

NMR

Brand Guidelines



IDENTITY

Mission Statement

It took 40 years for NMR to build a trusted reputation as a creative tech partner, and a seasoned group of experts and engineers. Our mission is to use our expertise to exceed your expectations.

Elevator Speeches

- NMR is a reputable and creative tech partner that amplifies your message to your audience.
- NMR is a white glove service for all your event tech needs.
- STREAMit! is an event platform built by event people.
- STREAMit! applies decades of experience in events to the digital landscape.

Tagline

- More than Technology.
- If you can dream it, we can STREAMit!
- STREAMit! The one stop shop for your virtual event needs.
- Ordinary humans building extraordinary experiences.
- Working with your expectations to create amazing experiences.
- Anybody can own a bunch of gear. We own your event, too.

ESSENCE

Attributes

- We're a family. NMR is a family run business and the average tenure is 10+ years.
- We're seasoned experts. NMR has been around for nearly 40 years, building an unparalleled network of talent and trust.
- We're events people. We think about the experience first, and the tech second.
- We're innovative. NMR's engineering team creates solutions you didn't know were possible. Try us.
- We're scalable. Our team can handle any size event and bridge the gaps how ever needed.
- We're polished. Our staff is clean cut with professional attire.
- We're relatable. Our people have seen it all, and like to share their anecdotes.
- We're gear snobs. We own the highest quality equipment and always have cutting edge tech for our clients to leverage.

Benefits

- You'll get the best personnel in the business for your project. We pair our core in-house experts with top level talent. Our network is endless.
- Our technical support never sleeps. There will always be someone there to answer your call and dispatch someone asap.
- We deliver productions that dazzle in an industry of sameness. Our case studies speak for themselves.
- STREAMit! Our data is bar none. We gather analytics in ways that create meaningful ROI and insight opportunities.

CORE COMPETENCIES

- Trade show technology.
- Staging and event technology.
- Studio broadcasts.
- Hybrid events.
- Virtual event platforms.
- Permanent installations.
- Focus meetings division.
- Digital media services.

CORE VALUES

- Relentless. Our team of relentless and seasoned experts provide unparalleled service, always putting the customer first.
- Passionate. We live for technical challenges.
- Personable. We pride ourselves in having great people, both for their skills and likability.
- Reliable. We do whatever is technically possible to get it done right.
- Professional. Corporate event approved and ready to wow the client.
- Team players. Together we're unstoppable.
- Green. We're consistently taking measures to reduce our energy usage and consumption.

Personality:

- Respectful.
- Exceeds expectations.
- Learns something new every day.
- Engage and develop our employees.
- Never give up.
- Transparency builds trust.
- Loyal.
- Excellence in all areas.
- Success is a team effort.
- Show your passion every day.

CLARITY

NMR is...

- A partner.
- A turnkey.
- A technical producer.
- A creative tech provider.

NMR is not...

- An agency.
- A gear house.
- SaaS.
- The cheapest option.

Visual Tone

- Professional.
- Clean, polished.
- See Style Guide.

Verbal Tone

- Relatable.
- Expert.
- Approachable.
- Employee focused.
- Timely, relevant.