

## DEPARTMENT 3, INC. FACT SHEET

## **BUILDING STRONG RELATIONSHIPS**

A well-branded consumer experience can strengthen the relationship between a company and consumers. A strong relationship with consumers can help to win repeat business or shorten the distance to a sale. At Department 3 we develop systems and strategies that shape and enhance the consumer experience. See the services we provide.

## **CAPTURING HEARTS AND MINDS**

We provide our clients with all the tools they need to attract, inform and connect to their consumers. Our experience allows us to execute design solutions seamlessly across different media, providing a rich and consistent consumer experience. Our core services are Strategy, Brand Identity and Marketing Communications (both Print & Interactive). Through strategic partners we offer Product Development, User Research and Engineering. See the services we provide.

We think of brands as the relationship between a company and its customers. That relationship is managed through the multiple points of communication a company has with its audience, ranging from the way an identity appears on a business card or the side of a bus, to a user's experience as they navigate a corporate Web site. The insights gathered from managing comprehensive branding programs and package design projects, to launching robust e-commerce initiatives, allow us to develop effective communications strategies for our clients.

### **IDENTITY DEVELOPMENT**

#### **Brand Strategy**

Through a series of interviews and interactive working sessions, we assist our clients to articulate their key market differentiators, brand attributes and value propositions. We then translate our findings into actionable strategies that serve as the basis for our creative development.

#### **Identity Design**

A company's logo often serves as its primary communication vehicle; a visual reminder of a company's promise to consumers during the sales and other key decision-making processes. We distill a company's attributes and brand objectives into unique and memorable identities. During the development process, we analyze the different environments that the identities will live within and create solutions that allow for consistent application.

### **INTERACTIVE MEDIA**

#### **Web Site Development**

The objectives of Web sites vary from company to company. For some companies the objective is to leverage the Internet as a commerce channel. Other companies utilize the Internet as a content and marketing delivery channel to support commerce at existing retail outlets. Whether the purpose is commerce, marketing or content, we understand that a company's web presence is a key brand communication point with their customer. Our objective is to ensure the integration of business and technical requirements into a smooth user experience that delivers on a company's brand attributes and value propositions.

#### **Interface Design**

The design is in the details: the size and placement of a button on a screen, the selection of colors and typography, the nomenclature and editorial cues that are used for navigation. We pay close attention to all of these variables when developing interfaces at department 3. We apply the same philosophy and focus to the design of Web sites or the development of User Interfaces for stand-

alone software applications. The objective is to assist the user to complete a specific task while giving a consistently branded experience.

#### PRINT MEDIA

##### Collateral and Business System Design

One of the first opportunities to communicate your brand is often through collateral materials, the handing of a business card, a letter to a prospective client or submission of a company brochure. This initial contact between a company and its customers makes it imperative that these materials accurately and effectively express the brand's voice. They must be created with a clear understanding of the brand's strategy and messaging.

##### Packaging

In a tight, two-dimensional space surrounded by "visual noise," a package design must quickly communicate the brand attributes associated with the product. By having a solid understanding of the target audience and product differentiators, we develop unique and compelling packaging design solutions that clearly communicate the intended messages to the target audience.

## SPENDING QUALITY TIME

Each of our clients presents us with a unique and interesting challenge. We take the time to learn about their business, asking good questions and paying close attention to the answers. After developing a thorough understanding of their business needs and project requirements we tailor our process to fit the project. Our goal is to provide innovative and effective design solutions, on schedule and on budget. Find out about our approach.

Department 3 brings a strategic, user-centered approach to all our initiatives. We use a three-phased methodology that provides a flexible framework for the development of each project. While the nature and the specifics of each project - from the development of an identity to the development of a Web site - may differ, the three phases in our approach remain consistent.

#### DEFINE PHASE

The objective of the Define Phase is to understand, at a granular level, our clients' business objectives, target audience and any other parameters involved in the project. Some of the tasks that we complete during this phase include:

- Review our clients' competitive landscape
- Interview the clients' key project stakeholders to review and understand the business proposition
- Assist our clients in the articulation of the brand attributes - what is the company's competitive advantage and key points of differentiation?
- Review and understand target users and market segments
- Review of all other project parameters including timing, budget, etc.

#### DESIGN PHASE

During the Design Phase, we brainstorm, develop and present design directions for client review and approval. The objective of this phase is to arrive at an approved design concept prior to proceeding with the Implementation Phase of our methodology. Some of the tasks that we complete during this phase include:

- Conceptual brainstorming
- Design development
- Design refinement
- Application and extension of approved design

#### IMPLEMENT PHASE

During the Implement Phase, we proceed with the production of all necessary electronic files and specification documents that allow our clients to execute on the selected design system. Some of the tasks that we complete during this phase include:

- Development of final electronic artwork
- HTML production
- Development of guidelines/specification documentation

## TEAM

Department 3 was launched in the fall of 2000. Our practice is founded in the belief that well-branded consumer experiences can enhance our clients' businesses. We are passionate about innovative ideas and world-class creative solutions and strive on a daily basis to bring those two things together.

### Guthrie Dolin

Guthrie Dolin is a creative problem solver with an entrepreneurial spirit. He has founded three internationally recognized design studios and helped to launch numerous companies, among them a music label, restaurant and nightclub, and a manufacturer of an innovative sporting good product. During his twelve years of industry experience, he has led and managed a diverse range of design projects, including corporate identity systems, annual reports, complex Internet-based applications, and environmental design programs. Inspired to build a business focused on creating well-branded customer experiences, Guthrie founded Department 3 with industry veterans Matthew Carlson and Raul Diaz in the fall of 2000. He is currently President and Co-Creative Director.

### Matthew Carlson

Matthew Carlson is an accomplished creative director with a focus on brand development and interactive design. He combines a talent for big ideas with a passion for small details. He has worked in the design industry for nine years, leading design teams and interfacing with clients, on projects ranging from identity and packaging to Web and application design. His deep cross-media understanding has allowed him to create award-winning Web sites for UPS, IBM and Spinner as well as memorable identities for Intel, Microsoft, Scient and ShareWave. Matthew founded Department 3 in the fall of 2000, along with Guthrie Dolin and Raul Diaz. Matthew is currently Principal and Co-Creative Director.

## CONTACT

Location  
2700 18th Street  
San Francisco, CA 94110

Telephonic  
415 621 6214

Electronic  
[Info@dept3.com](mailto:Info@dept3.com)