

Sure,
we'd love to
tell you more.

An explanation of Able Design

△ble

Every organization has a pitch. Every candidate has their stump speech. This is ours. This is our plan for change, our call for action, our request for business.

Have fun.

Here is what we would
say if you asked us to
describe ourselves...

Able

IN SCRABBLE:

“approachable
adaptable
admirable
culpable
enjoyable
expandable
equable
formidable
glass-half-full-able
growable
huggable
human-able
hummable
ignitable

imaginable
knowledgeable
listenable
loveable
never-quit-able
profitable
reliable
sustainable
trustable
unstoppable
uncrunchable
venerable
viable
wearable”

OUR NAMESAKE:

The name Able is derived from the philosophy and the work ethic of business owners, the ambition and effort it takes to sustain and operate a successful business at any level and the spirit of optimism found in being “willing and able.”

The name can also be linked directly or indirectly to a number of modifiers that can provide context, value and fun. Anything come to mind?

Write your own word–

but try to keep it clean:

_____able

IN A FEW WORDS:

“At Able, we provide strategic, brand thinking and progressive design to forward-thinking organizations in the middle market by identifying the strongest points in an organization and building a brand around them.”

IN OTHER WORDS:

“If you want your brand to do more than it does now, you should probably hire us.”

WHY THE TRIANGLE?

We chose the triangle for a number of reasons. First, to represent our aim for perfection since the triangle is often thought of as the perfect shape. Second the wonderful number three. 3 has a lot of meanings to us including our 3-step process, 3-tier internal structure, the Holy Trinity, and of course the three audiences a brand communicates with: core consumers, employees, and the general public.



IN A LIST (or two):

Our Services:

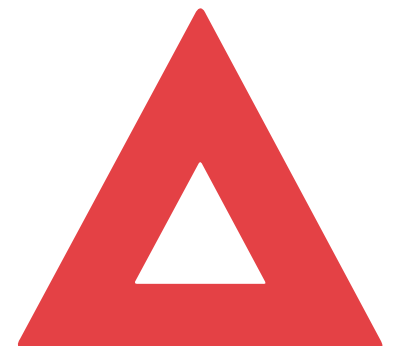
- Brand History and Business Research
- Niche Market Research
- Strategic Brand Planning
- Marketing Communications Assessment
- Brand Concept Creation
- Identity System Development
- Stationary System Development
- Collateral System Creation
- Marketing Strategy Plan Development
- Advertising Campaign Development
- Asset Concept Development
- Print Production Preparation

Our Client Experience:

American Eagle Outfitters, University of Dayton, Mayakoba Resorts, KeyPoint Credit Union, Mount Gay Rum, Saint Josephs University, the City of Boston, The Gospel & Culture Project, Lacher & Associates, Russell Athletic Wear, Wilkes University, New Dimension Printing...

BUT WHY THE DELTA?

Well as much as we love the country of Greece, we can't claim it as our own. However, choosing the letter "Delta" from the greek Alphabet had some other meaning for us. Mathematically this symbol is known as a difference operator, and in chemistry a notation of change. We believe in affecting change in how businesses operate, think about themselves and ultimately how consumers think about them. It is way more than logos for us.



AS A CHILDREN'S STORY:

“Goldilocks opened the door, and went in; and well pleased she was when she saw the porridge on the table...

...So first she tasted the porridge of the Great, Huge Bear, and that was too hot for her. And then she tasted the porridge of the Middle Bear, and that was too cold for her. And then she went to the porridge of the Little, Small, Wee Bear, and tasted that; and that was neither too hot nor too cold, but just right, and she liked it so well that she ate it all up.

We believe brands should be able to be specific to customers and provide experiences that are just right for them. These are the brands we aim to build.

The great thing is, you don't have to be big to have a great brand. In fact, the ROI for middle market organizations can be better, merely because great brands stand out more in markets that tends to be bland.”

IN A PERSUASIVE ESSAY:

“We believe branding, and the business surrounding it, has become overly complicated. Organizations’ efforts to establish an identity have instead made them identical. Consumers are overlooking these stiff and stodgy brands, with detailed standards manuals and cookie cutter techniques. They want experiences that are smart and unique. They are searching for brands that provide ownable opportunities to express themselves.

We believe that brands are most potent in a concentrated form—their purest and most simplified elements. The origins of these elements are not completely tangible, but are behaviors and truths that link employees and departments with a common mind-set, and tie consumers to distinct experiences. These brand truths must be shared. They should be flexible, simple and molded into extremely usable elements that create brand context.

We believe that a process of discovery and exploration will uncover a brand’s most compelling truths. It takes attention, interaction, and continual distillation to compress them into their most concentrated forms—the core of your business. It is a technique that involves imaginative thinking, strategy, and creative intuition. Ultimately it provides the freedom to create a palette of palpable brand elements.

We believe this is attainable for organizations at all levels. It is a simple approach that levels the playing field by elevating genuine brand experiences and ignoring all the rest.

We are passionate, innovative, and ambitious about what we do—reliable, strategic, and honest about how we do it. We are Able, a branding and design firm.”

Thanks, but
the pleasure
was ours.

Have look at our work to see if we practice what
we preach: **designedbyAble.com**



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