

SPECIAL MODERN DESIGN

by
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Re-Defining, Re-routing, and
Re-Branding an Established Firm's
Reputation That Does Not Take
Advantage of All it has to Offer.

PECK



The people at
CM PECK, Inc. serve
as lead designers on
projects and as consultants to
other architects, contractors and
engineers. They've earned a reputation
as an excellent engineering firm. The problem
is — they are not *just* an engineering firm.

Before you
know it, you
make an
impression

PECK

CM Peck, Inc. approached Special Modern Design with a determination to shake a reputation of being only an engineering firm (reminding us that if you don't take hold of your reputation — someone else will.)

CM Peck had never really done much marketing beyond building a website in the 90's and creating some stationery. This is new ground for them, but they were having an identity crisis with a lot of questions: *Are we an architecture firm or an engineering firm? Should we be separate entities? How should we present ourselves?*



BEFORE

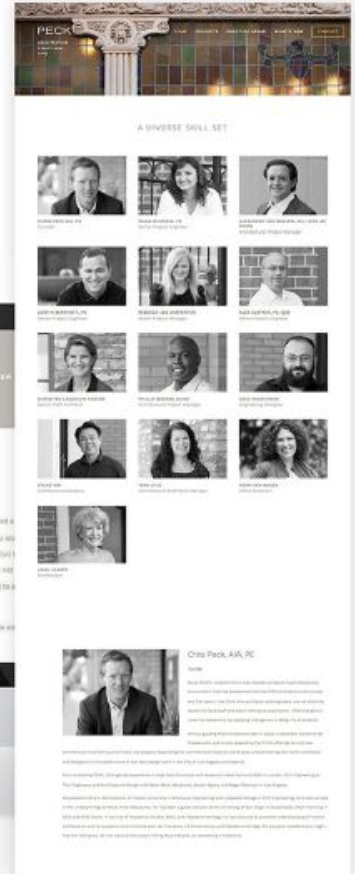


AFTER

HAVING EXPERTISE IN THESE THREE DISCIPLINES GIVES US
THE UNIQUE CAPABILITY TO UNDERSTAND PROBLEMS
AND CREATE LASTING SOLUTIONS FOR PROJECTS
WITH COMPLEX SITE CONSTRAINTS.

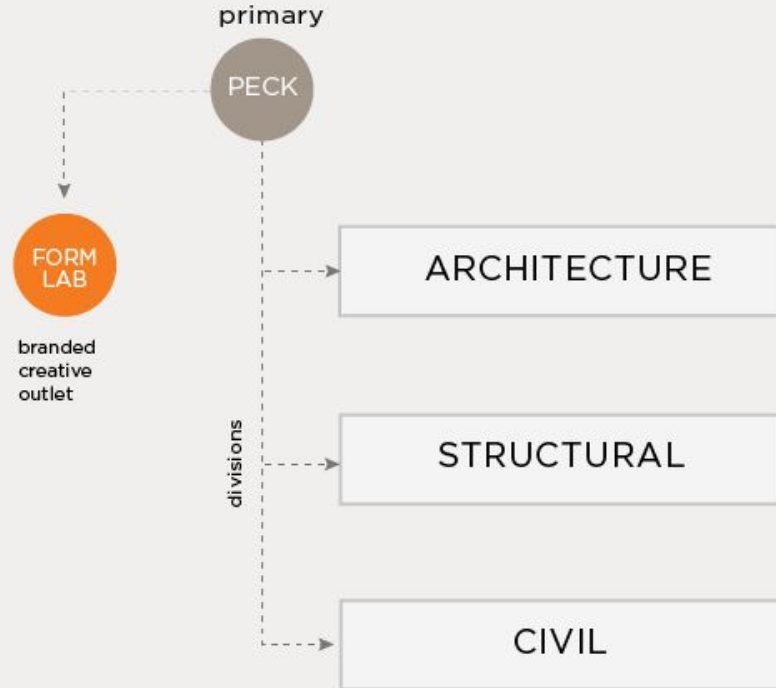


There is no question that PECK was, and still is, defined by its founder, Chris Peck. Educated in Architecture at UCLA , Structural Engineering at Princeton, and Civil Engineering at Lafayette College, he is well versed in all three disciplines which is rare in his field.



REINVENTING THE CM PECK BRAND

The firm was stuck
in a place where
they couldn't see
themselves clearly.
It was time for
clarification.



'CM Peck Inc' becomes Peck

We started with strongly recommending that they simplify their name by omitting the 'CM'. We think that the simple wordmark, PECK, will not only garner more respect, but provide the entire staff with pride. (Not to mention, there is a wrestler named CM Punk.)



The diagram illustrates the proposed name change. On the left, the text 'c m peck' is shown in a lowercase, sans-serif font. Above the 'c m' is a thin horizontal line, and above the 'peck' is a thick horizontal bar. A dashed arrow points from this text to the right, where the word 'PECK' is displayed in a bold, uppercase, sans-serif font.

Special Modern Design immersed ourselves into their business reports, researched the current landscape and interviewed past and present clients and staff members. Getting an outside perspective is usually one of the best ways to gain insight into the company and its culture. Results (and recommendations) are documented in our Brand Development Document.



KEY TARGET AUDIENCES



DIVISIONS

PECK

PECK
ARCHITECTURE

PECK
STRUCTURAL

PECK
CIVIL

INTERRELATIONSHIP



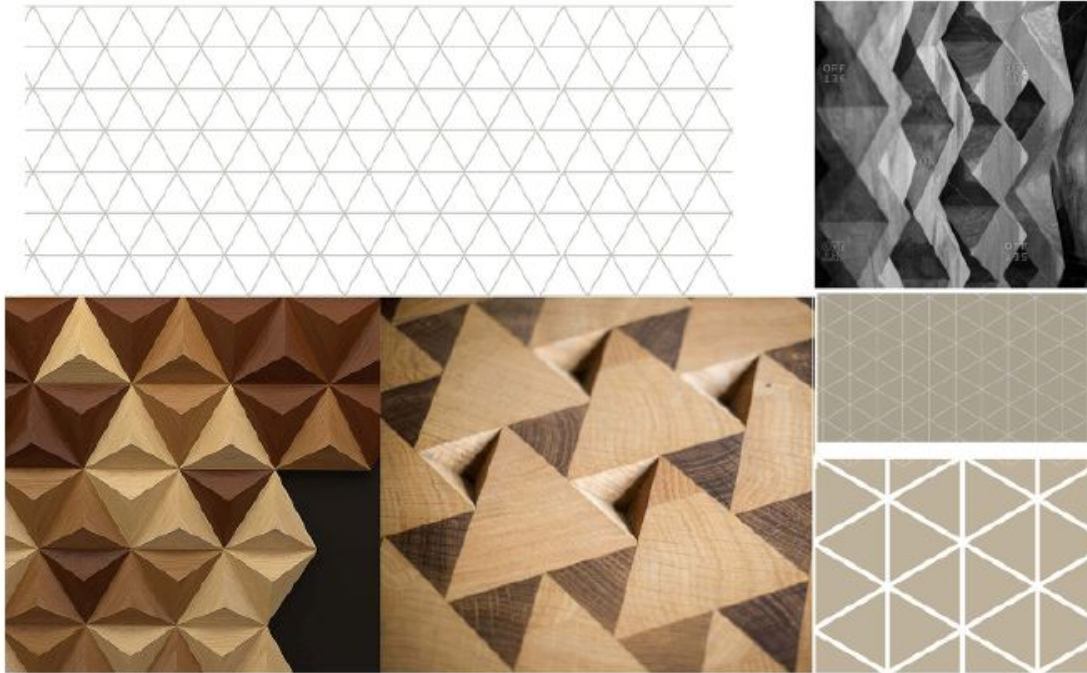
BRAND PERSONALITY

DUNE BUGGY



HOW IT RELATES:

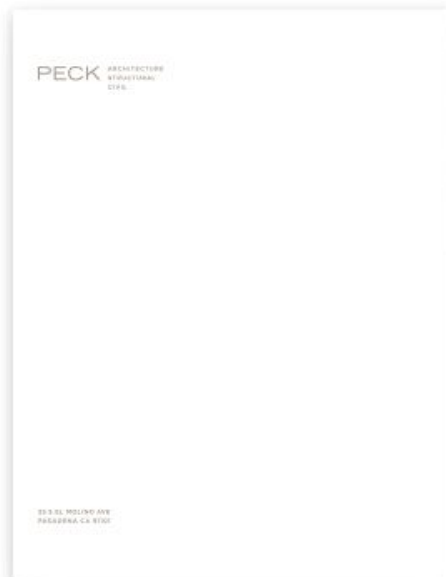
- A dune buggy is built for a specific purpose
- It is minimal in nature with exposed structure
- Sturdy and simple
- Light and agile
- Minimally designed for its purpose
- Customizable, easily modified
- Recall you can roll it and it takes on naming



Our inspiration sprang out of a triangular tessellation pattern we came upon. The triangle symbolizes strength and stability which is what we wanted to convey.

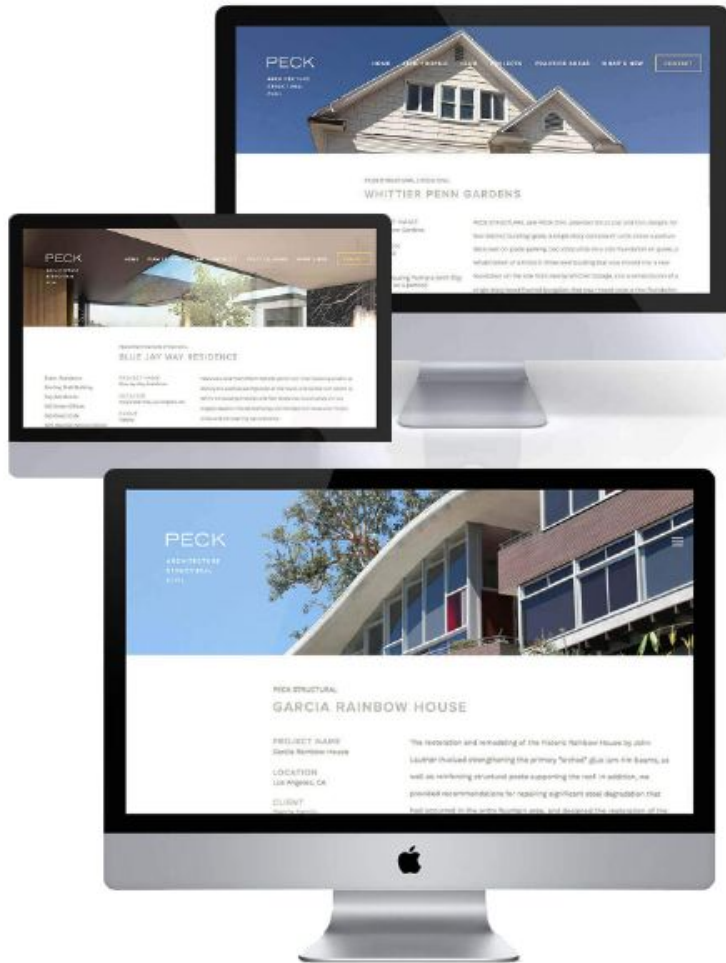
So after many iterations of the designs, we landed on a beautifully consistent pattern and put a healthy amount of design into the business card. We particularly put a lot of design into the business card to provide them with something rich and personal that they can be proud of as they hand it to others.





PECK

ARCHITECTURE
STRUCTURAL
CIVIL



“We want the website to tell our story in a compelling and captivating way.”



**SPECIAL
MODERN
DESIGN**

Our Scope for this project:

NAME CONSULTING

STRATEGIC CONCEPT

BRAND MESSAGING

BRAND IDENTITY DESIGN

LOGO DESIGN

GRAPHIC DESIGN

VISUAL VOCABULARY

WEBSITE DESIGN & DEVELOPMENT

Thank you

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Know someone who needs 'special treatment'?

specialmoderndesign.com