



Press Kit.
Driving Brand Performance.

Monigle Associates.

Press Kit.

Please use the quick links below for access to reference materials about Monigle Associates. Please contact our Marketing Team via e-mail at publicrelations@monigle.com for inquiries or additional information.

For general information, please call
303.388.9358 or
toll-free 800.346.4710.

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Monigle Associates.

Corporate History.

Monigle Associates was founded in 1969 by Glenn Monigle and incorporated in 1972. Glenn's vision was to build a performance-driven organization with passionate and professional employees committed to providing optimum solutions that could actually be implemented. In other words, Glenn understood the frustration that organizations go through when faced with a "report" or abstract recommendations that do nothing to create tangible success for the client. Starting with a few key clients, the company quickly expanded its vision to a national scale, understanding that the dynamics of the marketplace (regulatory, competitive, technological, etc.) were driving companies to expand their scope and reach beyond traditional borders. These changes presented daunting brand challenges that could only be effectively addressed by an organization with a high level of specialization—not by advertising agencies and marcom firms attempting to provide these services as an "add on" to their core business.

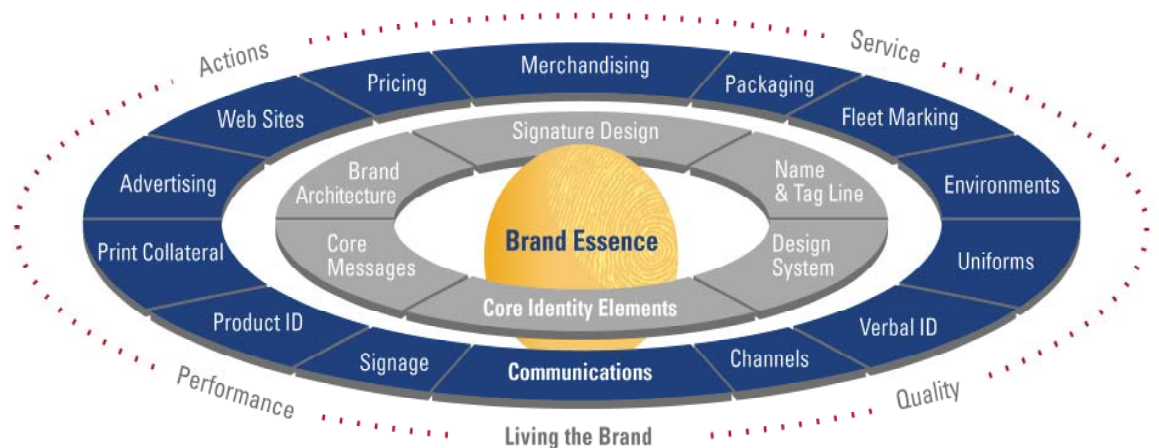
Quickly, Glenn Monigle and Associates, as the company was named at the time, grew to be one of the few outstanding firms focused in the area of corporate branding. In the 1980's, our name was changed to Monigle Associates to reflect the expanded breadth of expertise offered by our growing number of associates, and to more accurately convey our standing in the world of corporate branding.

As one of the few remaining independent brand consultancies, Monigle Associates continues to be committed to a core principle: "Creating client success stories is the only sure way to sustainability." Our independence is more than an ownership structure. It is a frame of mind and a way of doing business that result in a long-term view of our client relationships, much greater commitment and stability within our professional group, and flexibility to adapt to client needs and make decisions about our business that are guided by a long-term commitment to our company. Common to all of our engagements is our commitment to focus on the client and do everything in our power to ensure that our solutions are truly making a positive difference.

Monigle Associates.

Corporate Background.

Monigle Associates, the country's largest independent brand consultancy, offers integrated capabilities and services that are unparalleled in the marketplace. Our range of brand strategy, naming, design, and engagement services makes us uniquely skilled in helping our clients build and sustain strong, memorable brands. From its inception more than 30 years ago, Monigle Associates has provided strategic brand solutions to more than 1,000 clients in diverse industries. We have done so by intelligently blending deep analytics, brand education, inspired creativity, and solid strategy to create and revitalize brand programs. We excel at delivering practical and actionable solutions whose hallmark is their innovation. The energized and enduring brand program that results is one that all your key audiences can embrace.



Our proprietary *BrandScape*SM model (illustrated above) conveys our vision of how communication at every customer “touchpoint” should flow from an organization’s brand essence. We guide companies in strategically planning and creatively executing their brand assets across every one of these crucial touchpoints. Naturally, each client’s needs and objectives are unique. But the goal of every project, no matter who the client, is the same: to ensure that all brand messages and identity elements are aligned and working in tandem. Communicating a focused, relevant, and differentiated set of messages is the result.

Monigle Associates.

Corporate Background.

Clients hire Monigle Associates for several fundamental reasons. We craft enduring solutions to their brand program challenges. We have a proven track record in thinking strategically, paying attention to every detail, focusing on both the creative and the logistical, and orchestrating the interplay among all these complementary elements. Our seasoned professionals are some of the country's most outstanding in brand strategy, research, and creative, with a wealth of cumulative experience in many industries. Our strong reputation as a highly effective consensus builder derives from our proven methodology: educating key constituencies, involving them in the process, and facilitating ongoing communication to reinforce the value and impact of your brand program.

Monigle Associates specializes in the following:

Branding Strategy

- Brand "Touchpoint" Analytics
- Proprietary Brand Research: *BrandAnalyzer*SM
- Brand Definition and Positioning
- Brand Architecture

Creative Expression

- Name and Tagline Development
- Design/Updating of the Visual Identity (logo)
- Design System and Application Development
- Web Strategy and Development
- Signage and Environmental Design

Engagement

- Development of Corporate Identity Standards
- *identityManager*[®]
- Launch/Introduction Planning
- *Brand Ambassador*SM (Employee Engagement)
- Integrated Marketing and Communication Programs

Monigle Associates.

Corporate Fact Sheet.

Company Name

Monigle Associates

Description

Monigle Associates, the country's largest independent brand and design consultancy, exists to guide companies in strategically planning and creatively executing their brand assets across all customer touchpoints.

Size and Scope

From its inception more than 30 years ago, Monigle Associates has provided strategic brand solutions to more than 1,000 clients in diverse industries.

Disciplines and Services

Branding Strategy

- Brand "Touchpoint" Analytics
- Proprietary Brand Research: *BrandAnalyzer*SM
- Brand Definition and Positioning
- Brand Architecture

Creative Expression

- Name and Tagline Development
- Design/Updating of the Visual Identity (logo)
- Design System and Application Development
- Web Strategy and Development
- Signage and Environmental Design

Engagement

- Development of Corporate Identity Standards
- *identityManager*[®] (Web-based identity management tool)
- Launch/Introduction Planning
- *Brand Ambassador*SM (Employee Engagement)

Major Clients

Atlas Air, Avis, Bank of America, Canada Life, CHRISTUS Health, Cleveland Clinic, Comcast, Countrywide Companies, Deloitte, Equifax, FannieMae, Incyte Genomics, LSI Logic, Thornburg Companies, and Western Union.

Please download our Capabilities Brochure for a brief overview of Monigle along with client case studies and examples.

identityManager (iDM)

Your organization's brand is one of its most valuable assets. Managers of your brand's "touchpoints" can have significant impact on brand value. The award winning identityManager delivers the diverse palette of tools, resources, and reference materials these brand stewards need, in a single, dynamic online environment. Chosen by Fortune 500 and other brand conscious organizations, iDM can be the cornerstone of your brand management strategy. More versatile and comprehensive than online standards or PDF's, iDM builds a dialogue with your key brand constituents. Its monitoring and feedback tools help you identify efficiencies that can save time and money. Ultimately, identityManager helps deliver more powerful, consistent brand messages to your customers.

For more information about identityManager, please visit www.identityManager.com.

SignChart[®] Software

Monigle Associates has developed SignChart to track signage, merchandising, and other brand image elements installed at retail and corporate franchises. SignChart catalogs your critical image elements via site and floor plans, click-on photographs, plan-o-grams, specifications, and inventories. It enables fulfillment, implementation, and cost management of your brand image asset. Finally, you can control, view, and modify your image components by remote control. SignChart even enables e-mail communication with field locations anywhere in the world to order new or replacement components and quickly deploy an updated merchandising program.

Boilerplate

As the country's largest independent brand and design consultancy, Monigle Associates is focused on offering the deepest and most integrated spectrum of services available, delivered by a team of passionate and performance-driven experts. Our commitment to independence drives us to create innovative and high value offerings in the areas of brand strategy, creative expression, and comprehensive implementation that allow our clients to build and sustain their brands over time.

Monigle Associates.

Fast Story Help.

The Information You Want, When You Want It.

Whether you're looking for information on our specific products and services, or the branding industry in general, Monigle Associates is here to help. This is the first place to look when you want:

- Fast story help for a deadline
- Leading experts on today's branding trends
- Interesting story topics

If you can't find what you're looking for quickly, please feel free to contact our Marketing Team directly at (303) 388-9358 or marketing@monigle.com. We can answer your questions, put you in touch with relevant experts, and help you explore your story in ways you may not have imagined.

Monigle Associates.

Honors and Awards.

2007

- Monigle Associates entry fetches highest auction bid and places in top 5 at the 3rd Annual ADCD Paper Runway Fashion Show on March 8.

2006

- Baylor Health Care System's identityManager was awarded silver in two categories: "Best Site Design" and "Best Intranet Site," both awarded during the 2006 eHealthcare Leadership Awards, in the Business Process Improvement category.

2005

- Floyd Medical Center's corporate identity receives "Best of Division Award" in the 30th Annual BMA Pro-Comm Awards Competition—one of the largest national competitions recognizing business-to-business communications.
- Altura Credit Union's corporate identity receives "Award of Excellence" in the 30th Annual BMA Pro-Comm Awards Competition.
- Engenio logo design receives "Award of Excellence" in the 30th Annual BMA Pro-Comm Awards Competition.
- Western Union identityManager site honored in 2004 iNOVA Awards—the world's premiere competition dedicated to honoring excellence in corporate web sites.
- VHA identityManager site awarded "Best Site Design" and "Best Intranet Site" by eHealthcare Leadership Awards, in the Business Process Improvement category.
- CHRISTUS Health identityManager site awarded "Best Interactive Site" by eHealthcare Leadership Awards, in the Business Process Improvement category.

- The Research Institute logo chosen for inclusion in Graphis Logo Design 6— A showcase of exceptional international logos, the publication showcases 650 extraordinary international logos, collected from 2001 to 2004. They were selected from more than 70 industries and organized into 50 categories.

2004

- The American Hospital Association, First Mainstreet Financial, Winterthur Museum Night of Enchanted Lights, Floyd Medical Center, and Three Rivers Health logo designs receive awards in Communication and Graphic Design excellence in the 2004 American Graphic Design Awards.
- Pharmacia identityManager Site wins iNOVA Award Recognition in the Branding and Image Building Category.

2003

- BD (Becton, Dickinson and Company) identityManager site earns iNOVA Award Recognition in the Branding and Image Building Categories.
- First Commonwealth identity design selected by the 2003 American Graphic Design Awards.
- Newmont identity design selected by the American Graphic Design Awards.
- Incyte identity design selected by the 2003 American Graphic Design Awards.
- Canada Life identityManager earns "Ovation Award" in Electronic and Interactive Communication Category given by the Ovation Award Competition.
- First Commonwealth Brand Launch Video Selected as Finalist in the 24th Annual Telly Awards.

Monigle Associates.

Leadership.

Glenn Monigle, Chairman

Glenn Monigle has interests and ideas that transcend the boundaries of a normal corporate Identity practice, with pursuits ranging from architecture and interiors to product design, graphic design, multimedia, and automotive engineering. These broad interests were expanded following graduation from Rhode Island School of Design in Industrial Design and joining the corporate world as staff designer with Westinghouse. Early corporate experience strengthened engineering disciplines and user experience. Glenn's next phase was consulting as a principal with internationally respected Peter Muller Munk Associates of Pittsburgh, where he led Corporate Identity and Product Design programs for the New York Port Authority, U.S. Steel, PPG, Texaco, Standard Oil, Bissell, and major banking firms. His role in projects was the link to Corporate CEO'S in terms of diagnostics, strategy preparation, and selling the creative concept to executive management.

As an avid outdoors person, skier, super car fanatic, and fitness advocate, Glenn reestablished professional pursuits in Denver in 1969, building Monigle Associates into the largest independent Corporate Identity and Branding firm in the country. The firm continues its aggressive pace based on the consistent additions of prestigious corporate clients. From the beginning, Glenn has leveled special attention to the development of an in-house culture that fosters skill enhancements, staff training and motivation, and entrepreneurial attitudes. As a result the strong culture has supported remarkable staff, management longevity, and diligence toward client activity.

Rick Jacobs, Principal

As a thought leader for more than 20 years in the area of branding, Rick has counseled over 200 major corporations on issues relating to the strategic planning, crystallization, and deployment of optimum brand strategies. These companies span virtually every major industry category including financial services, insurance, health care, telecommunications, Internet, technology, utilities, energy/oil & gas, biotechnology, manufacturing, industrial, and others.

A frequent speaker on the subject to corporations, associations, and conferences, Rick is dedicated to furthering the understanding and appreciation that people have about the benefits and power of building strong brands. He is also passionate about the need to develop educational/training programs, communications, and reward/measurement systems to help employees embrace the brand and become "brand ambassadors."

Rick has provided strategic consulting and creative thinking to such industry-leading companies as Comcast, First Data, American General Financial, Shaw Industries, Cleveland Clinic, Brigham and Women's Hospital, Dana-Farber Cancer Institute, Freightliner, Beazer Homes, Incyte Genomics, Cinergy, Banco Popular de Puerto Rico, Synovus, Classic Residence by Hyatt, and Western Atlas.

Rick is responsible for overseeing the strategic planning component of all major projects while also directing marketing, strategy, and new business development for Monigle Associates.

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Leadership.

Kurt Monigle, Principal

As Principal of Monigle Associates, Kurt brings the brand to life through all of the environmental touchpoints at branded stores, corporate facilities, campuses, venues, manufacturing facilities and showrooms. His team has successfully crafted the customer experience and brand impression for highly recognized brands that have become part of our daily lives from going to the bank, to mailing a letter or renting a car.

Beyond impactful branding and thoughtful design solutions, Kurt has developed a program management team to implement a brand campaign across a franchise network. Providing timely, consistent and economically prudent brand conversions and roll-outs has become a signature service at Monigle Associates due to his team's unique experience with some of the largest re-imaging programs in the last decade.

Kurt has provided environmental design and program management consulting to the top retail and corporate leaders including Bank of America, Avis Rent-a-car, United States Postal Service, BMW/MINI, T-Mobile, HSBC, Detroit International Airport, Broncos NFL Stadium, Cingular Wireless, Christus Health, Qwest Communications, AutoNation, Comcast, Meade Westvaco, JP Morgan Chase and Alamo/National Rent-a-car.

He earned his BFA in 1982 from the Rhode Island School of Design, majoring in Graphic Design.



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