

## IRgA Branding Project Evolves to New Logo and Tagline



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President  
2007-2008

This issue of *REPRO REPORT* marks the introduction of a logo and tagline for the IRgA. The new look and feel is needed to bring our association up-to-date and portray a more modern message of what our association and its member companies stand for. The new identity marks the next phase of the IRgA's ongoing re-branding initiative. The next step is to incorporate the new logo and tagline into all IRgA correspondence and to bring the new messaging to the AEC industry.

What follows is a summary of the branding project—how it came to be and the logical progression to where we are today. On page 6 is an article about how the new logo and tagline came to be. On page 32, our executive director, Steve Bova, offers some suggestions on how you can tap into the IRgA's brand messaging to maximize your company's connection with the AEC industry.

### Evolution of the IRgA Brand

In January 2004, the IRgA Board of Directors met for an intensive strategic planning session that helped set the future direction for our organization. The top priority was to develop an identity for the reprographics industry as the premier resource for construction printing and digital document management services.

The other two priorities dovetail with the re-branding effort: Add value to the industry and to member companies as well as develop a knowledge repository for the dissemination of industry information.

The first step in our re-branding initiative was to gain perceptions about reprographics from the AEC community. The IRgA hired SmithBucklin Corporation to conduct an independent study on the IRgA's behalf. The study included gathering qualitative data through member and

end customer telephone interviews. We got feedback on primary products/services, needs, trends, challenges, competition, factors determining the use of an outside reprographer, perceptions of the reprographics industry and the unique benefit/value of using a reprographer.

This data helped form a quantitative research study aimed at identifying AEC reproduction needs, current and projected usage, influencers in using a specific reprographer, benefits gained by using a reprographer, perceptions of the reprographics industry, issues/challenges and professional affiliations and their value.

We sent a survey in December 2005 to architecture firms, engineering firms and construction companies in North America. The study garnered responses from 158 firms and offers tremendous insight from our customers' perspective (you can view the entire survey results on [www.irga.com](http://www.irga.com) by clicking on Branding under the About IRgA tab).

The results were not necessarily flattering. The general theme was that reprographics customers perceived our industry as being somewhat old and stodgy—unsophisticated.

On the bright side, reprographers were seen as ethical, responsive, professional, efficient, timely and knowledgeable. However, reprographers were least perceived by their customers to be on the cutting edge, innovative, leaders, proactive, partners and specialized.

This information quickly led the IRgA Board to decide it needed to develop a new look and message to change the negative perceptions of our industry.

### The IRgA Brand Essence

The survey results were conveyed at the 2005 Annual Convention and

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were posted on the IRgA's Web site for download. Following the survey, the IRgA worked with a branding expert, Cindy Kuhn of SmithBucklin, who led the board through a series of exercises to funnel down and define our brand positioning statement.

### IRgA Brand Essence:

*Reprographers offer professional expertise in project-critical large/wide-format document distribution and management.*

### Concepts Behind the Logo and Tagline

It was agreed that the IRgA would create a strong brand identity and consistent messaging with its new logo and tagline. It was important for the final product to:

- Differentiate reprographics professionals as being leading-edge partners in the AEC community;
- Generate awareness in the industry of the benefits of partnering with reprographers; and
- Establish the IRgA as *the* organization for reprographers.

We wanted the tagline to describe who/what the organization represents, speak to prospective IRgA members, speak to IRgA members' customers—the AEC industry, and create a tie between the past and present—print and digital services. We focused on the importance of drawing a link from our blueprinting roots to establish credibility by virtue of our longevity, emphasized the fact that our knowledge and professionalism differentiates reprographers from other printers, and connected to the future by focusing on how our industry is evolving and becoming technology leaders.

We expect the new logo and tagline will help build credibility for the IRgA and its member companies, encourage greater participation in the IRgA and its offerings, and help IRgA members to increase the number and loyalty of customers. Our ultimate goal is for IRgA members to be the first choice for project-critical large/wide-format document distribution and management. ●

## IRgA 2006 Operating Ratio Study Focuses on Impacting Profitability

Due to the changing economic climate, the IRgA wants to remind members that the IRgA 2006 Operating Ratio Study is still available.

The study provides valuable industry profitability information to the industry at large and the IRgA membership in particular to be able to benchmark their company performance. Q.P. Consulting, Inc. conducted the survey by surveying more than 50 IRgA member and non-member participants. In its second edition, this financial report covers the 2005 fiscal year and features a detailed analysis of financial performance by companies in the reprographics industry. The 2006 Operating Ratio Study includes:

- 25 Profit and Loss Statements;
- 14 Balance Sheets;
- At-a-glance color charts, tables, and graphs;
- An extensive executive summary by report author, Larry Hunt;
- Information on the Operating Ratio Survey and participants;
- Operational ratios data and comparisons;
- 2006-2007 Profitability Worksheet; and
- A bonus article on equipment leasing payments and negotiations.

The study represents a compilation of financial data pertaining to various sales, expenses and profits reported by more than 50 survey participants, representing various gross sales categories, market sizes, geographic locations, and many other significant sectors of the reprographics industry. The groundbreaking industry report is focused on impacting the profitability of individual companies. Reprographic firms can compare key ratios against similarly sized companies, utilizing this information to achieve new levels of financial success and to better understand the economic environment of the industry.

Copies of the IRgA 2006 Operating Ratio Study Report can be purchased at [www.irga.com](http://www.irga.com) in the IRgA Bookstore at \$99 for IRgA members and \$249 for non-members. ●