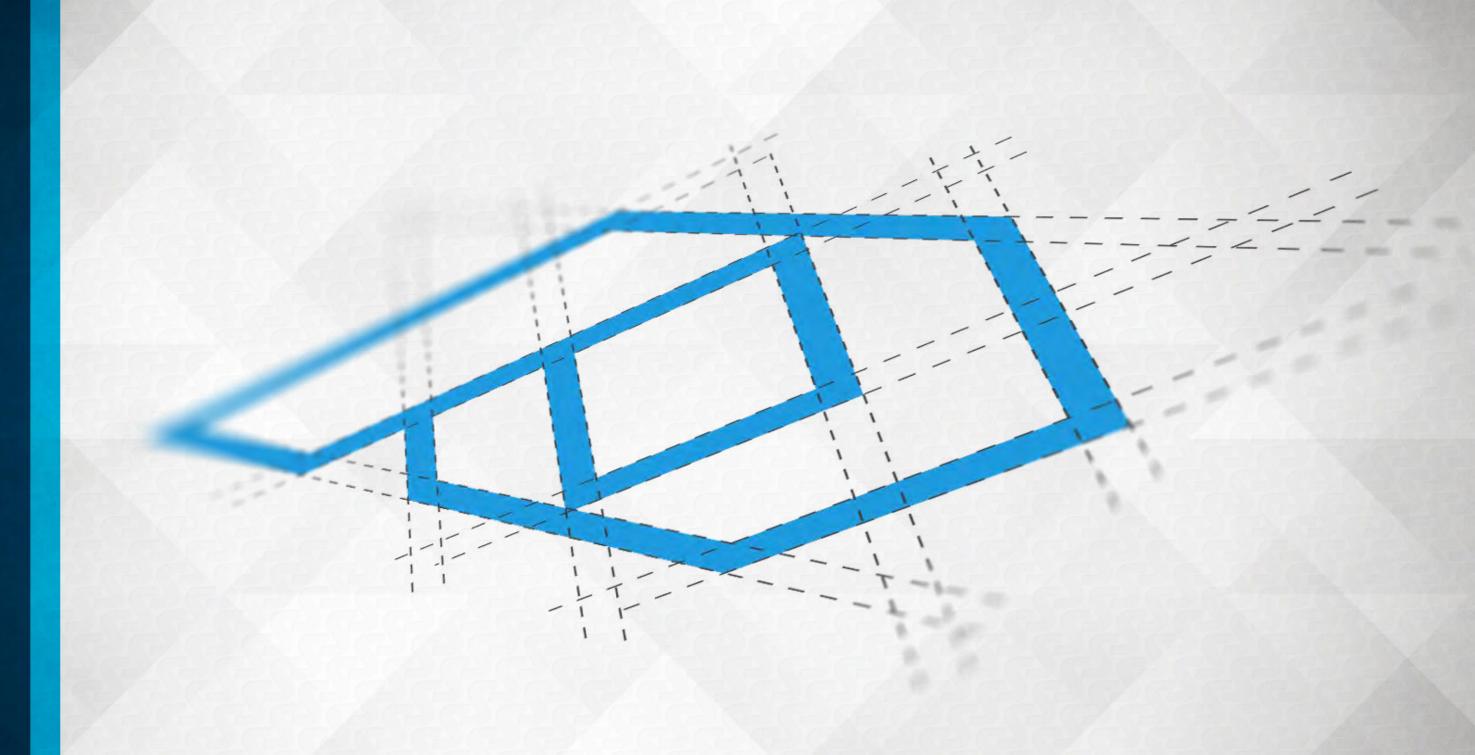
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**REVISED ICON** 



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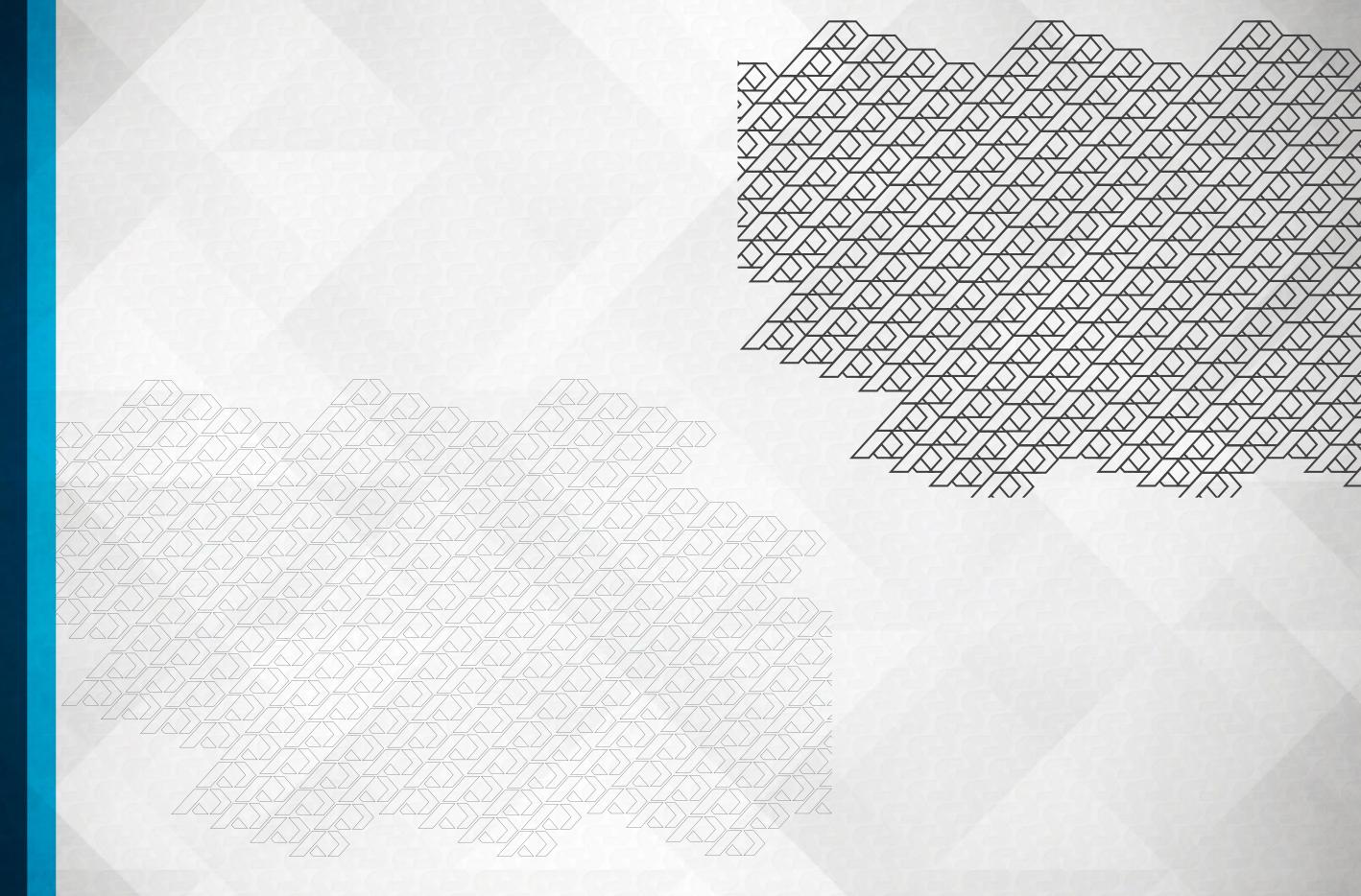
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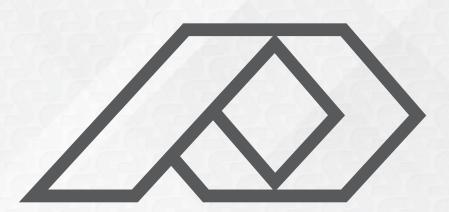


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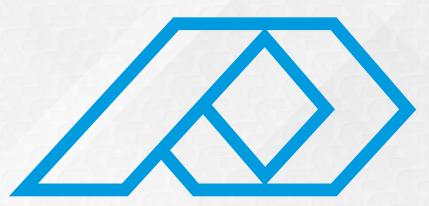


# PRECORPE ENGINEERED CUTTING TOOL SOLUTIONS

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# ENGINEERED CUTTING TOOL SOLUTIONS

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Hand drilling carbon fiber-reinforced composites (CFRP) was a new challenge for one of Precorp's aircraft manufacturing clients. While this client had a seasoned base of skilled hand drilling operators, the introduction of CFRP created new challenges in drilling round clean holes due to its rigidity and toughness. The inability to create round clean holes had a direct effect on the fadgue properties of their fasteed joints which in turn made the material unsuitable for advanced aircraft structures. They came to Precorp to help them find a workable and successful solution to this problem, where in other solutions had falled the final set of tools had to produce high quality holes while enabling the operator to perform faster and with greater precision.

Upon receiving sample materials Precorp tool designers and text engineers went to work in the application test tab. Using innovative processes, the tool designers worked to eliminate the surge of an ordinary hand drill while perfecting the ability to produce a round clean hole.

The solution became known as the PHT Tool line. This set of unique drills were able to produce close The solution became known as the PHT Tool line. This set of unique drils were able to produce close tolerance precision holes in advanced composite laminates with minimal de-lamination and clean exit.

In designing a tool that would resolve the issues related to drilling in CFRP, Precorp created a product that not only drills a Clean hole but also allows an inexperienced operator to successfully and quickly drill. The design of the PHT tools included measures to counterbalance the thrust forces applied by the operator when drilling the hole, thereby allowing the drill bit to slowly exit the CFRP material and avoid the damage that often occurs with drill bits of a straight flute design. Additionally the PHT tool line design eliminated much of the 'grab that was common among conventional or right hand flute design, thereby eliminating many potential risks to the operator.

While the benefits of using this product continues to grow for Precorp's aircraft clients, so far the solution many potential risks to the operator. While the benefits of using this product continues to grow for Precorp's aircraft clients, so far the solution to hand drilling CFRP has made a sizable impact in the speed and accuracy of creating holes in the CFRP. aircraft manufacturing process.

president & Co-Founder

M PRECORP THE PCD PROCESS CUSTOM PRECISION MACHINING SOLUTIONS













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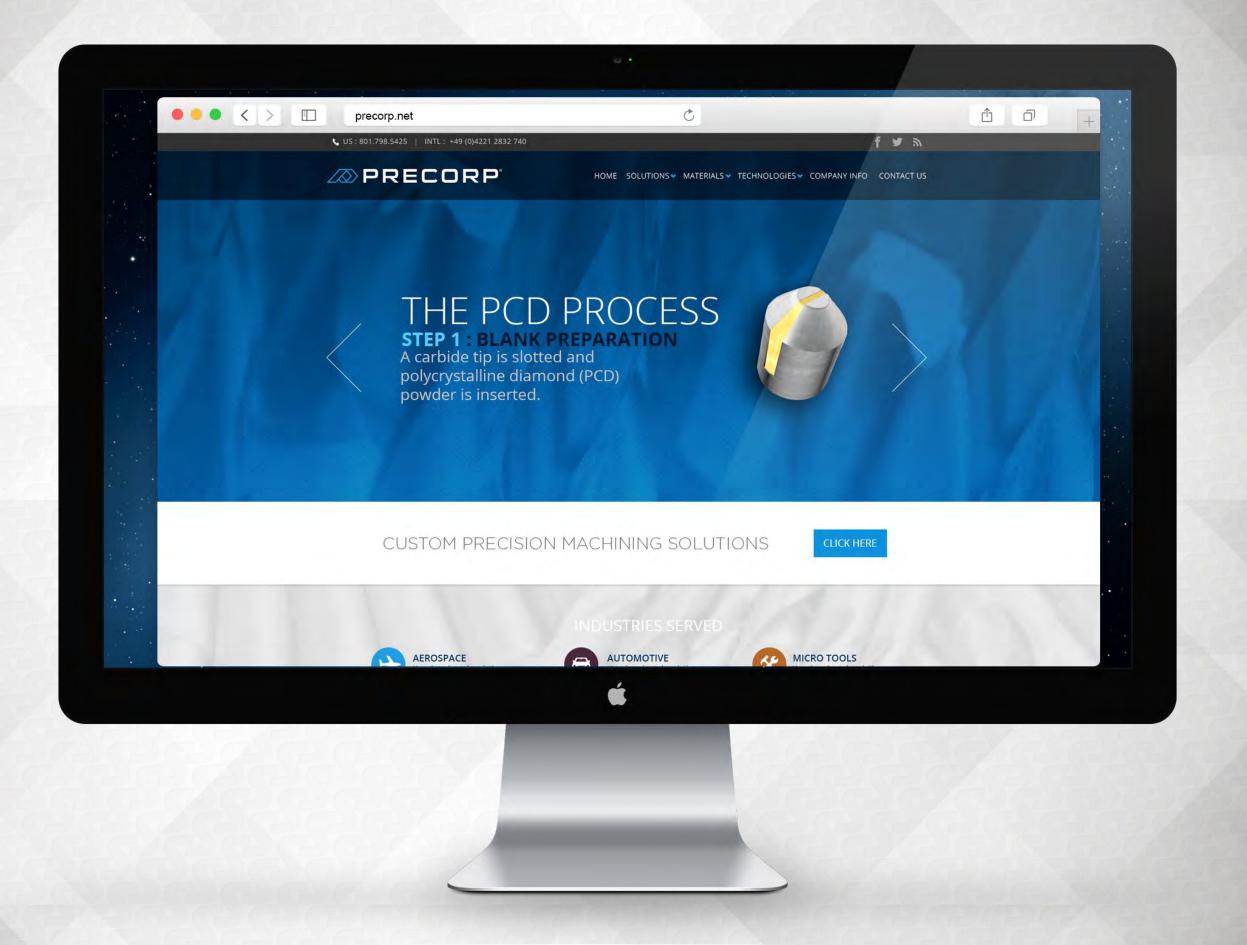
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**AEROSPACE** 

2925



**AUTOMOTIVE** 

5125



**MICRO TOOL** 

124



**FLUID POWER** 

7474



**MISCELLANEOUS** 

431

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# LOGO & PRESENTATION CASE STUDY

// MEDTRONIC



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# PROFESSIONAL SOCIETY GROUP

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PROFESSIONAL SOCIETY GROUP

PROFESSIONAL SOCIETY & GLOBAL THIRD PARTY MEETINGS

FY15
OPERATIONAL
STRATEGY

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Prepared by JCM, June 2014



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PSG PROFESSIONAL SOCIETY & GLOBAL THIRD PARTY MEETINGS

**SECTION TITLE HEADLINE** 

## **SECTION** TITLE 1

#### **SECTION CONTENTS**

XXXXXXX XXXXXXX XXXXXXX STRATEGIC VISION

KEY POSITIONING

RESPONSIBILITY

RESOURCES

FINANCIAL PLAN

GLOBAL PARTNERSHIPS

MEASURABLE ADOPTION

FUTURE OUTLOOK

PSG PROFESSIONAL SOCIETY & GLOBAL THIRD PARTY MEETINGS



# WHERE TO START



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