

We will not scream louder than our competitors, we will not add to the noise!
Keep it simple, stupid! no impact fonts, no crazy colors, no unnecessarily
drawn out narrative, no complicated design. We will focus our message.
Nile = water. Why do people seek out water? It is calming, to get back
to basics, embrace nature/foundation of life, to connect with others, to
find purpose. Why will people seek out Nile? We will speak simply,
no salespeak. We connect what matters. It is not about us, it is about
the client. Because relationships matter! Think blue ocean strategy.
Do not swim where your competitors are. Define our own market and find
uncontested waters. Thank you, cirque de soleil. We deliver a service, not
a product! People forget what you did, but not how you made them feel. It
is about the experiences, with fluid variables - results will always evolve!

OKAY, THEN

who is Nile?

WE ARE *problem solvers.*

EVERY PROJECT IS AN OPPORTUNITY
TO SHOW CLEAR RESULTS.

It is time to create a new story for our firm. To stop competing with other A/E firms and start speaking directly to our clients. To build relationships that matter and execute projects that showcase our understanding of the many complex project considerations that our clients face.

WE ARE *teammates.*

ARCHITECTS AND ENGINEERS
COLLABORATE DAILY.

The artistry of an architect only works when systems support the vision. Every project is a collaboration and we rely on the expertise of everyone involved from start to finish to carve out the best results. All successes and failures are equally shared. When our clients are successful, so are we.

WE ARE *effective.*

A SUCCESSFUL PROJECT BEGINS
WITH A WELL DEFINED ROAD MAP.

The team at NILE brings many years of project delivery. We know the markets we serve and are engaged in the best practices taking hold throughout our industry. We are efficient and focused, delivering successful projects everywhere, every day. We are getting the job done.

WE ARE *interested.*

WE WILL ENGAGE EACH CLIENT
IN A ROBUST ONGOING DIALOGUE.

The priorities of our clients vary so we must listen to them! We will actively engage and listen to their priorities, ideas and needs. If we are going to strengthen long term relationships, we must prioritize the value of client interaction and invite them to the table continuously!

WE ARE *people.*

WE BUILD RELATIONSHIPS AND
TAKE PRIDE IN WHAT WE DO.

When clients commit, they do not commit to the founders who have long since retired. They commit to you, because they like *you* and find confidence in *you*. We will better show those who will get the job done, who will fight hard to succeed, and enjoy the camaraderie of their team.

WE ARE *realists.*

WE DON'T WASTE TIME WITH OUR
HEADS IN THE CLOUDS OR IN THE SAND.

We do not suggest ideas that are out of reach for our clients or ignore the critical details that they count on us to deliver. We make sure to have a thorough understanding of the project so we can help our clients distinguish and move between their needs, wants, obstacles and dreams.

WE ARE storytellers.

WE ARE A COMMUNITY STRENGTHENED
BY OUR SHARED EXPERIENCES.

A building's value is enhanced only after we let go of it. We will showcase how each project is envisioned, the journey to create it and the stories that emerge in the hands of its users. Buildings have no value without people.

We will be promoters of our clients, recognizing *their* success.

N I L E



Loretta

COLOR IS A *mood*

S.D. DALLAS

IT IS *subtle.*

Our color models will not speak for us. It will not dominate. It will be passive, but evoke feelings of calm, water, nature and the simplicity of denim jeans and red wing boots.

We will have a lot of color use in our marketing, but not one will define us or the Nile brand.

It is as varied as our clientele.



CONCRETE



SAGE



SAND



SCALE

183 room hotel
197,114 square feet.

LOCATION

Minneapolis, MN

SPONSOR

Johnson Elrich Developers

COST

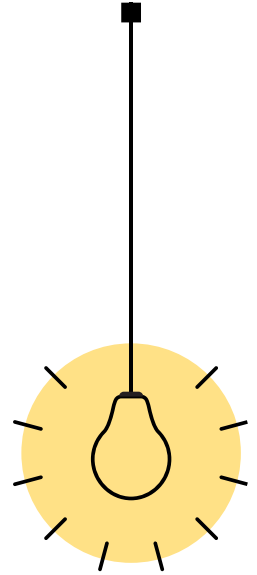
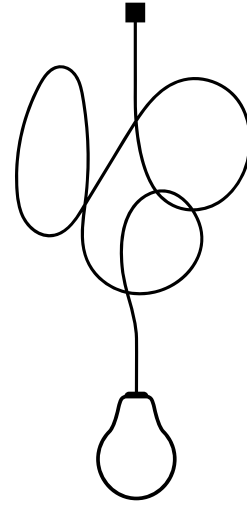
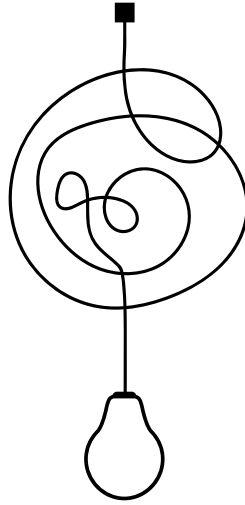
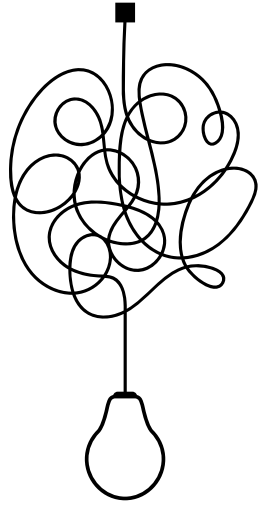
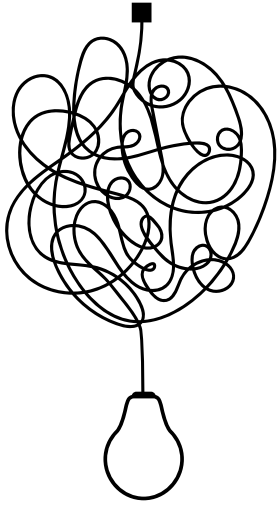
\$25.6 Million

SERVICES

civil engineering
structural engineering
mechanical/electrical
architectural design

COLOR IS A *guide*

CELESTE ST. PAUL
HOTEL & BAR



INFOGRAPHICS ARE *simplified*



PHASE ONE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua officia deserunt mollit anim id est laborum.



PHASE TWO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua officia deserunt mollit anim id est laborum.



PHOTOGRAPHY IS *inspired.*

IT IS OUR *personality.*

If you ever review a stack of competitor proposals, then you know projects tend to all look alike after a while.

We will use abstract and alternative images in our project sheets and digital marketing to help show the creative personality of Nile.

It will help bring interest and pause to our audiences.



WHEAT OUTSIDE THE
BUDWEISER'S PLANT



PEOPLE - WE (INCLUDING OUR CLIENTS) ARE NILE!



ART GLASS INSPIRING WATER
AT HOTEL ALONG RIVER.



STUCCO MATERIAL
EVOKES BRAND
COLOR.

we are NILE.com

so, what does this mean?

A simplified design. A clear, unique message.
We do not want our value getting lost in the design.

We are as crystal clear as black and white.
Color is a mood, not a voice. It will be used simply and sparingly, but with variety of muted tones.
Style of illustrated graphics is very minimal, but purposeful to scale back long narratives.
Photography will be quality over quantity, with inspirational images to give character and recall.
White space is key as it reflects the value we hold on listening first!

Narrative is concise with a working, feet on the ground style.
Three brand text styles each have a purpose. Serif for body - implies history, classic, readable.
Sans - a callout for focus. Script for personality - a touch of persona.