



SKYLINE

Construction

2022-2023 EXCELLENCE IN MARKETING AWARDS SUBMISSION

# SKYLINE CONSTRUCTION REBRAND

**In 2022, Skyline Construction successfully executed a complex rebranding campaign to unify seven individual companies across nine offices in California, Illinois, and Washington into one recognizable brand in just six months.**

Our original deadline was March 2023, but due to client, industry and board level feedback, we shaved off four months and expedited the launch to November 2022.

Our team consolidated seven separate company websites into one new site, redirected followers to singular social media accounts across all major platforms, and elevated the look-feel of the overall brand on everything from dump trucks to jobsite signage, uniforms for 115 employees, proposals and much more. But the heart of the project was the internal communications campaign, where we worked tirelessly to gain buy-in and provide resources for every single employee to speak and act as an ambassador for the change.

We are particularly proud that we accomplished this project on an expedited timeline while also facing additional hurdles. In September, we lost two Branding team members to layoffs driven by the market downturn, and in October we acquired and integrated a new construction company into the portfolio, one month prior to the rebrand launch. This speaks to the grit, creativity, and determination of the entire Branding team at Skyline Construction.

Our rebrand has achieved what we set out to accomplish: a cohesive and recognizable brand in each of our locations, making it easier for clients to partner with us and allowing employees to think and act as one company.

## 1. MARKETING OBJECTIVES

### Create a Single Unified Brand to:

- ✓ Simplify client partnering
- ✓ Better share employee resources across offices
- ✓ Leverage experience and goodwill created by client relationships
- ✓ Through signed master service agreements (MSAs), become the preferred contractor for clients across all of our locations nationwide

The project timeframe was May - November 2022 and we executed 15% under budget. Results were measured through web traffic, QR scans, email opens, social engagement, and direct customer feedback.

# ONE SKYLINE COMING SOON.



## 2. TARGET AUDIENCE

### Target Audience:

**3,000 targeted end users, architects, and construction managers in CA, IL and WA**

**21,507 social followers**

**374 subcontractors**

**381 employees**

### Marketing Assets:

**275** branded gifts

**21** social-posts

**3** eblasts

**10** messaging pieces

**115** sets of business cards

**29** truck & office logos replaced

**202** new webpages

**1** animated video

## 2. TARGET AUDIENCE

NEW BUSINESS CARD DESIGN

PRINT & DIGITAL ADVERTISEMENT



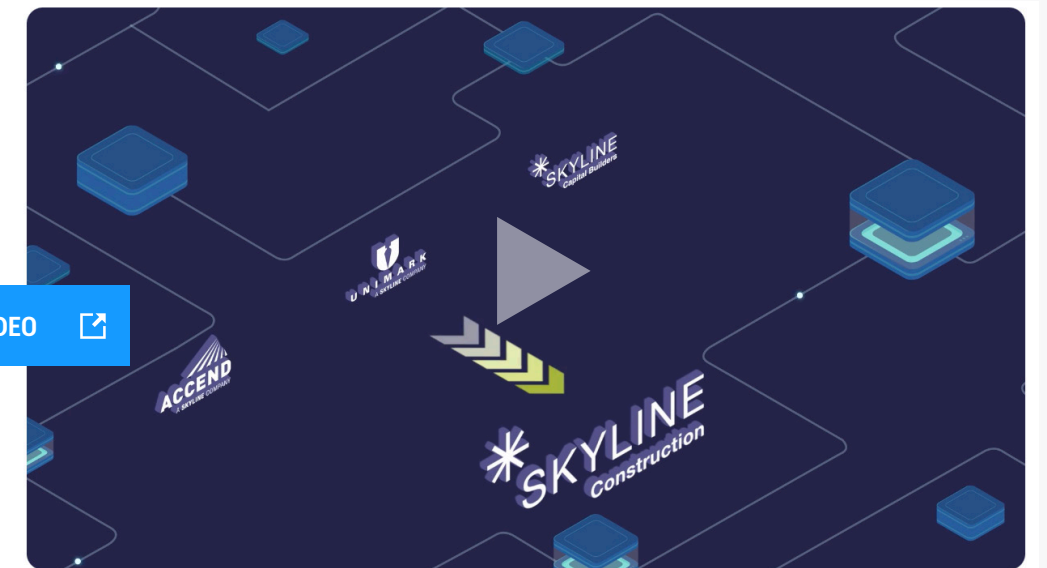
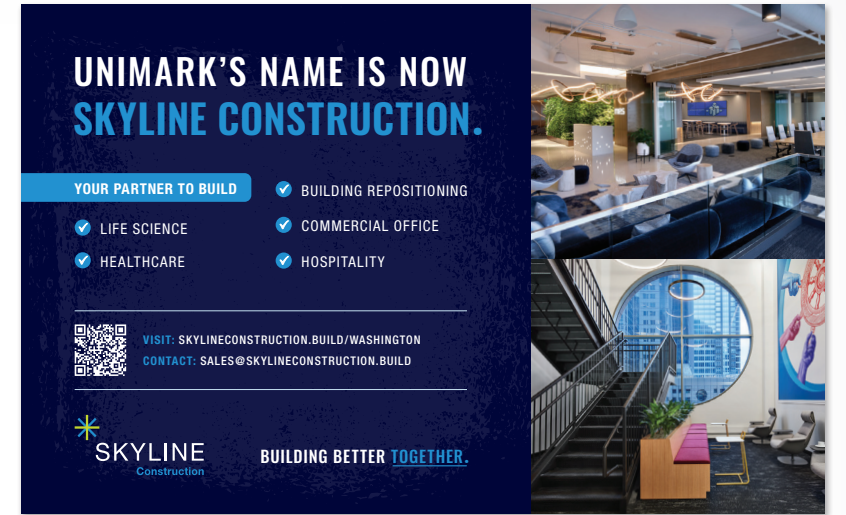
BRANDED CLIENT GIFTS



ACCEND  
will soon be named  
Skyline Construction



REBRAND MESSAGING CARD



WATCH VIDEO

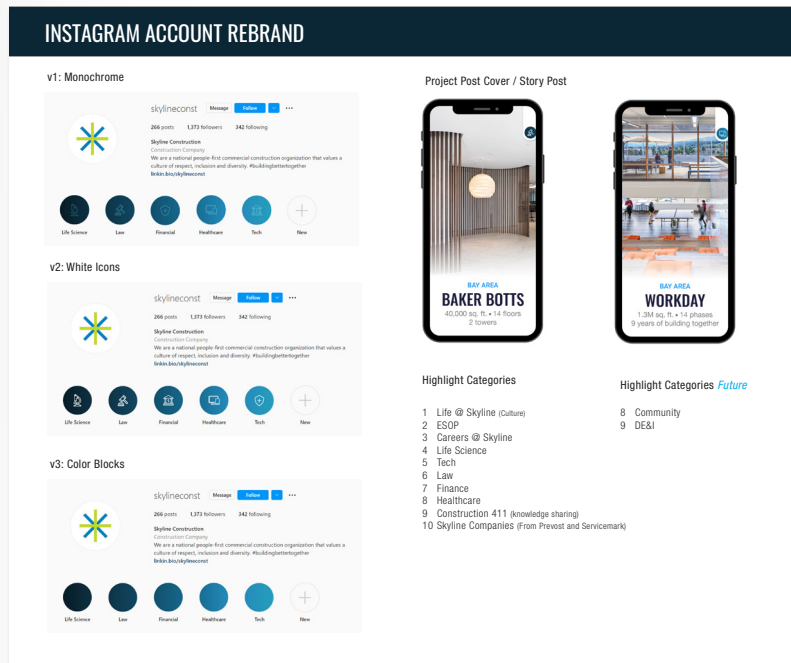
ANIMATED VIDEO



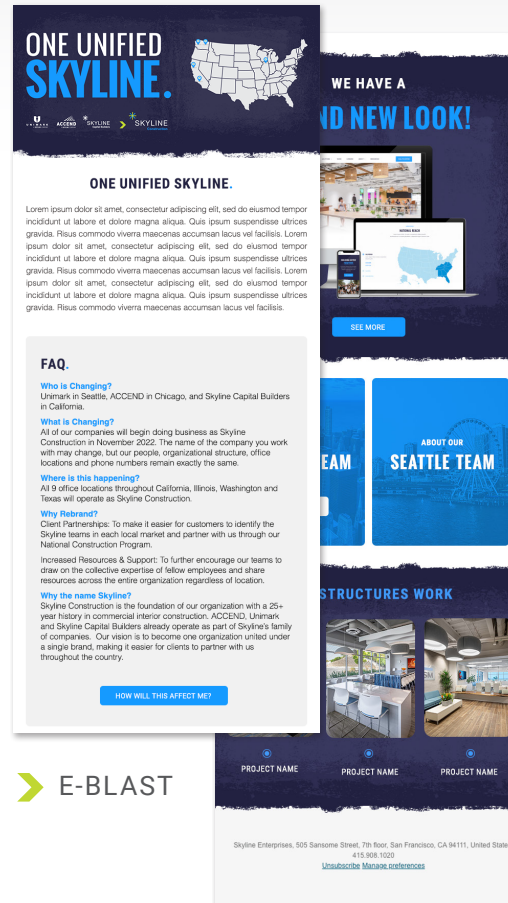
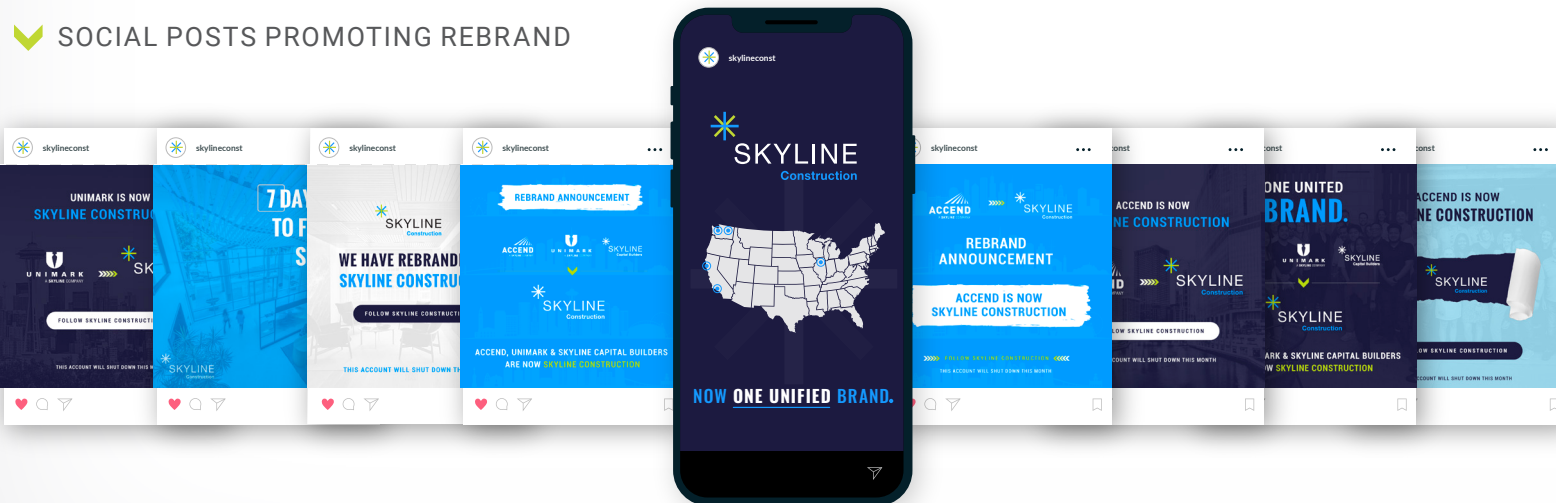
BANNER FOR CLIENT & RECRUITING EVENTS

## 2. TARGET AUDIENCE

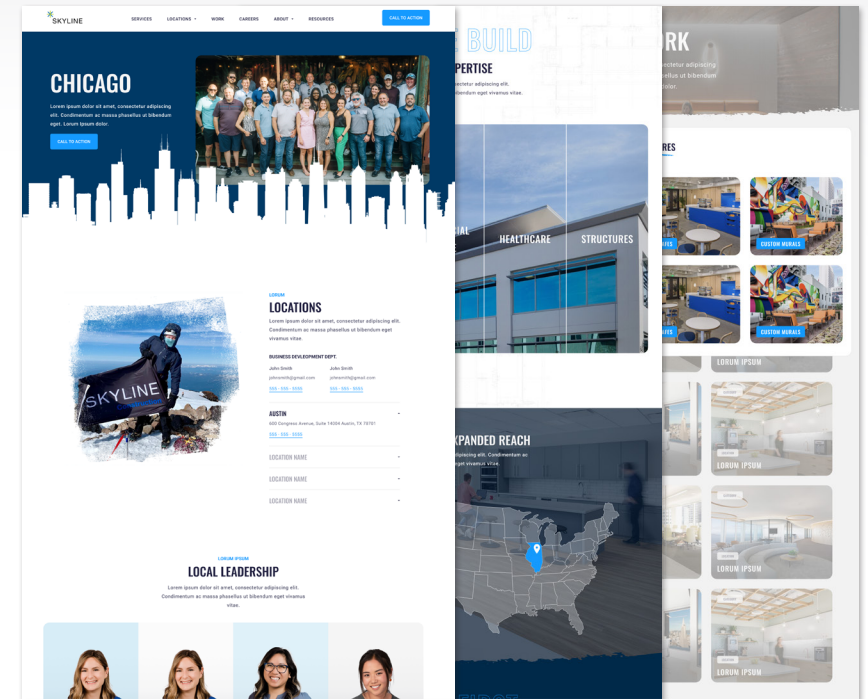
### REBRANDED INSTAGRAM PROFILE



### SOCIAL POSTS PROMOTING REBRAND



### E-BLAST



### WEBSITE REDESIGN



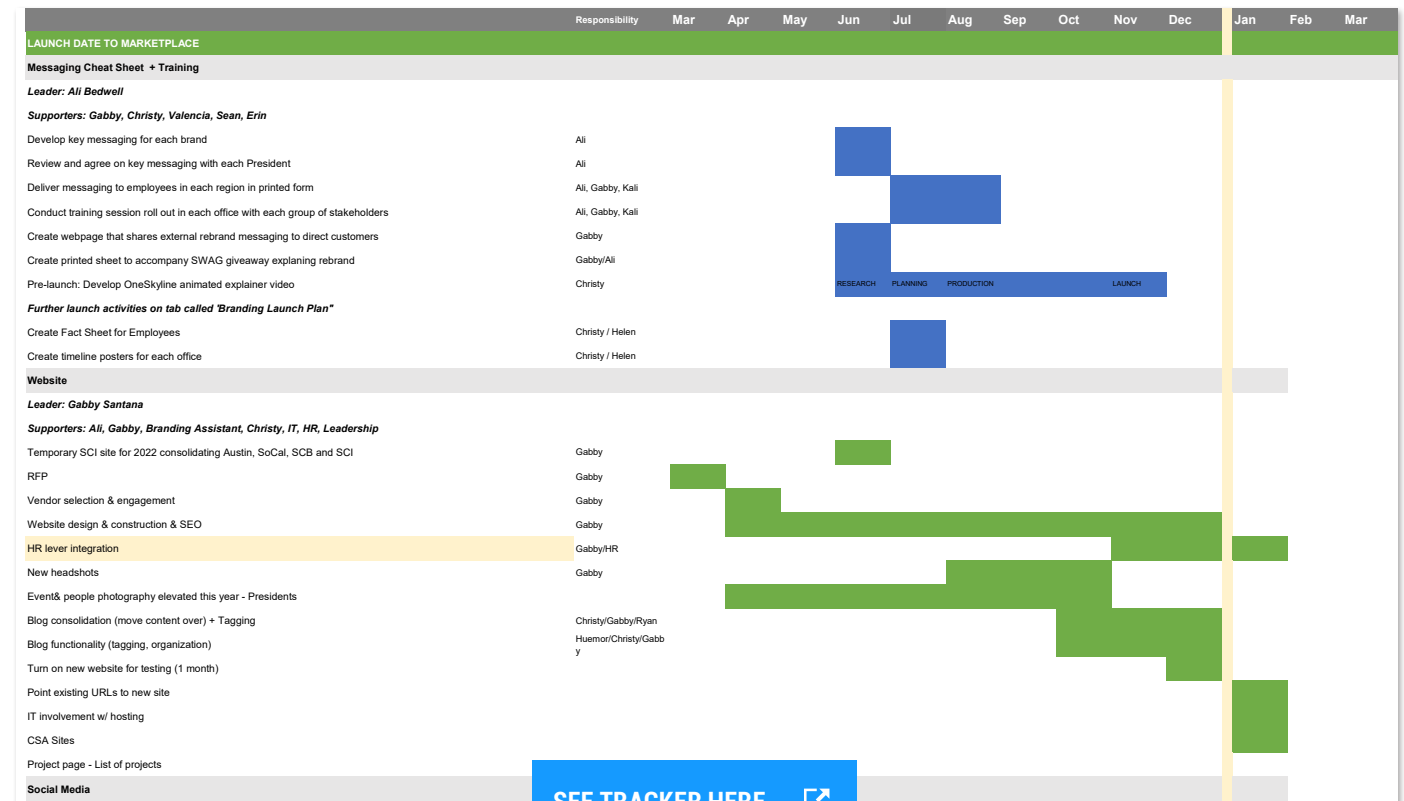
### 3. RESEARCH AND PLANNING

We conducted extensive market research and focus groups to understand our client’s decision-making preferences related to local vs. national buying strategies and assessed the competitor landscape.

We selected external consultants from a pool of 10 website agencies, five logowear vendors and nine video production agencies.

Our team of four internal marketers created the full project plan, meticulously developed and tracked the process, and trained internal stakeholders to become brand ambassadors. The ambassadors then communicated the message via one-on-one conversations and industry events, supported by marketing campaigns including email blasts, social posts, video messaging, and a new website.

The entire process was meticulously managed across multiple departments using a comprehensive project tracker.



[SEE TRACKER HERE](#)

## 4. MESSAGING

**A unified brand for Skyline teams across local markets enables customers to easily recognize and partner with us through our Construction Partnership Program.**

Internally, our goal was to remove geographic boundaries and get employees thinking of themselves as part of one larger company.

Externally, we aimed for clients to think of Skyline as the premier commercial interior general contractor nationwide that can provide a bespoke and consistent construction experience regardless of location.

### ✓ REBRAND ANNOUNCEMENT ANIMATED VIDEO



[WATCH VIDEO](#) 

## 4. MESSAGING

One unified brand coming soon.

Unimark will soon be named Skyline Construction.

UNIMARK A SKYLINE COMPANY

SKYLINE Construction

Scan here to learn more about what the transition means for you.

One Skyline FACT SHEET

**Who is Changing?**  
Unimark in Seattle, ACCEND in Chicago, and Skyline Capital Builders in California.

**What is Changing?**  
All of our companies will begin doing business as Skyline Construction in November 2022. The name of the company you work with may change, but our people, organizational structure, office locations and phone numbers remain exactly the same.

**Where is this happening?**  
All 9 office locations throughout California, Illinois, Washington and Texas will operate as Skyline Construction.

**Why Rebrand?**  
To further encourage our teams to draw on the collective expertise of fellow employees and share resources across the entire organization regardless of location.

**Why the name Skyline?**  
Skyline Construction is the foundation of our organization with a 25+ year history in commercial interior construction. ACCEND, Unimark and Skyline Capital Builders already operate as part of Skyline's family of companies. Our vision is to become one organization united under a single brand, making it easier for clients to partner with us throughout the country.

skylineconstruction.build/oneskyline

One Skyline KEY DATES

SEATTLE TIMELINE

- OCT 26 2022: Seattle Subcontractor Event
- NOV 09 2022: Name Officially Changes to Skyline Construction
- NOV 10 2022: Client Event

CHICAGO TIMELINE

- OCT 06 2022: Subcontractor Event
- NOV 09 2022: Name Officially Changes to Skyline Construction
- NOV 16 2022: Chicago Client Event

LEARN MORE ABOUT WHAT THE TRANSITION MEANS FOR YOU.

### TEMPORARY JOBSITE SIGNAGE

### REBRAND FAQ DOCUMENT FOR CLIENTS

One unified brand coming soon.

UNIMARK ACCEND SKYLINE Construction

**What is Changing?**  
Just the names of our companies. ACCEND, Unimark and Skyline Capital Builders will become Skyline Construction. Consolidating all brands under Skyline Construction's name and logo will make it easier for customers to find and partner with us through our National Construction Program. This translates into more customized service, volume-based savings and immediate availability of teams across our markets.

**How will this impact my project?**  
Current projects will not be impacted. Our legal entity structure is not changing, so there will be no updates to the entity that you're contracting with, and you will not need to update your system for new tax IDs, etc. After November 2022, each new project will start with the Skyline Construction name.

**Will there be personnel or leadership changes?**  
No, the same team remains fully intact. Just a new name and logo. You will see the same friendly faces throughout the company and each office will continue to be led by local construction experts.

**When is the change happening?**  
The transition is currently underway. You will begin to see logo changes on signage, construction documentation, email signature, and more across job sites and offices in the coming months. The official name and logo transition date is set for November 2022.

**What geographies will Skyline serve?**  
We will continue to serve Northern and Southern California, Washington, Illinois and Texas. We are growing rapidly, with expansion plans set for many major cities over the next few years.

**What will look different?**  
If you are used to working with Skyline in the San Francisco Bay Area, San Diego or Austin, nothing changes. If you are used to working with ACCEND in Chicago, Unimark in Seattle or Skyline Capital Builders in the Bay Area, expect to see the name, logo and brand identity transform into Skyline Construction. Our legal entity structure is not changing, so you will not need to update your system for new tax IDs, etc.

**Is Servicemark changing their name?**  
No, Servicemark will continue to operate as Servicemark. Since their business line is different, they will remain their own company under the Skyline umbrella. This group handles minor repairs, handyman services and prefabricated solutions for the commercial real estate industry in Washington, with aspirations to expand into a national platform in the near future.

**What is the National Construction Program?**  
Skyline's National Construction Program delivers commercial construction projects for companies with multiple locations throughout the US. Hiring Skyline nationally provides greater consistency, streamlined communication, deeper relationships, improved speed to market and ultimately reduced project costs.

www.skylineconstruction.build/oneskyline

### REBRAND TIMELINE & FACT SHEET FOR EMPLOYEES

### INTERNAL SCREENSAVER TEMPLATES

WELCOME TO THE TEAM

JOANNA WILSON Project Manager

JONATHAN ROJAHN Project Manager

JEREMY OWSLEY SUPERINTENDENT

RENE OLIVO President

WIN! ROCKTON

Project team: Steve Arnold Matt Slayen

DECEMBER HAPPY BIRTHDAY

12/02 Alexis Olmos	12/10
12/04 Chris Cooper	12/10
12/06 Elvira Sabanovic	12/11
12/09 Judith Toepel	12/12
12/09 Jose Quintor	12/13
12/09 Juan Garzon	12/16

SKYLINE HOLIDAY PARTY

Please join us for a night of good food, drinks, friends, & fun. We hope to see you there!

- Saturday, December 3rd
- 6 PM - 10 PM
- Dirty Habit at Hotel Zelos
- Dress to impress!

CLICK HERE TO RSVP

CELEBRATING WORK ANNIVERSARIES

Lucky to have you!

RENE OLIVO 5 YEARS

JONATHAN ROJAHN 5 YEARS

DUSTIN KOMEN 10 YEARS

RENE OLIVO 5 YEARS

JONATHAN ROJAHN 5 YEARS

DUSTIN KOMEN 10 YEARS

ONE SKYLINE REBRAND: 3-WEEK LOOK AHEAD

LAUNCH DATE: NOVEMBER 9

IT'S HAPPENING!	WEEK BEFORE LAUNCH OCT 31 - NOV 4	LAUNCH WEEK NOV 7 - NOV 11	WEEK AFTER LAUNCH NOV 14 - NOV 18
SOCIAL MEDIA	<ul style="list-style-type: none"> <li>Update your LinkedIn profile</li> <li>LinkedIn "office hours" help Fri 11/4</li> </ul>	<ul style="list-style-type: none"> <li>Share Skyline's social posts starting Wed 11/9</li> <li>LinkedIn "office hours" help Tues 11/8</li> </ul>	<ul style="list-style-type: none"> <li>Post your own social update informing your network to follow Skyline Const.</li> </ul>
LOGOWEAR	<ul style="list-style-type: none"> <li>Skyline logowear &amp; PPE provided</li> </ul>	<ul style="list-style-type: none"> <li>Retire all Unimark, ACCEND &amp; SCB logowear</li> </ul>	
MATERIALS YOU'LL RECEIVE FROM BRANDING	<ul style="list-style-type: none"> <li>Messaging refreshers</li> <li>Skyline PowerPoint template</li> <li>Skyline letterhead</li> </ul>	<ul style="list-style-type: none"> <li>Brand Guidelines</li> </ul>	<ul style="list-style-type: none"> <li>Business cards (if you order)</li> </ul>
EXTERNAL COMMUNICATION	<ul style="list-style-type: none"> <li>Coordinated communication to clients from Operations team</li> </ul>	<ul style="list-style-type: none"> <li>Client email Wed 11/9</li> <li>Press release Wed 11/9</li> <li>Servicemark client email Thu 11/10</li> </ul>	<ul style="list-style-type: none"> <li>Resend client emails to unopened contacts</li> </ul>

### INTERNAL SCREENSAVER: REBRAND IMPACTS

One Skyline MILESTONE DATES

WHAT'S HAPPENING	SEATTLE	CHICAGO	CAPITAL
Complete logowear survey	Jul	Jul	Jul
Train on messaging (in each office)	Aug 09	Jul 20	Jul 14
Skyline summer swag gifts	Aug 16	Jul 20	Jul 07
Client gifts ready to distribute	Aug	Jul	Jul
Client outreach campaign by Operations	Sep - Oct	Sep - Oct	
Rebrand posters on each jobsite	Aug	Aug	
IT & email transition and training	Sep - Nov 08	Sep - Nov 08	Sep - Nov 08
Skyline logowear & PPE delivered	Oct	Oct	Oct
Trucks & office graphics switch over	Oct	Oct	Oct
Subcontractor appreciation event	Oct 26	Oct 06	
External Launch: Share social media posts!			External Launch November 09
Client appreciation event	Nov 16	Nov 10	

### INTERNAL SCREENSAVER: REBRAND TIMELINE

# 4. MESSAGING

## SOCIAL MEDIA TEMPLATES

**PROMOTIONS**

**WE'RE HIRING!**

- PROJECT ENGINEER
- PROJECT MANAGER
- SUPERINTENDENT
- CARPENTER FOREMAN
- PROJECT ENGINEER
- GENERAL POSITION

**CAREER FAIRS**

**WOMEN OF INFLUENCE AWARD**

**How bipolar ionization works to clean your air.**

**PROMOTIONS**

**CONOR BUCKLEY**  
NEW DIRECTOR OF DIRECTING

**PARKER HILL**  
NEW DIRECTOR OF DIRECTING

**JOIN US**

**EVENT NAME HERE**  
OCTOBER 31 | SAN FRANCISCO

**ANNIVERSARY**

**TOP NATIONAL GENERAL CONTRACTOR**  
RANKED #135

**ANNIVERSARY**

**CONOR BUCKLEY**  
ON 7 GREAT YEARS!

**PARKER HILL**  
ON 2 GREAT YEARS!

**WE'RE HOSTING**

**CORENET GLOBAL**

**EVENT NAME HERE**  
OCTOBER 31 | SAN FRANCISCO

## FAQ

**Ask Us Anything ABOUT ONE SKYLINE**

In December we unveiled to the family of companies that Unimark, ACCEND, and Skyline Capital Builders will be changing their name, logo, and brand identity to match Skyline Construction. The vision for Skyline as an organization is to become THE household name in commercial interior construction throughout the country, and the best way to do so is under one unifying name.

Have questions or ideas? Contact your President or All Bedwell

**Why are we doing this?**

- To become THE household name in commercial interior construction & allow us to:
  - Seamlessly share clients across regions
  - Create a scalable model for future growth
  - Share internal resources with ease while removing silos and barriers
  - Reduce external confusion from multiple company names

**When will this change take effect?**

March 1st, 2023

**How will it affect me?**

For Unimark, ACCEND, or SCB, your email address, logowear, business card, and jobsite signage will change. Starting this summer, you can expect to see co-branded jobsite signage, email signatures and standard forms. In early 2023, we will drop the co-branding and roll-out Skyline branding on all mediums.

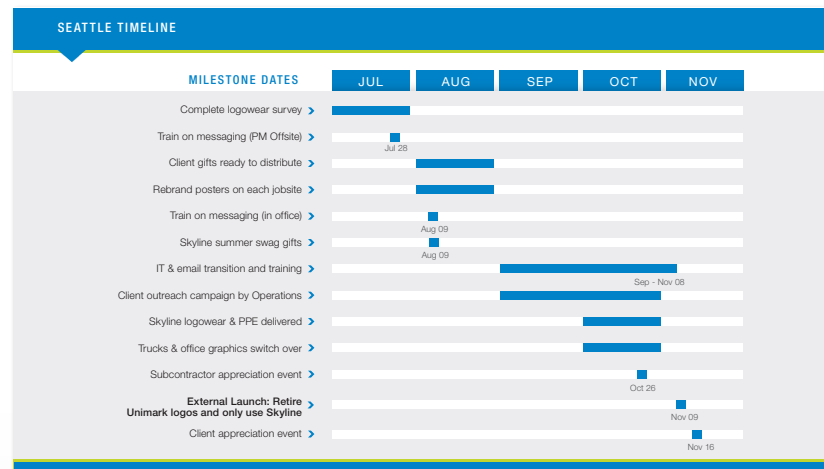
**Can I talk to clients and subcontractors about this change now?**

Yes, please do. The more people you can inform now, the easier and more logical the transition will be when the time comes. This is not a secret. In April, we will be sharing speaking points and messaging to help aid in your conversations.

**Why wait until next March?**

There are infrastructure changes that take time to complete. The Branding team is building a new website to house all regions. The IT team is building the infrastructure to seamlessly switch email addresses. Please bear with us, it is critical that we take the time to thoughtfully plan and execute this transition the right way.

## TIMELINE POSTERS



## ROADSHOW PRESENTATION

**One Skyline coming soon.**

UNIMARK  
ACCEND  
SKYLINE Capital Builders

**One Skyline**

**Who is Changing?**  
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**Why Rebrand?**  
**Client Partnerships:** To make it easier for customers to identify the Skyline teams in each local market and partner with us through our National Construction Program.  
**Increased Resources & Support:** To further encourage our teams to draw on the collective expertise of fellow employees and share resources across the entire organization regardless of location.

**Why the name Skyline?**

**One Skyline**

WHAT'S HAPPENING	SEATTLE	CHICAGO	CAPITAL
Complete logowear survey	Jul	Jul	Jul
Train on messaging (PM offsite)	Jul 28	Jul 28	Jul 28
Train on messaging (in each office)	Aug 09	Jul 20	Jul 14
Skyline summer swag gifts	Aug 16	Jul 20	Jul 07
Client gifts ready to distribute	Aug	Jul	Jul
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IT & email transition and training	Sep - Nov 08	Sep - Nov 08	Sep - Nov 08
Skyline logowear & PPE delivered	Oct	Oct	Oct
Trucks & office graphics switch over	Oct	Oct	
Subcontractor appreciation event	Oct 26	Oct 06	
Retire ACCEND, Unimark & SCB logos and only use Skyline Construction			External Launch November 09
Client appreciation event	Nov 16	Nov 10	

**Our marketing objectives were achieved through our target audience engaging directly with our content.**

We executed our rebrand 15% under budget. We continue to track the project's evolving ROI and will revisit its effectiveness at the six-month and one year mark.

### Target Audience Engagement:

**375** individual client conversations

**2** large-scale industry events

**10,363** web views, **325** repeat visitors to new site

**5,581** video views

**281** press release pickups

**21** social announcements

**1,259** email opens from **3** unique email blasts

**6** internal departments managed to launch the rebrand

**6** internal trainings for **115** employees

**3** new contracts with national clients (MSAs)

**21** new projects awarded post-rebrand

## 5. RESULTS



◀ BRANDING TEAM WEARING SWAG



▶ COUNTDOWN TO REBRAND VIDEO



▶ CHICAGO INDUSTRY EVENT



▶ SEATTLE INDUSTRY EVENT



### REBRAND ANNOUNCEMENT 3 independent brands unify as Skyline Construction

**SAN FRANCISCO, CA (November 9, 2022)** – Today, Unimark Construction in Washington, ACCEND Construction in Illinois, and Skyline Capital Builders in California changed their branded name to Skyline Construction. All three companies are owned by Skyline Enterprises and have operated as sister companies to Skyline Construction for years. The rebrand unifies the companies under the name Skyline Construction, making it easier for clients to identify Skyline teams in all of the locations they serve, including Northern and Southern California, Washington and Illinois.

"This rebrand is really about marrying up our internal and external strategies," said Andy MacGregor, President of Skyline's Chicago office. "Internally, we have always been one company, sharing resources and clients across all geographies. Changing our name and logo to be consistent makes it easier for the commercial real estate community to understand how we operate."

All day-to-day business operations, registered entity names, local teams, and office locations remain the same. Each region will continue to be led by local construction experts who are deeply knowledgeable in their respective market. All Skyline offices will continue to leverage the collective support of Skyline's Corporate Services team, a group of subject matter experts in the fields of construction technology, human resources, legal, finance, safety, branding, sales, IT & data security.

"In Seattle, changing our name to Skyline Construction is the final step in solidifying our acquisition," said Chris Henderson, President of Skyline's Seattle office. "Skyline acquired Unimark back in early 2020 amid the pandemic. Since then, we have been fortunate to share clients and partners between locations, and have benefitted from the organizational infrastructure and financial strength provided by Skyline. This name change comes down to recognizing and valuing that our business and brand are stronger as a unified front than as separate, local brands."

Skyline Construction's roots date back 26 years. The company specializes in building commercial offices, structures, healthcare, hospitality and life science projects across its nine offices. Skyline creates a bespoke project delivery experience due to its focus on people and local market expertise. The company is 100% employee-owned through an Employee Stock Ownership Plan and is poised for further expansion into additional locations nationwide.

**About Skyline Construction**  
Skyline Construction is a people-first organization that specializes in commercial interior construction projects. The company operates nine offices nationally. Skyline is 100% employee-owned and believes in building better outcomes every day. As a \$600M company, Skyline is rapidly expanding with the vision that transparency, predictability, and consistency can lead to a better end product. Skyline is proud to be named one of *Inc. Magazine* and *Crain's Chicago Business* Best Workplaces in 2022.

###  
**CONTACT**  
Alli Bedwell  
Vice President, Brand Strategy  
650-269-1474  
abedwell@skylineenterprises.com



▶ REBRAND PRESS RELEASE AND HEADER GRAPHIC