



# Brand Constitution

A guidebook on how to live and breathe the JMT brand.

## Our Goal

To create and maintain a strong, consistent, lasting feeling with our clients so they remember us and consciously choose and recommend JMT.

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## Brand Introduction

The Brand Constitution is a document set up to help guide us in all business decisions, from how we interact with each other every day to how we deliver a project to our trusted clients.

### **Within this Constitution is our Brand DNA and our eight Brand Values.**

The Brand DNA is the ultimate emotional connection we want to have with our audience. It is why we live the brand every day. The eight Brand Values are statements of who we are as a firm and aspirations of who we want to become. All employees – at every level – are expected to follow these values. Use them to answer questions such as, “What makes JMT stand out?” and “How can I contribute?” Examples are given for each value to explain its meaning and show what it means to “live the brand.”

As much as it is a guidebook, the Brand Constitution is also a form of checks and balances. Employees are encouraged to consider the brand in every action and idea. If it does not reflect the brand, change it. If it cannot be changed, stop doing it. It’s that simple.

We are excited to have a compass that will help guide JMT’s journey for decades to come.

**Together, we will show what makes JMT stand out.**

## What is a brand?

The feeling you want your audience to have – and remember – when they interact with your organization, an employee, or service.



logo

brand

## What is not a brand?

It's not **just** your logo, collateral material, tagline, or advertising.

**These are what you see, but there's more to it.** They are just part of the larger audience experience.



# What is our Brand DNA?

## Brand DNA Definition

The ultimate emotional connection we want with our audience. It is why we live the Brand Values every day.

The abbreviated version of our Brand Values.

An easy and accessible way for us to speak about our brand.

**Make it  
easy.**

**Personally  
care.**

### **Make it easy.**

We make it easy for our clients and team members to get the right results.

### **Personally care.**

We provide a personalized level of care to our clients and team members.



# Brand Values

**Who we are**  
as a company and  
who we aspire to be.

**Our compass**  
for when we need direction.

**What we live every day**  
to ensure others experience  
our brand.

## JMT's Brand Values

- 1 We **personally care** about our people, our clients, and our community.
- 2 We **collaborate** to get the **right results**.
- 3 We focus on the **long-term strategy** and build **lasting relationships**.
- 4 We take **initiative** and **create opportunity**.
- 5 We **empower and expect** our employee owners to **learn, grow, and contribute**.
- 6 We have **integrity** and are **unpretentious**.
- 7 We **minimize internal bureaucracy**.
- 8 We take pride in the **success of our firm**.

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We **personally care** about our people, our clients, and our community.

## This means:

- The safety of our employees, partners, clients, and the public is our top priority.
- We support one another and emphasize personal well-being.
- We value our clients both personally and professionally.
- Our people actively contribute in their communities.

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We **collaborate** to get the **right results**.

## This means:

- We function as one team while being geographically and technically diverse.
- Ideas are shared freely, among everyone.
- Being diverse and inclusive makes us a stronger team.
- Our approach to problem solving allows us to address complex challenges effectively.



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We focus on the **long-term strategy** and build **lasting relationships**.

### This means:

- Focusing on the bigger picture allows us to make decisions that are in the best interests of our employee owners and clients.
- We forge meaningful connections with people and develop long-term relationships.
- Our sustained success is driven by continuous improvement.

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We take **initiative** and **create opportunity**.

### This means:

- We are self-motivated and entrepreneurial, no matter our role in the company.
- We are creative, agile problem solvers who constantly adapt and innovate.
- Our people work proactively, with flexibility to create the right solution.
- We use a “can-do” attitude to find opportunities in every situation.

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We **empower and expect** our employee owners to **learn, grow, and contribute.**

### This means:

- Our people commit to their own professional and personal growth to contribute to the success of the firm.
- We invest in our employees' continuous development.
- We enjoy learning and sharing our knowledge.
- We create positions around people, not fit people into positions.

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We have **integrity** and are **unpretentious**.

### This means:

- We will not compromise honesty, ethics, or safety for any reason.
- Delivering the right solution comes first. We don't let egos and self-promotion get in the way.
- We exude quiet confidence and let the quality of our work do the talking.
- Our people are approachable and always willing to help.



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We **minimize internal bureaucracy.**



### This means:

- We simplify the complex, both for our clients and one another.
- We continuously streamline processes to make work easier and more effective.
- We have a minimalistic organizational structure that supports open communication and collaboration.

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We take pride in the **success**  
**of our firm.**

### This means:

- Our employees are committed to each other and are proud to represent JMT.
- Our employee ownership structure drives our shared responsibilities and strong financial results.
- Our achievements are reflected through the success of our clients, our people, and the strength of our communities.



## The magic of our brand

is in making people  
feel our brand,  
not simply stating the  
Brand Values.

## How to use the brand.

Encourage everyone in the organization to express the brand in everything they do, internally first then externally.

Make sure everything JMT does and how it is done is filtered through the lens of the Brand Values.

Ultimately, what we do should be an expression of these values. If it is not, then stop doing it, or change it so it is an expression of the brand.

Use consistent language and imagery that make the emotional brand connection for our target audiences in all communication initiatives.



## Ask yourself...

How do you  
want people to feel about JMT?

How do you  
want JMT to stand out?

How do you  
want JMT to be remembered?



## The takeaways...

Live every day  
in accordance with our brand.

If it does not reflect the brand,  
**change it.**

If it cannot be changed,  
**stop doing it.**





## The power is in our hands.

We have a powerful brand that is uniquely us.

Our Brand Values should be represented at every level of the organization.

We know what emotional connections we want to make with our clients.

We have the tools to ensure we stand out.





Go live our brand.

Go stand out.



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