



root
DESIGN. BUILD. GROW.

OUR STORY

Root Engineering recognized from the beginning that there was a critical need for quality engineering services in the growing cannabis industry.

Root's team of licensed professional engineers (PE) have over 75-years of combined engineering experience and over 40 cannabis industry design projects under their belts. The company began forming partnerships with growers, architects, contractors, and investors in the cannabis industry since Oregon's legalization in 2015, and continues to be a market leader in engineering, design, and consultancy services for cannabis cultivation across the country.

A cannabis business thrives on the quality of its product - and just as strong roots are essential for growing a superior product, so are strong roots in the engineering and design of every cannabis cultivation facility.

The critical need for these strong roots is what the Root Engineering brand is founded on.

BRAND DEVELOPMENT

The strength and staying power of a brand is vital to the success of every organization. A company's brand is there for every touchpoint along the customer journey and guides the way an organization is perceived in the market. A brand is far more than a logo or colors. It is a promise, a culture, and an identity. A memorable brand stays top-of-mind with consumers, and when presented properly, a great brand creates valuable brand evangelists.

When we set out to create the initial brand identity for Root Engineering, we had three goals: Make it memorable. Make it market-relevant. Make it timeless.

With these goals in mind, we focused on creating a logo and brand identity that would honor the heritage of the ColeBreit Engineering brand and develop a sub-brand that would thrive in the growing cannabis market. Our goal was to create a contemporary, authoritative, approachable brand that would sit at the forefront of the ever-evolving cannabis industry. We set out to position Root Engineering as an industry leader, while allowing room for growth and expansion of the brand into new locations, and to allow for an advantageous position in a growing indoor agriculture market alongside the cannabis industry.

The background of the slide is a detailed architectural floor plan, likely for a building or industrial facility. It features various rooms, corridors, and equipment, with labels such as 'EQUIP STOR', 'PROC', 'SITE', 'OFFICE', 'STAFF LOUNGE', and 'STAFF'. The plan is rendered in a light gray color against a dark gray background.

BRAND PERSONALITY + KEY MESSAGING

THE SAGE + THE EVERYMAN

For Root Engineering, this combination means that the tone of voice, messaging, and presentation should have a thoughtful balance between being authoritative, yet approachable. The Sage can often be too pretentious, so balancing that with the style of The Everyman should compliment each other and be an accurate reflection of the company culture and overall brand promise.

Root Engineering is an expert, constantly seeking to better the world by sharing knowledge and seeking truth. The company is an industry leader and strives to provide the highest standard when it comes to engineering and design services for the cannabis industry.

Root Engineering's products and services set the standard in quality and delivery, based on deep industry knowledge backed by over 75-years of engineering experience. Root's team of licensed Professional Mechanical Engineers (PE) are experts in engineering and specialize in the unique design and compliance requirements for the cannabis industry.

The brand takes great pride in its Central Oregon roots, and is deeply committed to supporting local businesses and being a leader in the region. Root Engineering also takes pride in being a part of the cannabis industry, bringing a higher standard of engineering services, technology, and design insight to not only help its clients, but to help the cannabis industry and economy grow.

Root Engineering approaches every project with equal focus on client services as well as quality of product. The organization adopts a team approach to its own company culture, as well as the way it manages design projects. Root Engineering works with your company to find the best solution for your grow, your location, and your system.

THE SAGE - THE TEACHER. THE EXPERT.

Root Engineering is primarily The Sage.

The Sage brand archetype seeks the truth, strives to understand the world, and pursues knowledge and information with diligence. A perfectionist by nature, the Sage won't settle for ambiguity and is on a constant mission to analyze everything in order to find the right answers. Experts in their field, the Sage believes that the path to prosperity is paved with knowledge and that they have a duty to share that knowledge with others in order to make the world a better place - 'the truth will set you free'. Fearful of misleading the market or losing valuable trust, the Sage avoids misinformation, misleading claims, and ambiguity.

The biggest challenges for the Sage occur when they become overly focused on objective truth, forgetting to pay valuable attention to emotion or social graces. They often fall victim to "analysis paralysis".

In action, the Sage is a source of guidance, helping their clients and customers make better decisions and providing them with the knowledge and objective truth to reach those decisions. They are backed by research, fact, and information. They are precise in their delivery and they never falter. In marketing, Sage brands produce high value marketing material that make people see things in a different way, yet refusing to ever dumb down what they put into the market. The Sage encourages thought, intelligent conversation, and the sharing of knowledge, yet insist that they must be the thought leader in their industry.

PROMISE

The Truth. 'The Truth Will Set You Free'.

GOAL

To understand the world and teach others what you know.

STRATEGY

Seek information and knowledge through self-reflection, research, objectivity, and diligence.

FEARS

Being misled, not understanding your market, being wrong, or outsmarted.

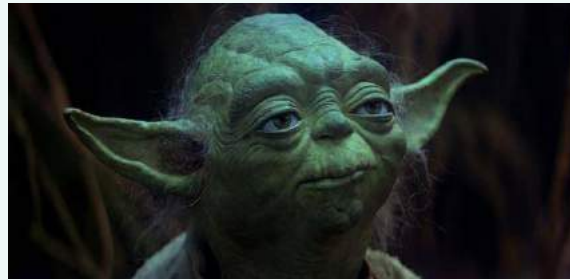
SAGE BRANDS

TED Ideas worth spreading

Bloomberg



SAGE CHARACTERS



YOUR BRAND VOICE

Factual. Decisive. Authoritative. Researched.

YOUR CLIENTS FEEL

Educated. In the Know. Wise. Engrossed. "I Understand"

THE EVERYMAN - THE STRAIGHT SHOOTER. THE REALIST. THE GOOD NEIGHBOR.

Root Engineering, while primarily The Sage, exhibits personality traits of The Everyman.

Often perceived as the 'good neighbor' due to their sense of realism, empathy and lack of pretense, Everyman is down-to-earth, relatable, and dedicated to connecting with clients or customers on a human level. Everyman brands are genuine in all aspects of their marketing and the way they interact with their customers, and as a result are successful at establishing a sense of belonging and connectivity. They are made up of hard-working teams that take pride in their work, fostering genuine camaraderie amongst employees and establishing a positive presence within their community.

Everyman brands pay particular attention to culture, and strive to be approachable, inviting, and a part of a community. For Root Engineering, this means making engineering services and the entire process approachable, conveying to consumers/clients that you are right there with them through the process and that you are going to make it frictionless and easy for them to understand - backed by the confidence you will portray with The Sage.

The marketing of an Everyman brand often speaks in a colloquial voice and uses wholesome, relatable imagery. There are no outlandish claims, and nothing designed to get shock value or be too disruptive. Trust-building elements are common and often successful - trials, consultations, guarantees are a great entry point for the Everyman customer. Social media is a great channel for Everyman brands, because it is a way to connect with consumers on a more personal level and make the brand more relatable, transparent, and helpful.

PROMISE

Everyone is equal.

GOAL

To belong.

STRATEGY

Blend in and create common virtues. Be connected.

FEARS

Being seen as pretentious or elitist. Not being welcomed. Standing out from the crowd.

EVERYMAN BRANDS



Wrangler®

Wendy's

EVERYMAN CHARACTERS



YOUR BRAND VOICE

Friendly. Approachable. Practical. Genuine. Authentic. Relatable.

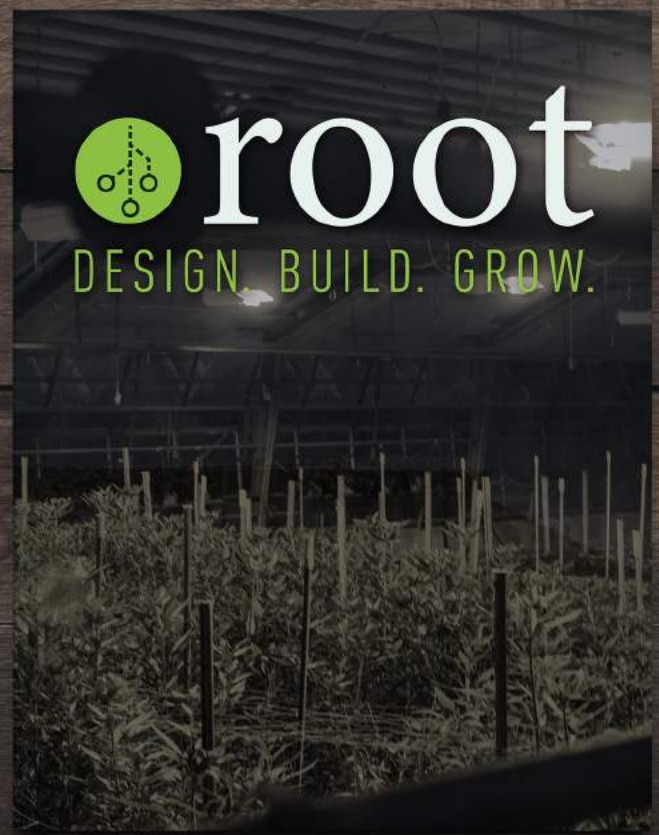
YOUR CLIENTS FEEL

Welcomed. Understood. Comfortable.



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Dear Customer,

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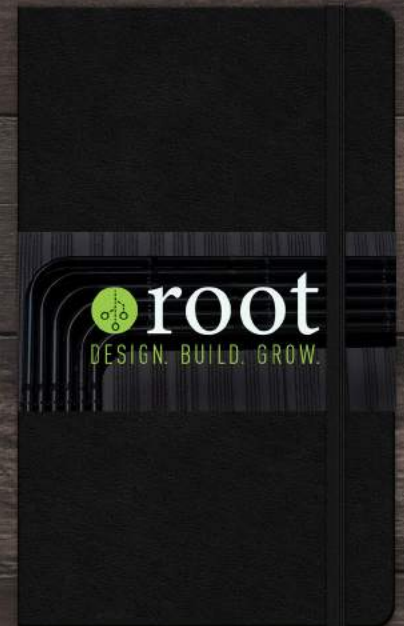
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Sincerely,

Root

Root Engineers



DESIGN. BUILD. GROW.

Root Engineering provides critical design and engineering services for the cannabis industry. With over 40 cannabis case studies and 75-years of combined experience in HVAC, Electrical and Plumbing Engineering (MEP) services, our team has set the standard in engineering design for the growing cannabis industry.

Headquartered in Bend, Oregon, Root Engineering has been a leading provider of engineering design services for the cannabis industry since the state's legalization in 2015. Our team of licensed Professional Mechanical Engineers (PE) understand the unique requirements for building compliant and efficient cannabis cultivation facilities, and are dedicated to delivering expert engineering design services to build your facility to code, and developing systems that will help you grow the best product possible - all on time, and on budget.

Today, Root Engineering provides engineering design and consulting services in Oregon, Washington, California, Nevada, Colorado, Montana, Arizona, Georgia, and Idaho - with the ability to obtain licensure in other states within two to four weeks.

YOUR BRAND VALUES

Expertise

Innovation

Honesty

Quality

Relationships

Growing the Industry & Economy

Being Genuine



root

DESIGN.

The root of a successful cannabis cultivation facility begins with design. Our team of licensed Professional Mechanical Engineers (PE) provide the highest standard in engineering design and consulting services to ensure your facility is designed to produce the best product possible.

BUILD.

Every one of our clients is assigned a team who will guarantee that your facility is compliant with state and local codes, and that your build stays on time, on budget, and done right the first time.

GROW.

We draw upon years of experience in HVAC and Electrical and Plumbing Engineering (MEP) services to design a system that will control temperature and humidity in order to optimize your production, maximize your bottom line, and grow your business.

 root

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DESIGN. BUILD. GROW.





YOUR GROW. YOUR LOCATIONS. YOUR SYSTEMS.

Root Engineering is dedicated to helping our clients design, build, and grow their cannabis business. Unlike other engineering firms, we are not tied to any product, so we are able to provide the best recommendations possible to design and build your facility. We work directly with your business to meet your needs, dedicating a project manager and an entire team of top engineers to your project, so that we have a deep understanding of your unique grow, your location, and the best system for your business.

Root Engineering has been working in the cannabis industry in Oregon since the beginning. Our team has over 40 successful cannabis facility case studies, and continues to expand our footprint across the country as more states pass cannabis legalization legislature. Our approach to engineering design is focused on providing the best structure and system design for your grow, which is why we build teams of engineering and cannabis systems experts for every project. Our engineers use the most advanced technology systems in the market to design your facility, providing all of our clients a 3D view of their builds in order to make the design and building process as frictionless as possible.

Root Engineering is dedicated to the growth of your business and the growth of the cannabis industry, which is why we partner with industry leaders like Desert Aire to source the best products available for your facility.

