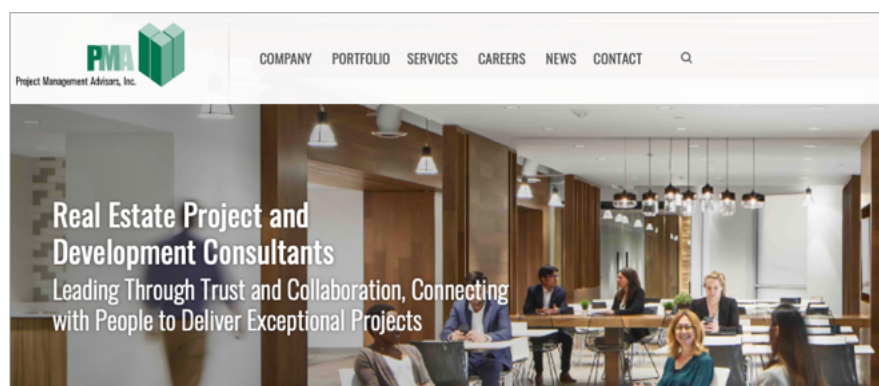


Linda Stephens

## BRAND MESSAGING & WRITING PROJECT MANAGEMENT ADVISORS INC

Project Management Advisors (PMA) asked Linda Stephens to refine their brand messaging and develop copy for a new website. Working collaboratively with a core stakeholder group of leaders, the firm's passionate commitment to building trust-based relationships revealed itself as foundational to their message and market differentiation. The firm's set of strongly held and cultivated values support this positioning and copy was created to communicate this throughout the website and, subsequently, other marketing collateral.



### ABOUT US

Project Management Advisors (PMA) believes that relationships built on trust achieve optimal results. Whether we are managing the entire development of a multi-building campus or advising an investor in a real estate project, earning our client's confidence is the first and most important step toward success.

Trust doesn't just happen; it is earned. Integrity, fairness and diligence are among the qualities that we value most and are fundamental to our way of doing business, elemental to each day, each meeting and every email. These core principles guide our business and our teams:



### WORKING AT PMA

Our people are our most important resource. The technical skills, knowledge, and professional experiences that have shaped your career are critical to our business and our ability to help our clients realize their project goals.

Equally essential to us is who you are personally - your motivations, capacity for honest communication and enthusiasm for problem solving and collaboration. Who you are matters because people build relationships and, at PMA, relationships built on trust are essential to success.

If you're interested in building relationships along with your career and PMA sounds like the right fit, we invite you to talk with us.

“ PMA has always been about teamwork, collaboration and results for our clients - it always feels like we are all rowing in unison, no matter what office, project or client. ”

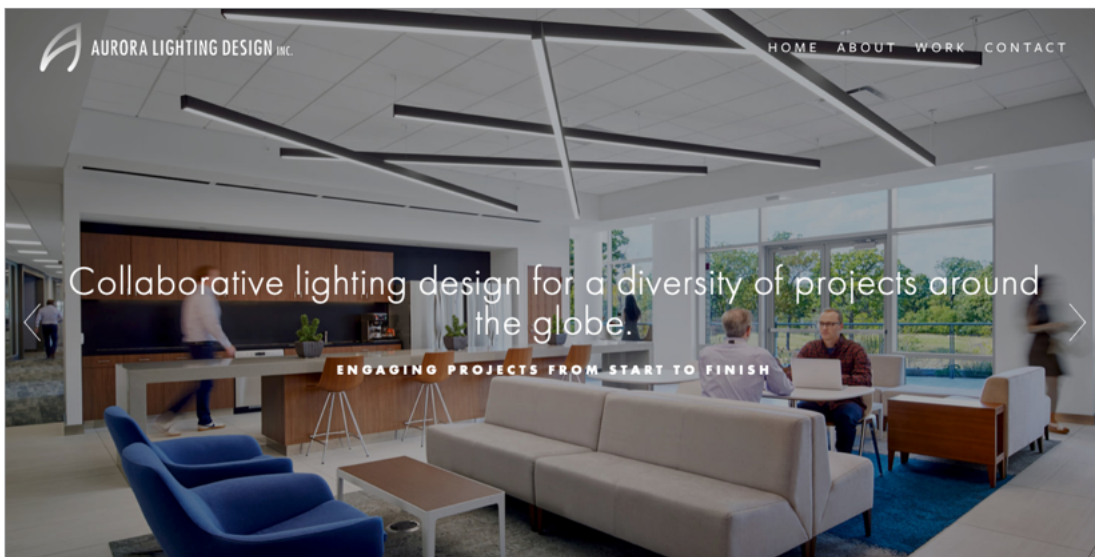
BERNIE BAKER  
VICE PRESIDENT



Linda Stephens

## POSITIONING & WRITING AURORA LIGHTING DESIGN INC

Aurora Lighting Design creates inspiring environments working directly for clients or as a specialty consultant to a larger architectural design team. Their website was dated, lacked cohesion and was ineffective at communicating the firm's extensive experience and capabilities. Linda Stephens led firm leadership through a deep assessment process designed to bring clarity and refinement to messaging pillars including innovation, responsiveness, creativity and technical expertise. This served as the foundation for copy development and the creation of a completely new website and other marketing efforts.



Aurora Lighting Design offers imaginative lighting solutions and responsive team collaboration to deliver luminous projects around the globe.

Designing inspiring environments requires a sensitive balancing of project goals. Creativity and ingenuity must blend with technical aptitude and budget parameters so that spaces both feel and function beautifully. Many disciplines join together, each contributing expertise that will elevate a project to the exceptional.

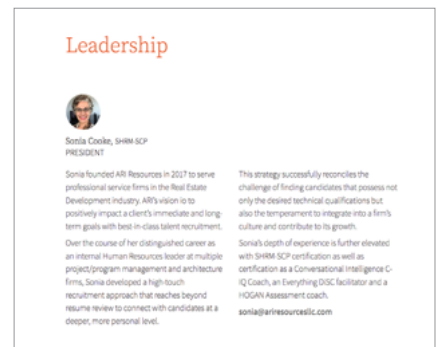
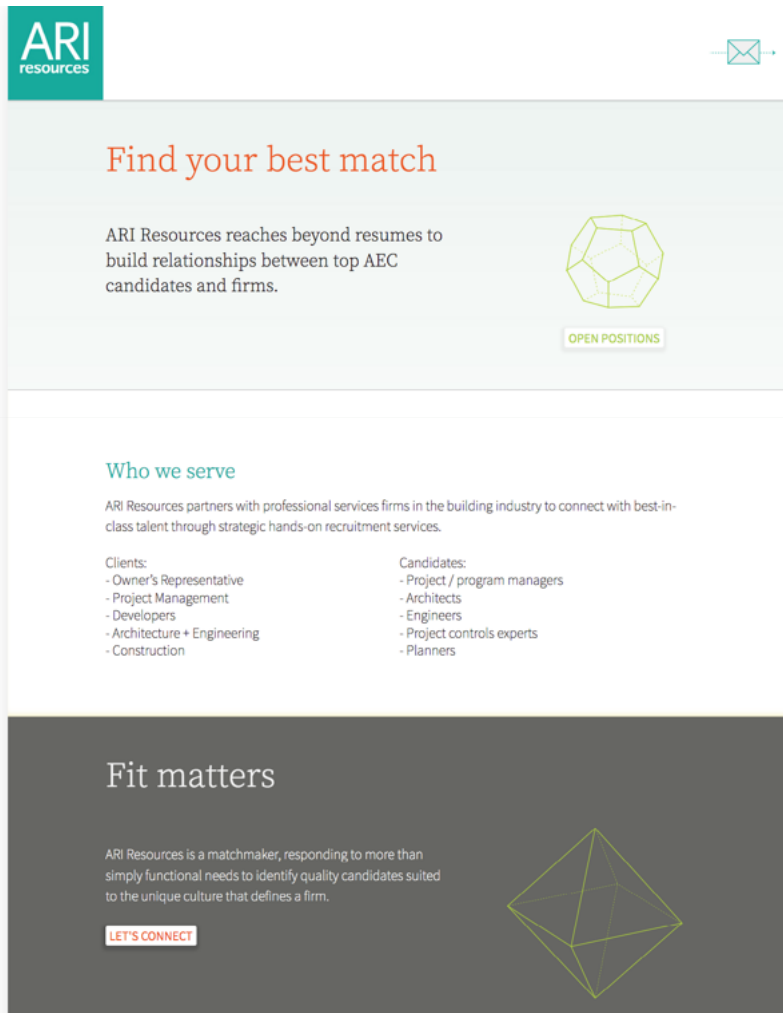
Years of experience have confirmed for us that team integration and effective communication generate stirring, cohesive and dynamic outcomes. At AID, our approach embraces collaboration, bringing our inventiveness and technical expertise in lighting design to a project along with our steadfast commitment to follow through.

Light enhances and enlivens space. Beauty is achieved through the mastery of the technical characteristics of light in cooperation with the vision of the design team.

Aurora Lighting Design imagines creative alternatives and innovates workable solutions to address any design challenge. By engaging projects from the early beginnings through completion, we deliver well-engineered results that serve both aesthetic and functional objectives.

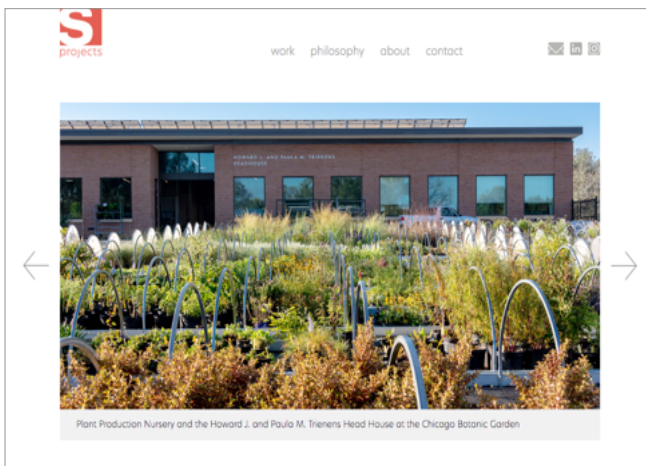
## POSITIONING, WEBSITE, & BRAND REFRESH ARI RESOURCES

ARI Resources, a staffing firm for the AEC industry, needed a website to succinctly explain what they do and who they serve. The new site was a chance shake off a dusty and outdated one and clarify the brand personality. The ARI leadership team collaborated with Linda Stephens on a discovery process that identified the firm's aspirations and goals, assessed the competitive landscape and collected insights from key clients. This process led to the creation of foundation messaging and dynamic copy for new marketing initiatives including a website. Leah Patgorski designed a new website and created a library of geometric elements with ties to the origin of the company. These illustrations found further uses as ARI launched social media campaigns for recruitment.



## POSITIONING, VISUAL IDENTITY & NEW WEBSITE S PROJECTS

S Projects is an Owner's Representation firm serving predominantly mission-based organizations. Linda Stephens worked with Principal Todd Stevens to define aspirations, assess the competitive landscape and identify key differentiators to launch the new firm. Core messaging development provided the foundations for the creation of copy for a new website. Leah Patgorski worked with S Projects to design brand identity and a color palette as well as a clean, refined website to showcase the firm's message and portfolio.



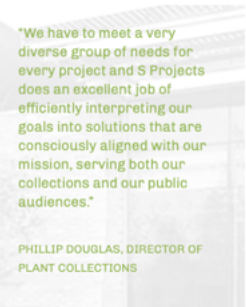
Your mission matters to you  
and the people you serve.

It also matters to S Projects.

As your Owner's Representative, our job is to further your goals through the successful completion of a capital project. We work exclusively with non-profit organizations, leveraging our professional expertise in design and construction to help mission-driven institutions navigate the often unfamiliar building process whether a renovation, addition or a new facility.

We're excited by the work that you do and the opportunity to help you do it even better.

S Projects' collaborative approach starts with curiosity. We want to know what's driving your project, the needs of the various stakeholder groups and how your ongoing operations and fundraising will integrate into the project budget, schedule and quality expectations. We've found that this holistic approach helps us better manage the technical scope of your capital project and protect what, for you, is likely a significant investment.



We work with community-based organizations because, like you, we're passionate about making a difference.

**Todd Stevens** *cia leed ap*  
Principal

With over 20 years experience in the AEC industry, Todd brings a deep understanding of the opportunities and challenges that mission-driven institutions face when embarking on a capital project. Acting as an owner's representative, Todd provides engaged leadership and strong project management for all project types including new construction, renovation, and repositioning. Todd's collaborative, client-centered approach successfully transforms his clients' goals into reality.

**Professional Experience**

**S Projects / Principal**

- Chicago Botanic Garden, Glencoe, Illinois
  - Welcome Plaza
  - Picnic Glade
  - Shade Evaluation Garden
  - Grainger Center
  - Production Greenhouse

**Booth Hansen / Associate Principal**

- Chicago Botanic Garden, Glencoe, Illinois
  - Learning Center
  - Production Greenhouse
  - Production Nursery
- University of Chicago, Chicago, Illinois
  - Special Collections Research Center
- Joffrey Ballet, Chicago, Illinois
  - National Headquarters
- High Rises, Chicago, Illinois
  - Jaffrey Tower
  - Sono
  - 850 Lakeshore Drive
  - 30 West Oak

**CREDENTIALS**  
Registered Architect, IL  
LEED Accredited

**MEMBERSHIPS**  
American Institute of Architects

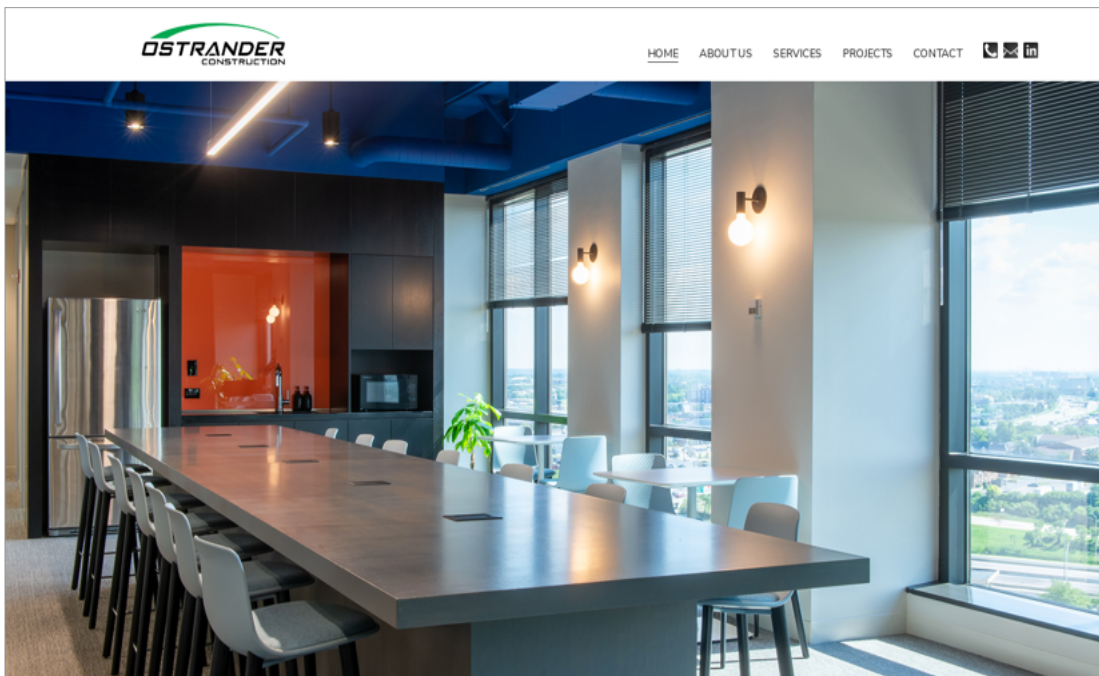
**EDUCATION**  
Master of Architecture, University of Illinois at Chicago  
Bachelor of Fine Arts, Western Michigan University

S Projects LLC  
1440 W. Lill Ave.  
Chicago, IL 60614  
773.860.9386  
tstevens@sprojects-llc.com



## POSITIONING, IDENTITY REFRESH, & NEW WEBSITE OSTRANDER CONSTRUCTION

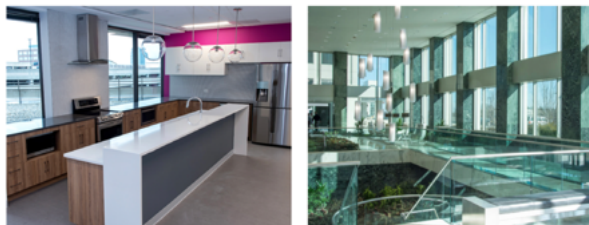
Ostrander Construction is a well established general contractor specializing in commercial interiors. The firm is growing and seeks to focus its strategic marketing efforts, refine its messaging and refresh the look/feel of the visual brand to position itself for the future. Linda and Leah have collaborated to guide Ostrander’s stakeholder team through a deep brand assessment and discovery process that resulted in fresh perspective on the firm’s market positioning as well as foundational messaging. Leah updated their brand identity and designed a new website to showcase their team and portfolio. Linda developed copy for the new website which is expected to launch in Fall 2023.



### 25 YEARS OF BUILDING

Commercial interiors are defined by quick turnarounds, strict budgets and high expectations. Niche in this unique market for more than 25 years, Ostrander Construction emphasizes clear communication, transparency and collaboration to thoroughly understand your priorities and deliver successful projects. These same, value-based qualities have also allowed us to be successful in new construction markets including medical office, retail, industrial, libraries and schools.

[FEATURED PROJECTS>>](#)



### OUR VALUE-BASED APPROACH

Building trust with our clients and partners delivers better project outcomes.

Our initial imperative to understand your priorities. We believe that listening first is fundamental to forming the foundation of open communication and transparency, elements that define each of our client relationships. Our highly-coordinated process targets consistent reporting and is designed to proactively address potential challenges, adapt to evolving project dynamics, ensure productivity and, ultimately, deliver success.



## BRAND POSITIONING & NEW WEBSITE HERITAGE ARCHITECTURE STUDIO

A consultancy specializing in the full spectrum of building revitalization and restoration projects, Heritage Architecture Studio asked Linda Stephens to facilitate a process to articulate the firm's brand positioning, distinguish differentiators and identify a fresh, resonate approach to messaging. Following this process, Leah Patgorski created an inspiring new design to replace Heritage's outdated and difficult to navigate website.



HERITAGE ARCHITECTURE STUDIO

About Experience Resources Contact

### Our Guiding Principles



**Stewardship of Culture and History:**  
to preserve and celebrate stories

We follow the Secretary of the Interior's Standard for the Treatment of Historic Properties for all our projects.



**Stewardship of Earth and Environment:**  
to reduce negative impacts on the earth

We follow sustainability standards for improving performance and reducing negative environmental impacts.



**Responsive Design:**  
to meet the needs of the tenants for function, comfort, and health.

We listen to your needs for the space, how you use it, what it means to you and create spaces that address all these things.



HERITAGE ARCHITECTURE STUDIO


About Experience Resources Contact

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“[Heidi’s] understanding of the complex history of the structures, the manifestation of that history in the physical materials of the buildings, and the relationship of those concepts to our planned interventions ensured that this turned out to be a thoughtful and successful project.”

MICHAEL LOVATO, AIA  
HISTORICAL ARCHITECT, LHB






HERITAGE ARCHITECTURE STUDIO


About Experience Resources Contact

### Standards + Codes

Writing and adhering to historic guidelines, institutional standards and regional building codes is a critical component of each and every project.



Stanford University Executive Men's Room Waterproofing a...



William Fox Developmental Center Facade Repairs and Wind...