



**ALLIED
STEEL
BUILDINGS**



Who We Are

Brand Values

- Visionary, creative, nimble, versatile, and fresh
- Dedicated to best-in-class engineering and architectural standards
- Trust, transparency, respect, accountability
- Punctual, reliable, straightforward. We do good work, on time.
- Your project is in good hands from start-to finish.
- People-first. We know steel buildings, but ultimately, we're a human-oriented company bringing human dreams to life.
 - * I propose using the word visionary as a verb to describe Allied vs. ingenuity

Who We Are

Brand Values

- Relatable, down-to-earth, friendly, charismatic, hands-on.
- Encouraging and supportive of each customer's unique ideas, needs, and goals.
- Dedicated to creative problem solving.
We can find solutions no matter how challenging, unique, specialized, or lofty your dreams are.
- Confident yet humble, open to accepting mistakes, as well as learning and growing.

Who We Are

Brand Voice

- Informative and knowledgeable, but never with a demeaning or “know-it-all” attitude.
- Can speak both to a blue-collar audience as well as corporate clients and enterprises.
- More casual than corporate in language, but always polite, professional and welcoming.
- Relentless in our dedication to meeting client goals through out-of-the-box, creative problem-solving
- Not limited by industry standards and expectations
- Unorthodox in our willingness to transcend the boundaries of what’s been done to set the stage for what could be

Who We Are

Brand Voice

- Neighborly, conversational, down-to-earth
- Steady, even-keeled, educated tone.
- Use straightforward language vs. industry jargon
- Briefly and neutrally explain building terms before assuming they're known

Why We're Different *Brand Values*

Industry expertise, modern mindsets.

We have the architectural and engineering knowledge to create structurally-sound buildings that exceed customer needs and expectations, but we're also committed to our own evolution. We welcome smart solutions and fresh ideas from employees, partners, and customers—especially those driving our industry forward.

Why We're Different *Brand Values*

Access to a global partner network.

Our wide-ranging industry connections allow us to produce your dream building with well-priced, high-quality materials. Whether it's Alaska's high winds or Florida's hurricanes; a craft brewery or a commercial distribution center, Allied calls on its partners when needed to exceed your business, industry, and location demands.

Why We're Different *Brand Values*

Nimble, creative problem-solvers.

Between our in-house experts and factory—plus our network of partner designers, vendors, and fabricators—we offer the most options and expertise in the industry. This means we can find the most efficient, innovative, and cost-effective way to bring your building to life—especially if it's been turned down or deemed “too difficult” before.

Why We're Different *Brand Values*

Shaped by deep human connection.

When it comes to your dream building, we make things personal. Strong, hands-on relationships are the foundation of our customer experience. We don't just ask: *what do you need*, we also ask: *what do you love, and how can we bring it to life?*

Why We're Different *Brand Values*

Anchored by trust and support.

Have a question? A change of plans? Give us a call. For the past 19 years, we've been standing by our clients during every phase of the building process, from daydreams, to permit drawings, to ribbon-cutting (and everything in between).

Why We're Different *Brand Values*

Passionate about punctuality and accountability.

We take deadlines seriously. In fact, we're known for moving as fast—or as slow—as you need. Were you told it couldn't be done? Give us your timeline (no matter how ambitious) and we'll draw on our experience and knowledge to make it happen. No matter what phase of the project we're in, we'll just be a phone call away.

Tagline

Options/directions:

- + The ambitious steel building provider that designs and delivers any dream on time.
- + The visionary steel building provider that dreams, designs, and delivers on your timeline.
- + A different kind of steel building provider, we design & deliver your wildest dreams.
- + Want to build it? Allied can find a way.

Other potential words: uncommon, unusual, dream-oriented, imaginative

