



DESIGN  
KOMPANY

# Make branding work for *you*

*DK serves clients with five years' experience who are in need of a vital, transformative rebrand. You will get to work with us to think big, go outside the box, and get ultra clear on your 'why.' Trust us. It's fun.*

Design Kompany CEO **Dipika Kohli** is a former editor for the *Seattle Daily Journal of Commerce*, which is a construction trade newspaper in that city. She also worked in architecture marketing for international firms in Raleigh-Durham USA and Tokyo before starting DK. She is a trained civil engineer. DK's services for 2022:

- . Rebranding for AEC Industry Companies*
- . Brand Marketing Strategy Consulting*
- . English-language Page Layout + Editing*
- . Content Creation + Graphic Design*

For more information, contact Kohli at:  
*[designkompany.com/contact](https://designkompany.com/contact)*

# Why hire a design firm to *rebrand?*

- 1 Solidify, get ultra clear on your brand's message.** The rebranding process can help you navigate the new landscape of work in a world recovering from the pandemic. What's changing, for you? What's going to be the new direction, for you? Clarity on these things can come before you invest large sums. Talk with us to go through the important steps of laying out the brand's big picture goals and promises it makes. It'll be something to build from, no matter what direction you take your business in 2022 and beyond.
- 2 Attract great people and *keep* them with a rebrand.** 'Some people have told me that working with my studio helped them figure out what they *don't* want to do anymore,' says Dipika Kohli, founder and CEO of Design Kompany. This branding or rebranding exploration 'really isolates the core of what you care about because you go through that process deeply. Your values, your identity, and that's not just about a business "vision" or "mission" or whatever you want to call it. We are going to talk simply, straightforwardly, and honestly. That's why it's so hard. Because it gets... super personal. And it's not for everyone. Naturally.'
- 3 Qualify your leads. Be *real*. Be *sincere*.** Save time, emotional labor, and the money that might go to cost overruns by qualifying your clients, first. Narrow down the focus of the scope of your offerings to the exact work you want to do for the clients you know you love to work with. Attract the right talent and keep your team engaged by creating a culture that matches what their expectations will be, coming in, right off the bat. Be clear. Be specific. Tell your story to the exact people you want to hear it. DK can help with this. It's not just a design. Or a logo, or a website. It's a total transformative experience.

Let's get started.

*Schedule free consultation: [designkompany.com/contact](https://designkompany.com/contact)*

*Thank you for your attention.*



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