

Cultural Branding

Developing Your Authentic Brand™
Delivering Your Perfect Customer Experience



IT'S ABOUT THE EXPERIENCE.®



Who

Are You?

Where does your Brand Identity come from?

Our Process to find the **New You:**

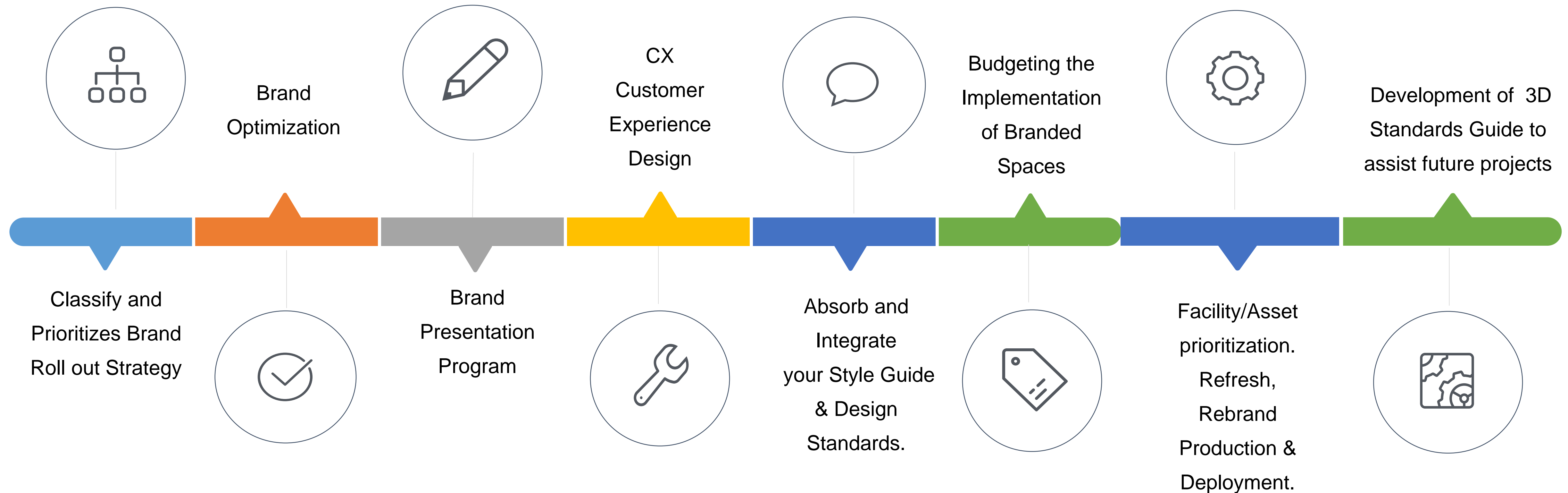


Omni-Channel Brand



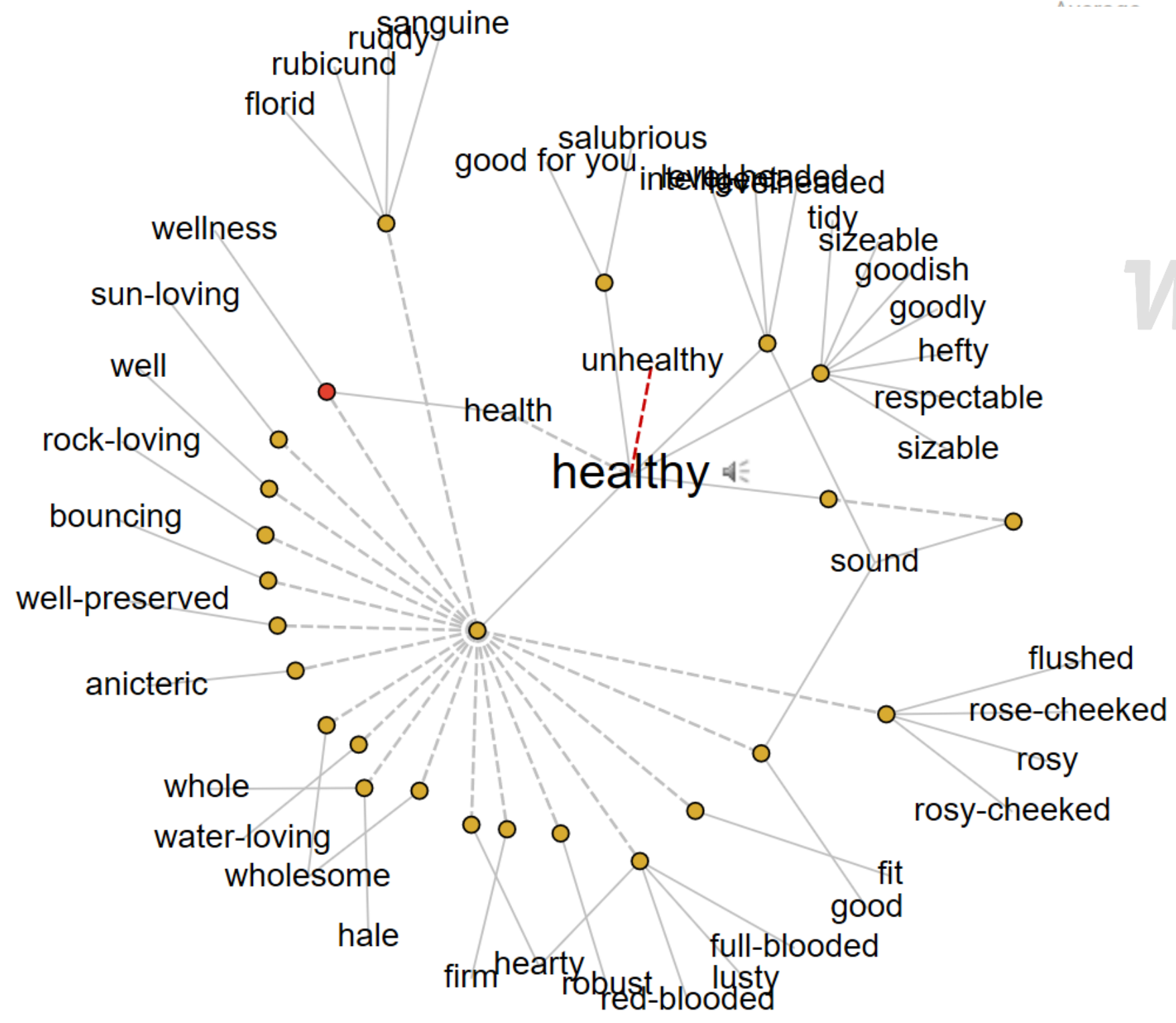
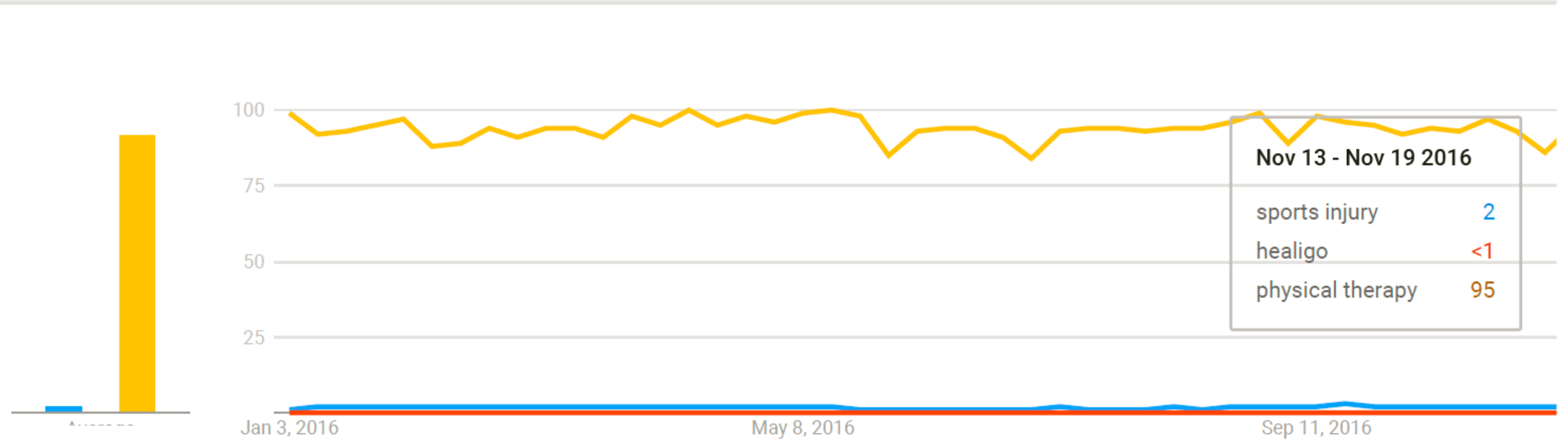
Creating your Brand of the Future

Moving from Customers to Brand Advocates





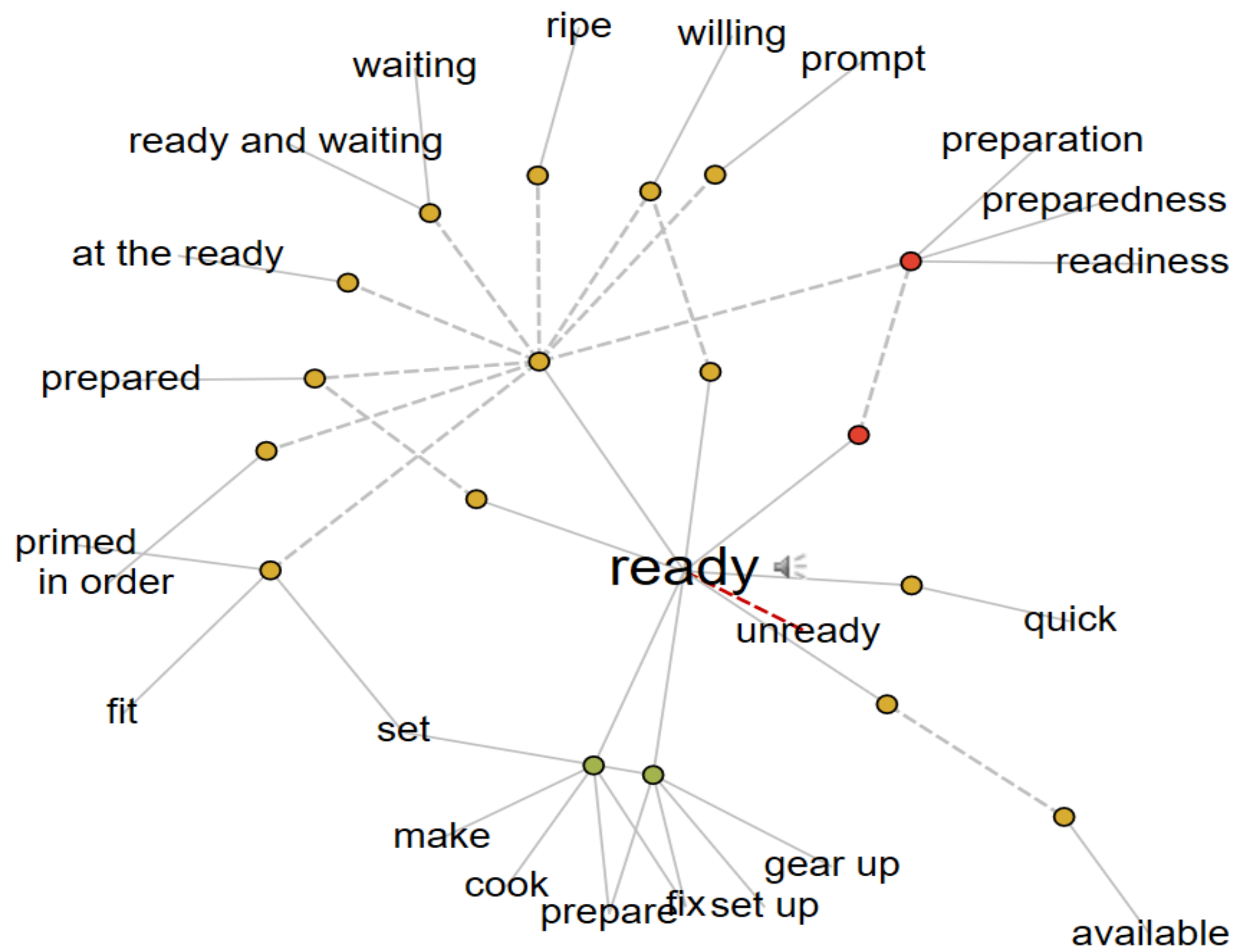
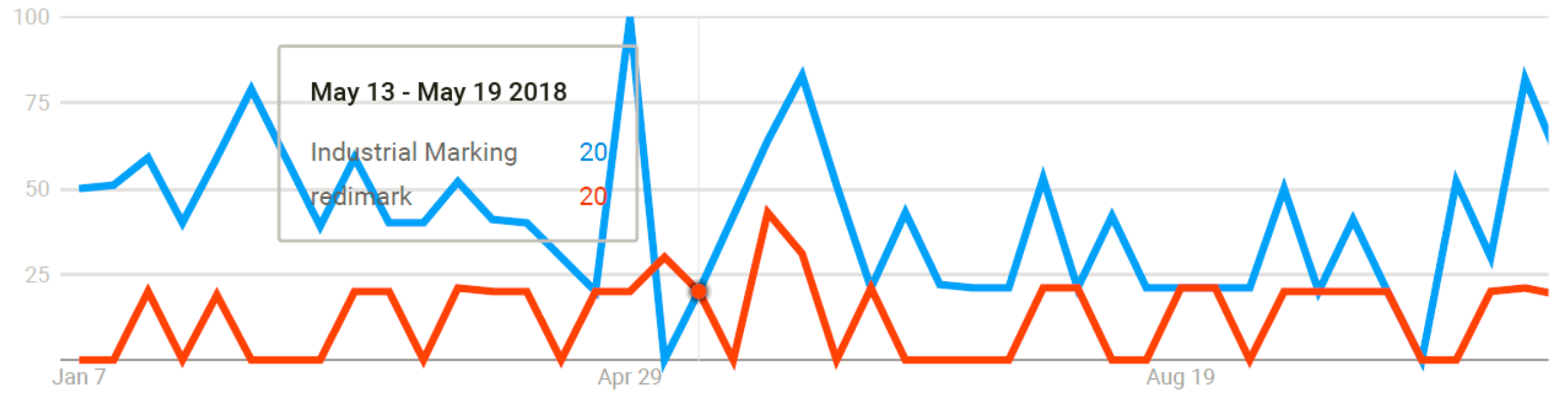
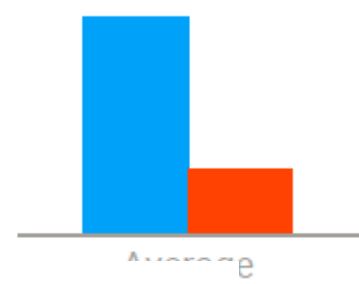
Interest over time



well connect+d
became

Healigo





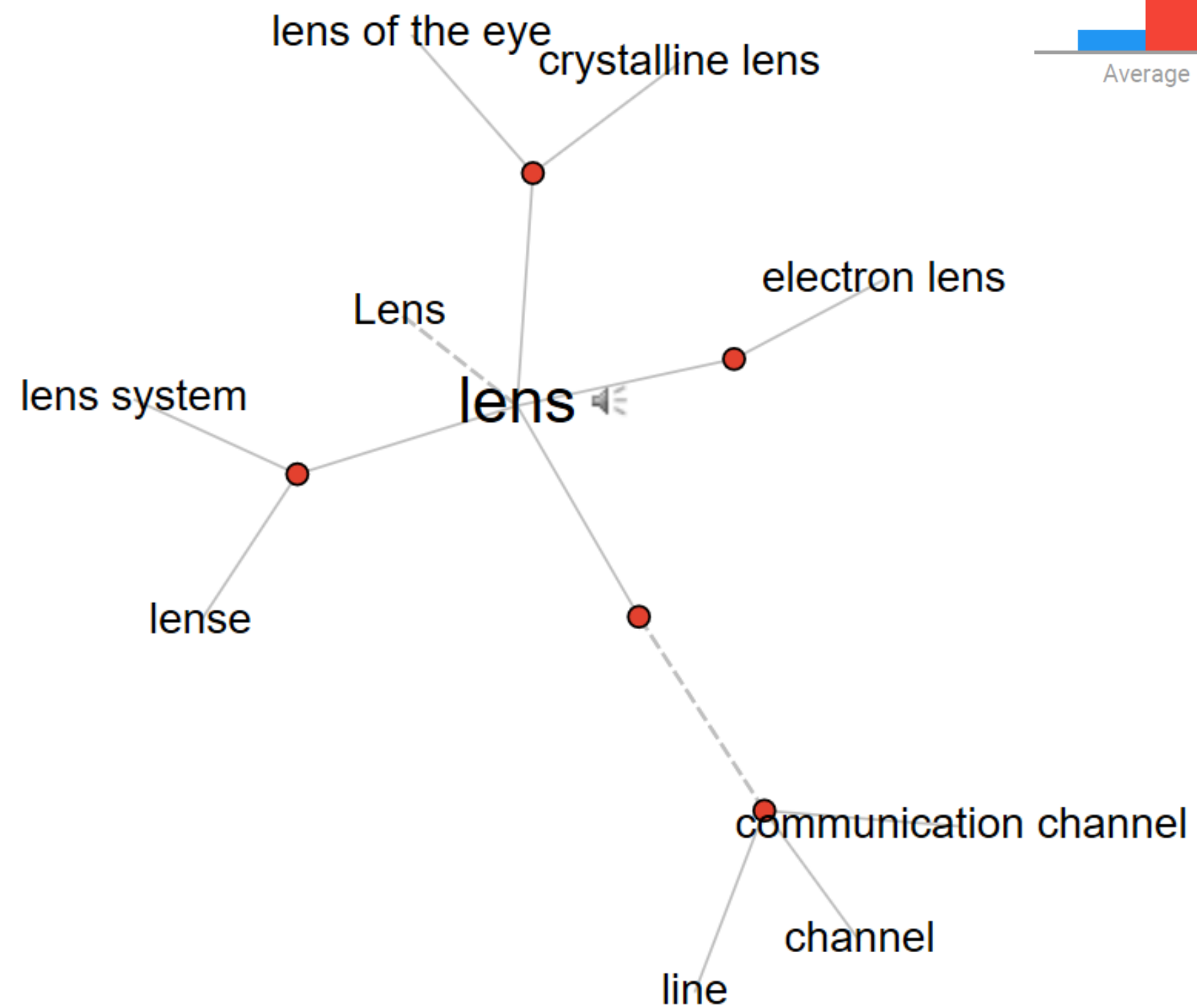
Matthews
INDUSTRIES

introduced

redimark



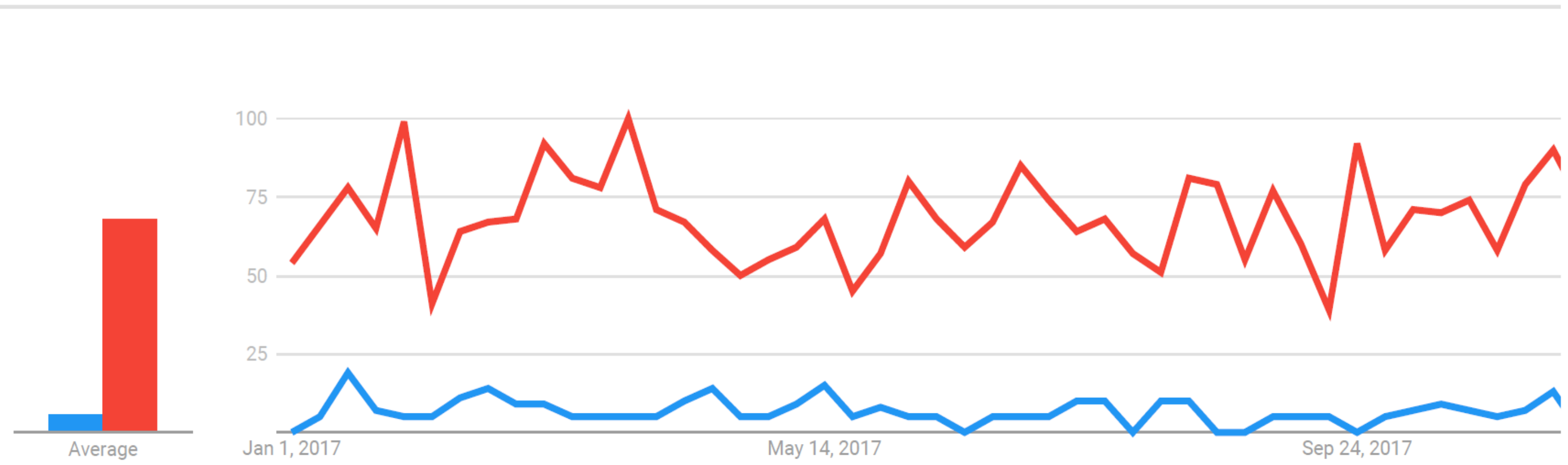
IMAGE 4



Interest over time ?

● Clean room design
Topic

● led lighting ceiling
Search term



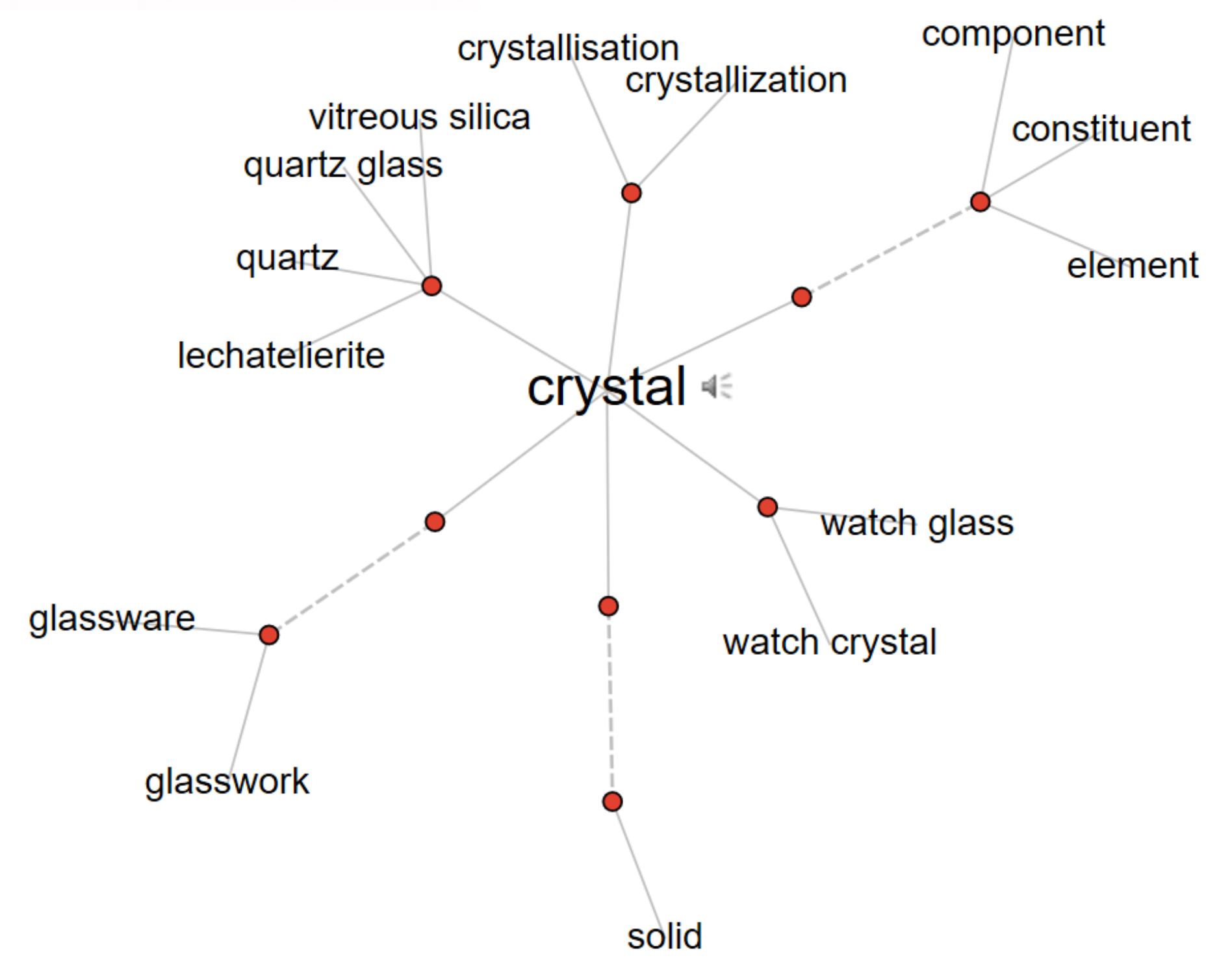
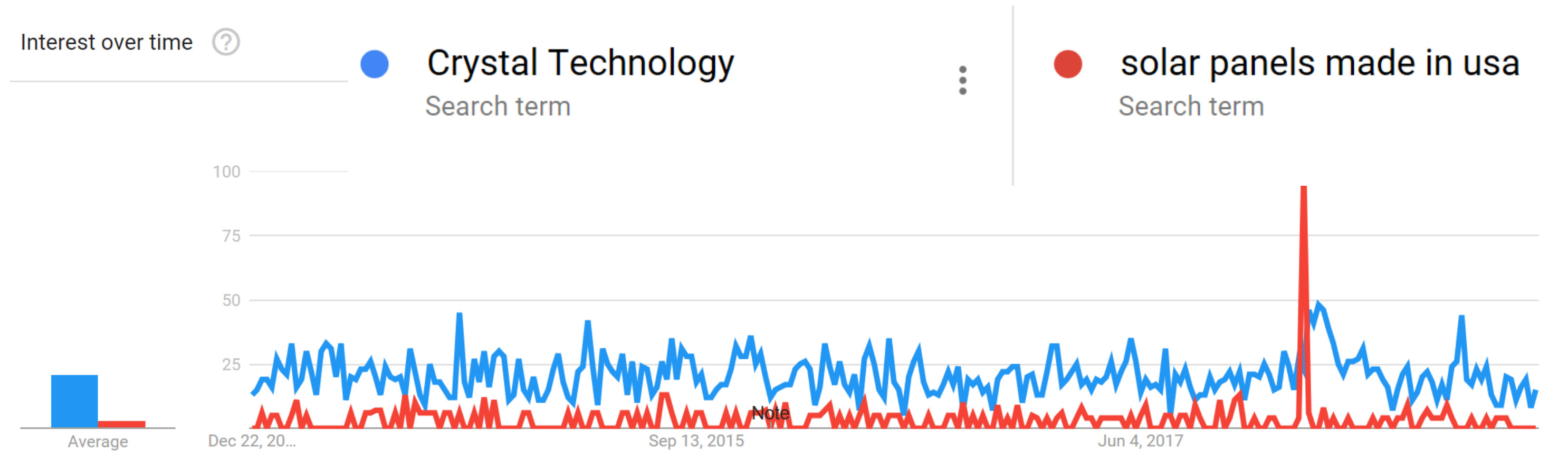
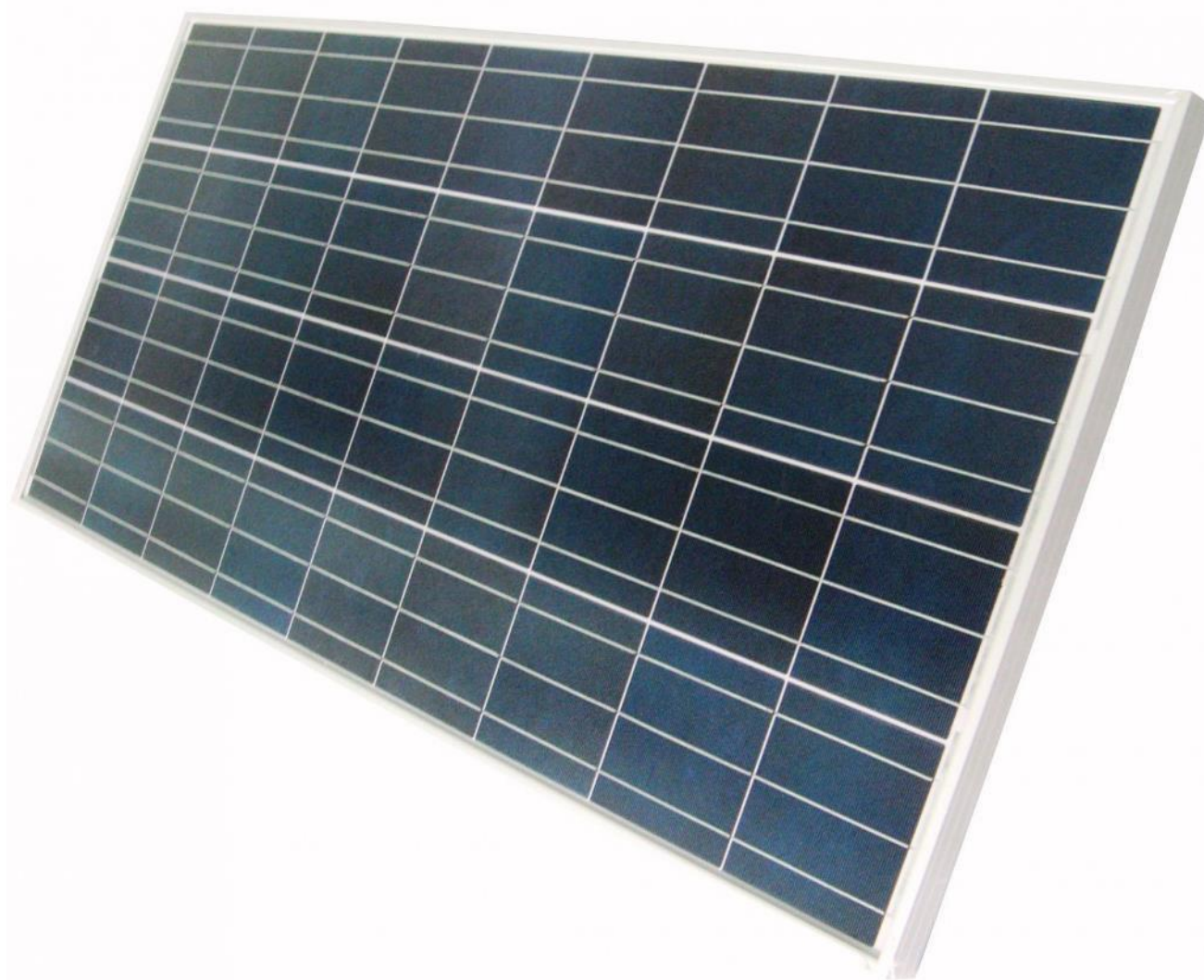
introducing



LED ENERGY AND PERFORMANCE SOLUTIONS



IMAGE 4



introducing



crystalent
TECHNOLOGIES





Experience Design

How does your Customer feel about your Brand when he /she leaves your Branch?

How can we manage that Experience to amplify your Brand and create a Brand Advocate?

We carefully entwine marketing, sales and service-delivery touch points to create a rich, omni-channel platform- your branch.

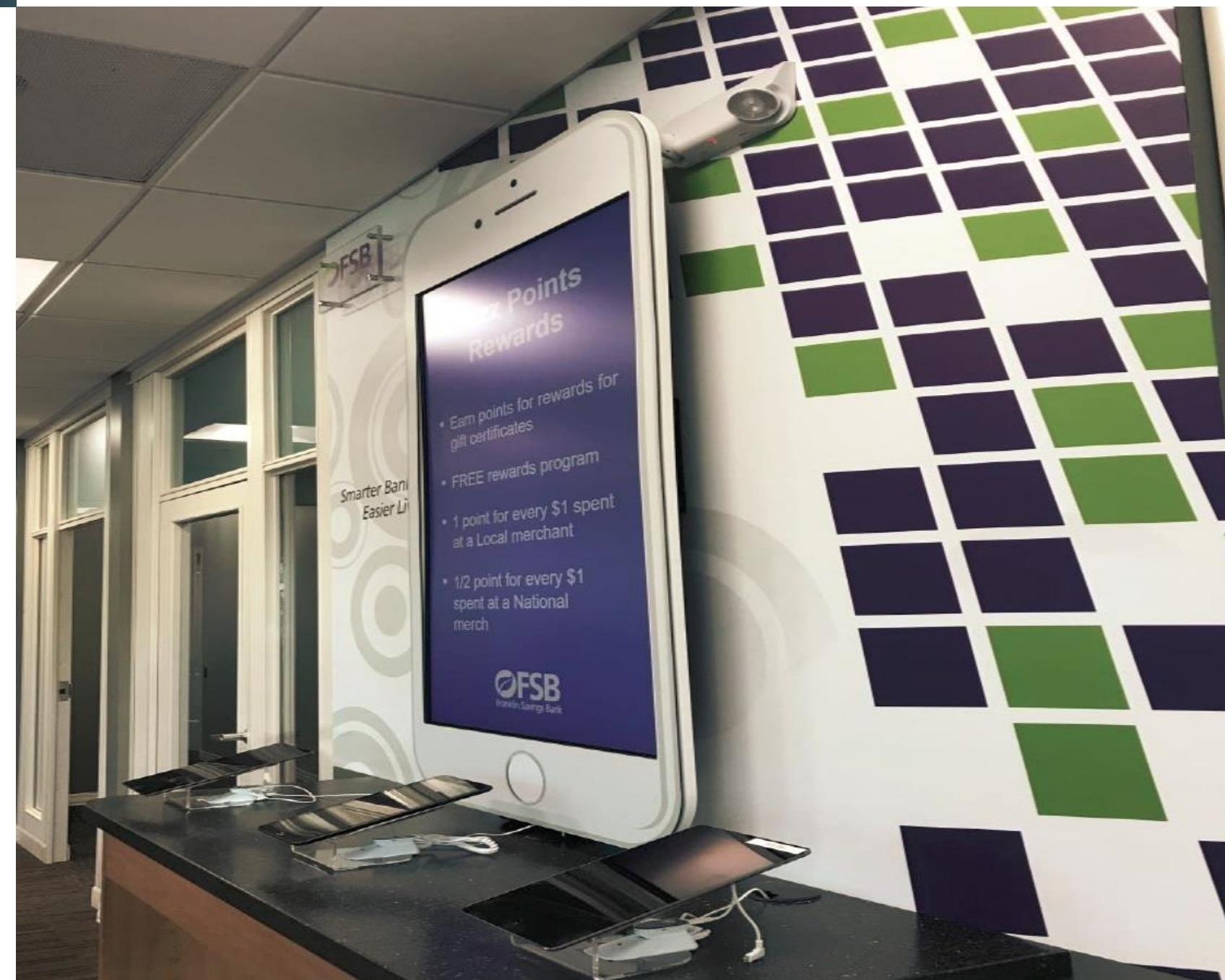


Touch points:

Omni-Channel

What your Customer begins on line/in-app can be integrated into the face-to-face, high-value in-branch experience.

Monitors that deliver content, touch-screens and devices all from part of today's in-branch experience.



Touch points:

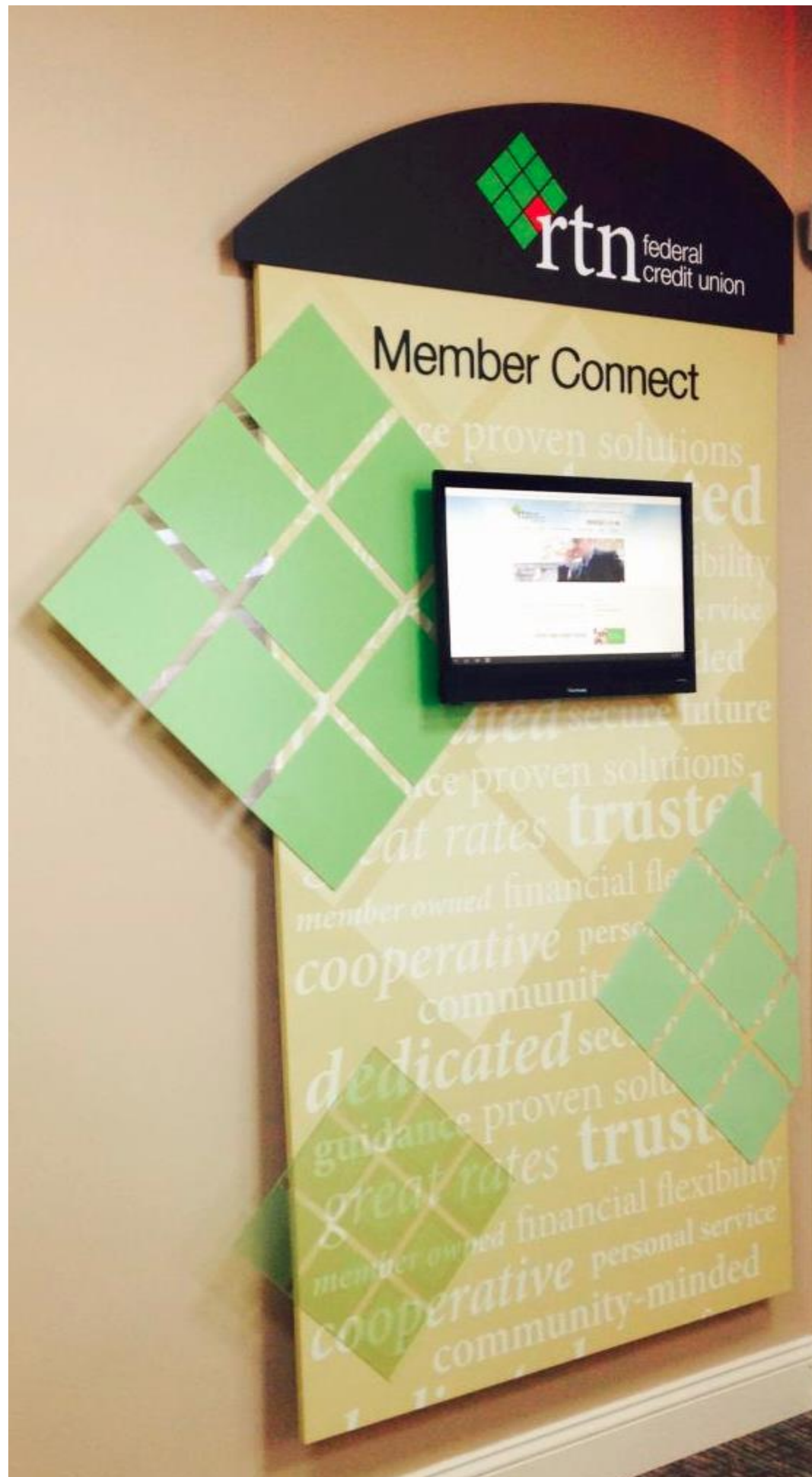
Customer Journey

Manage your Customer's journey through your space and in your Brand.

Low-friction transactions can be accommodated along with high-value experiences - providing the necessary privacy for staff and customers alike..



Brand Authenticity



Linking Brand & Space

Using Culture-to-Brand discoveries, we implement an existing brand standard or explore and define how to execute a refreshed or new brand in your environments.



Interior Design & Decor

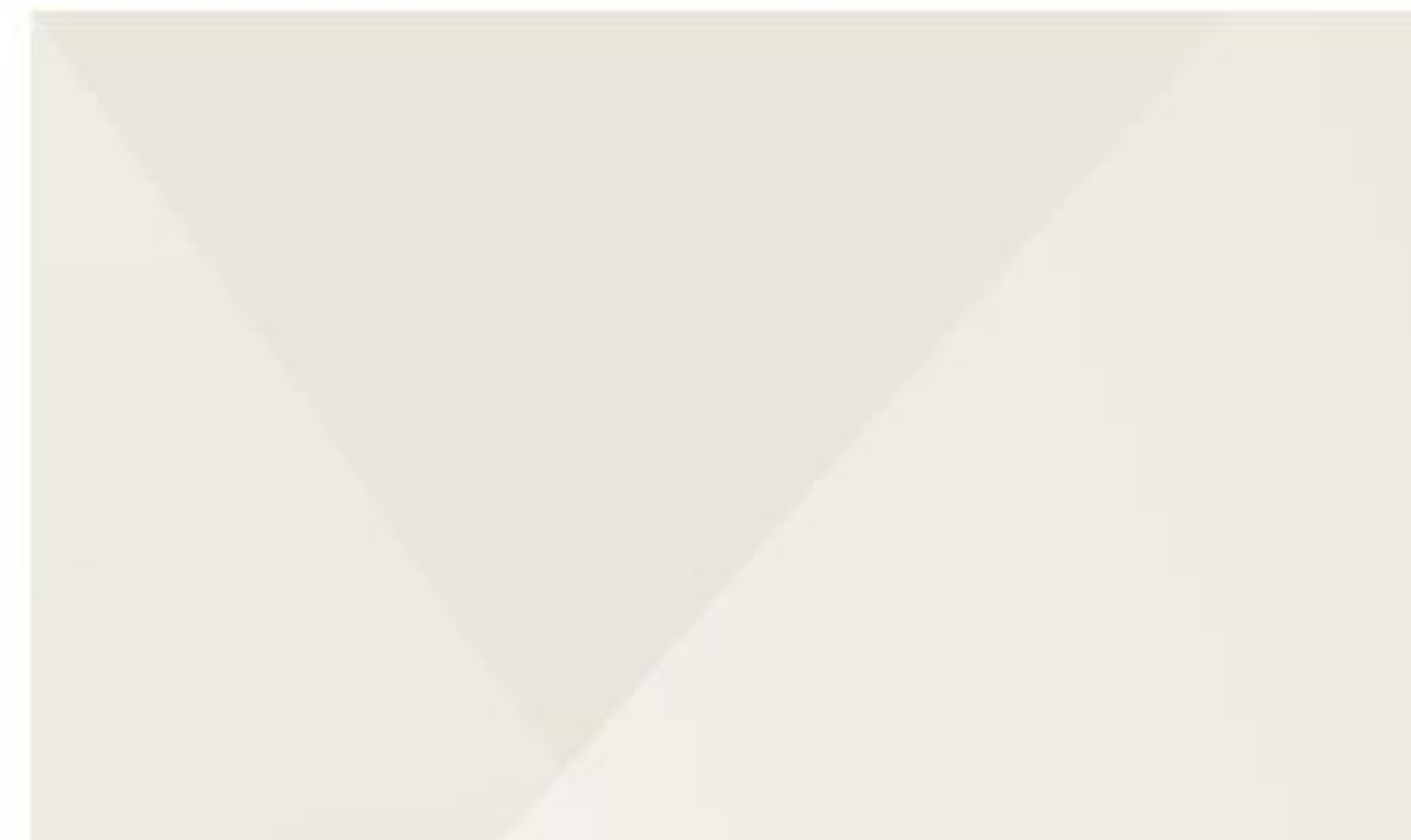
As part of this process we will bring you physical samples of the branded pieces we are designing. Our in-house production arm ensures that we manage Brand, fulfill desired design concepts and stay on schedule while staying in budget.

Brand to Branch™ | Brand-immersive Customer Experiences



IT'S ABOUT THE EXPERIENCE.®

ST. MARY'S CREDIT UNION
Westborough, MA
New Branch Build
4,000 sq ft.





DEAN BANK

Bellingham, MA

New Branch Interior
2,000 sq ft.



MEMBERS FIRST CREDIT UNION

Bedford, NH

New Build Branch
1,200 sq ft.



IT'S ABOUT THE EXPERIENCE.®

ST. MARY'S BANK

Manchester, NH

New Headquarters & Branch

24,000 sq ft.



MEET OUR TEAM

More than 20 Professionals Serving our Clients Nationwide



Jeff Baker
CEO, Creative Director
Brand Strategy & Process



Liz Hummel
VP Operations, LEED ID+C
Architecture & Brand
Presentation



Brandie Shydo
Content + Communications Manager
Brand Personality & Communication



Heather Lynn
Senior Designer
Brand Concept and
Development



Dave Newell
Senior Project Manager
Brand and Project Integration



Amy Judson
Construction Project Manager
Brand Actualization



IMAGE 4

Experience Design

Come visit us at our headquarters in Manchester, New Hampshire,
or in our showroom at the Architectural Innovation Center in New York City.

The coffee is on us!

Corporate Office:

7 Perimeter Road
Manchester, NH 03103
Phone: 978.615.9669
Fax: 603.644.5810

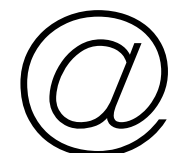
New York Showroom:

740 Broadway
New York, NY 10003
Phone: 646.849.9211
By Appointment, please inquire



1-800-735-1130

Always Answered by a Human



sales@image4.com

Reach Out, Touch Base



www.image4.com

Learn What's New



IMAGE 4

IT'S ABOUT THE EXPERIENCE.®