

WHAT IS BRANDING?

Branding encompasses the entire experience that prospects, customers, and employees have with a company. Branding drives real change that boosts your bottom line.

WHY BRANDING?

INTERNALLY...

- Builds a unified culture that guides action.
- Results in efficient employee performance by communicating expectations. The result: teams who care.
- Attracts prospective employees aligned with your visions.
- Sets the brand tempo so employees can sell to customers effectively.

EXTERNALLY...

- Drives sales by differentiating you from competitors.
- Supports your pricing structure by shaping perceptions about your service/product.
- Boosts the bottom line by ensuring ongoing customer engagement.
- Builds customer trust by establishing visibility and credibility.

WHY SAGE?

- 1 EXPERIENCE** We've helped many companies successfully define their brand voice, including a range of associated companies such as IMACC and HSE-U.
- 2 KNOW-HOW** We distinctly understand your industry. From O&G to petrochemical, pulp & paper, and beyond, we understand what you do, who your customers are, and what you need.
- 3 PROVEN RESULTS** Sage has the most established, distinctive brand in the environmental consulting industry. We've done it for ourselves, now let us help you!

866-234-5768
sageenvironmental.com

LOCATIONS

AND MANY MORE ON THE WAY!

ASHEVILLE

1006 North Fork Road
Marshall, NC 28753

ATLANTA

600 Chastain Road NW, Suite 320
Kennesaw, GA 30144

AUSTIN

4611 Bee Caves Road
Suite #100
Austin, TX 78746

BATON ROUGE

8440 Jefferson Highway, Suite 400
Baton Rouge, LA 70809

BEAUMONT

5550 Eastex Freeway, Suite G
Beaumont, TX 77708

CHICAGO

20 N. Wacker Drive, Suite 2825
Chicago, IL 60606

DALLAS

720 West Arapaho Road
Richardson, TX 75080

DENVER

1905 Sherman Street, #1010
Denver, CO 80203

GREEN BAY

W 6906 Number 2.5 Lane
Menominee, MI 49858

HOUSTON

12727 Featherwood Drive, #210
Houston, TX 77034

LAKE CHARLES

826 Ford Street
Lake Charles, LA 70601

LARAMIE

410 Grand Street, #303
Laramie, WY 82070

LOS ANGELES

117 Bay Shore
Long Beach, CA 90803

NEWARK

Regus Office Complex
30 Knightsbridge Road
Piscataway Township, NJ 08854

NEW ORLEANS

3525 N. Causeway Boulevard
Suite 902
Metairie, LA 70002

OKLAHOMA CITY (AQUATIC TOXICITY LAB)

832 NW 67th Street
Oklahoma City, OK 73116

PHILADELPHIA

535 North Church Street
West Chester, PA 19380

RICHMOND

2601 Swanhurst Drive
Midlothian, VA 23113

SAN DIEGO

506 West Vista Way
Vista, CA 92083

SAN FRANCISCO

18 Evergreen Drive
Orinda, CA 94563

ST. LOUIS

127 West Clinton Place
Kirkwood, MO 63122

SAGE

ENVIRONMENTAL CONSULTING

Friendly Service, No Surprises!®

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BRANDING



SAGE

ENVIRONMENTAL CONSULTING

Friendly Service, No Surprises!®

Sage offers specialty branding services to industrial clients that seek to increase their presence in a competitive market.

We're the most recognized name in our industry.
Let us help make you the top in yours.

sageenvironmental.com

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ABOUT SAGE

WHAT WE DO AND HOW WE BECAME A RECOGNIZED BRAND

Founded in 1998, Sage Environmental Consulting provides a full range of environmental services to meet your permitting and compliance needs. We're also a recognized leader in the environmental consulting industry, distinguished since 2007 by the Inc. 5000 as one of the fastest growing companies to watch.

The reason for our success: quality services *and* a quality experience.

WHY BRANDING?

OUR SUCCESS STORY, MAKE IT YOUR OWN

What began as a consultancy focused solely on air quickly expanded to run the gamut of environmental services. Why? Because our clients wanted more—of us.

Our customers enjoy the Sage experience. That's what makes up the Sage brand.

INTERNALLY, the Sage brand has defined our culture. It's helped us understand and promote a unified vision within our company. We see ourselves as a work hard, fun-loving culture, and our employees make sure to live up to it.

EXTERNALLY, the Sage brand has become associated with top environmental services provided by friendly experts. Customers trust our brand, so they're more likely to hire us to do more work, even if it's a new service we are providing.

In an industry that rarely thinks about presence,

BRANDING HAS HELPED GET US WHERE WE ARE.

And it can help you too. Let us show you how.

YOUR PERSONALIZED BRAND

WHAT WE DO FOR YOU

Sage works with you to create a company brand in line with your corporate goals, values, and ideals. Our creative team creates the content and visuals to support your brand identity—from initial logo design to work product content creation, design, and implementation.

AND HOW WE DO IT

From full-scale brand identity (including logo design and core messaging) to designing and implementing specific branding and communications campaigns, here's how we do it:

1 FIRST WE DEFINE THE PROJECT SCOPE, SCHEDULE, BUDGET, AND DEVELOP YOUR BRAND STRATEGY

Our project begins with a collaborative effort to create a comprehensive project/brand summary, which will provide a pathway from start to finish. We work with you to establish the following:

- Culture
- Competitive Advantages and Ideals
- Emotional Connections with Employees and Customers

These focal points are translated into content that tells your story, and establishes your voice and brand signature. No matter where you go or what you do, your voice must remain clear, recognizable, and consistent.

MEET RAMONA LISZT, SAGE'S BRANDING TALENT

As Sage's Creative Director, Ramona acts as a culture coach, helping companies understand and rally around what makes them unique. She helps clients establish a vision and pathway for the future and acts as a conduit between top-level designers and industry clients; attracting the best talent to industries typically undeserved by the creative community.

OUR KNOW-HOW

2 THEN WE DEVELOP CONTENT

Brand messaging works on both core and superficial levels, declaring a central message as well as a timely one, that is used for a specific time, place, and audience. We help you develop your brand identity and information by ensuring they work together to convey a cohesive message effectively.

3 LASTLY, WE PUT IT ALL TOGETHER WITH VISUALS

Successful visuals are where you achieve real traction in the market place, creating an instant emotional connection that encourages repeat business, and ensures company growth. The result: customers and employees who are truly invested in your success.

WHAT IS THE LACK OF A CONSISTENT BRAND COSTING YOU?

A strong brand identity draws top talent, customers, and new business opportunities.

The cost of missed talent, sales, and opportunities is difficult to quantify, but one thing is apparent: branding is an investment worth making, and worth doing right.

CONTACT US

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