



Proposal for Review:

**Development of a Corporate Brand Identity for the
[MILITARY MUSEUM]**

05.13.05

Due 5.16.05 COB

Solicitation Number: W74V8H-05-T-0173

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Introduction and Summary

Lucidea is pleased to present this proposal to the [MILITARY MUSEUM]. This document is in response to the Request for Quotations that was posted on www.fedbizopps.gov.

This project is a graphic design project, and includes two task areas:

- The development of a brand identity concept;
- If the concept is accepted during market research in Phase II, the development of a Graphics Standards Manual in Phase III.

We view this project as an opportunity to build a solid partnership with the Museum. Although we are not so egotistical to believe that any vendor is perfectly qualified for any task, Lucidea offers several strengths for the Museum to consider:

- *We're versatile and practical.* We have designed for a variety of mediums, including Web and print. As a result, we understand how to design an identity that works in many contexts. In addition to our branding expertise, we also offer many skills, such as programming and usability, that traditional design firms cannot provide.
- *What you see is what you get.* Our most experienced and award-winning designers, writers and project managers will be working on your project from start to finish.
- *We treat clients as valued partners during the design process.* As consultants, we will always recommend best practices to our clients, but we also understand that many factors affect design decisions and can work within those constraints.

Document Organization

The remainder of the document is divided into three parts:

- *Vision and Scope:* An overview of the project's task areas and features.
- *Technical Qualifications:* An introduction to Lucidea and our creative team.
- *Past Performance:* Case studies highlighting our familiarity with branding projects and government clients.
- *Costs:* Professional fees for the project and payment schedule.
- *Appendices:* Our GSA Price List and information about our representations and certifications.

We are excited about this proposal and believe that we have a good initial grasp of your needs. As with any project, we will shape and refine the initial vision into a superlative final product. We look forward to kicking off the project!

1. Vision and Scope

This project can be divided into two main areas:

- 1) Develop brand identity concept;
- 2) Develop and present new graphics standards.

1.1. Develop Brand Identity Concept

Our first step in the project will be to design a brand identity for the Museum, based on the information provided in the RFQ and at the kickoff meeting.

We will supply the following deliverables:

- Multiple logo treatments
- A written explanation of logo components and treatments and detailed instructions for their application
- Signature colors and color palettes, icons, symbols, graphic motifs, slogans, taglines and other elements that complement the logo
- Text treatments: The designation of specific typefaces, fonts and their accompanying text treatment to complement the other deliverables described above, along with a written explanation and detailed instructions

We will submit five hard copies and five CDROM copies compatible with Windows and MAC operating systems no later than 30 days after the contract award.

1.2. Develop and Present New Graphics Standards

If our logo and tagline are accepted during the market research in Phase Two, then we will provide the following deliverables in Phase Three:

A graphics standard manual and compact disk (CDROM), containing:

- Style sheets
- Templates
- Branding elements for Web site and Digital Media (email signature, email promotions, videos and films)
- Sub-Brand Identity

Upon completion of this phase, we will deliver a copy of the manual and accompanying style sheets and templates to the Museum for review.

One revision cycle has been included in the schedule. After the Museum submits change requests in writing (in a single document), we will make any corrections as needed and then submit 50 hard copies in binders and 50 copies on CDROM.

In collaboration with key Museum staff, we will plan a presentation to officially launch the Brand Identity/Trademark Program. We will present the new identity, explain how it meets the goals for the Museum, answer any questions by meeting attendees and provide meeting minutes and action items in writing no later than five days after the launch presentation.

2. Technical Qualifications

2.1. Corporate Profile

Lucidea is both an old and a new company. Our roots go back to 1994 and the beginnings of the Web. We are privately held with no external funding, have lived through the “Dot Bomb” and are still growing.

We grew enough to make *WashTech*'s Fast 50 list twice and have been named by *IT Recruiter Magazine* as one of the 50 best places to work in the Washington metropolitan area.

In 2002, we rebranded ourselves as Lucidea. Our mid-size consulting firm is located in Washington, DC, just a few blocks from the White House.

As a small business, we offer services under **GSA Schedule 70, SIN 132-51**—Information Technology (IT) Professional Services. This allows us to provide services such as systems development, programming, usability testing, branding, interface design and multimedia development, among others. Our government-approved catalog of services, price lists and GSA contract terms and conditions is included at the end of this proposal.

Lucidea has worked with dozens of government, non-profit, academic, and corporate clients. Each of our projects is characterized by user-friendly, sensible, and cost-effective solutions that get the job done.

2.2. Strategic and Creative Team

This project will have two primary team members, who are briefly described below. Lisa Goldberg will be the main point of contact on the project and will take the lead in performing all analysis. She will drive the overall process, along with any necessary content writing or editing. Bill Jensen will perform the graphic design.

All staff members are extremely experienced and it is their combination of skills, background and education that will help yield a superlative product.

2.2.1. Lisa Goldberg, Project Management and Content

Lisa manages projects, consults with clients regarding creative vision and approach, and coaches team members to successfully plan and execute creative development. As Lucidea's User Experience Lead, she has successfully managed many high-profile design projects for the National Library of Medicine.

Lisa initially joined Lucidea seven years ago as a graphic designer. She has since built a large and talented team of designers, writers, project coordinators, and production staff.

Prior to joining Lucidea, Lisa worked as a graphic designer for Price Waterhouse (now PriceWaterhouseCoopers) and IDEV. She also wrote technical and user manuals at the Acacia Group, taught writing skills at the USDA Graduate School, and coded texts at the University of Virginia's Electronic Text Center.

Lisa has a B.A. degree in The Writing Seminars from the Johns Hopkins University and an M.A. degree in English Literature from the University of Virginia. She is Lucidea's strongest information design professional and our resident guru on usability issues, leading our participation in groups such as the Usability Professionals Association.

2.2.2. Bill Jensen, Graphic Design

Bill, the primary resource on this project, has been designing award-winning works for over ten years. While attending Mississippi State University, he was honored by the acceptance of one of his logo designs into the premier issue of *Graphis* Student annual. After graduating with a BFA in Graphic Design, Bill joined a design shop in Northern Virginia and continued his successful logo and publication designs, receiving awards from the RX Club, American Association of Museums, and the Art Directors Club of Metropolitan Washington.

Since joining Lucidea over 5 years ago, Bill has continued to produce top-quality designs. He has worked on design projects for dozens of clients such as the National Library of Medicine, Howard Hughes Medical Institute, Celera, American University, Factcheck.org, WorldSpace, and the National Institute of Standards and Technology. At Lucidea, Bill has focused his designs on visual branding and Web-based user experiences. As he puts it, "Establishing the right visual identity is crucial to building the trust necessary to begin the relationship between you and your customers. Logos and graphic standards not only help improve recognition through market penetration and establish a message, but also lay the ground work for all relationships both internal and external."

3. Past Performance

3.1. Case Studies

3.1.1. *Factcheck.org*

In October of 2003, with the election of 2004 fast approaching, the Annenberg Public Policy Center of the University of Pennsylvania wanted to create a website to monitor the information and claims emerging during the campaign. We were tasked with creating that site as well as the Factcheck.org brand.



With only three weeks to design the logo and the website, we needed to create the visual brand of the organization quickly. Our challenge was to establish a trustworthy and patriotic image, while maintaining a clear message that the site was in no way partisan. As a result we created a mark that combines a bit of the literal and symbolic meaning behind the name. Staying away from any iconic imagery from either major party, we used the flag as a means to connect to the patriotic and political purpose of the site. By including the checkmark with the flag we established a connection to both the name Factcheck and to the voting process.

In 2004, FactCheck.org won two awards from major magazines: one of the "Top 50 Coolest Websites" (*Time*) and one of the "Top 100 Sites You Can't Live Without" (*PC Magazine*). Six months after launch, the site has 20,000 subscribers and continues to attract new readers daily.

3.1.2. *NACUA*

NACUA, the National Association of College and University Attorneys, needed to update their image. After years of using the seal as a logo, it was decided to update their look and establish a new brand for their membership. The challenge we faced during this process was to create a mark that communicated the idea of law and higher education, instilled trust and confidence, and was modern but not beyond the perceived taste of the target audience.



It was established early on that the organization was known by its acronym, so it was evident that the letters NACUA would have a strong presence in the mark. We used Copperplate, bold serif font, which helps instill trust and has an overtone of law and higher education. The simplified graphic of the ionic column also was utilized as a visual connection to the architecture associated with law and higher education.

In addition to creating the logo, we also designed the website and created a graphics standards manual for the organization to use as a guideline in maintaining a strong visual brand. The manual outlined appropriate logo usage including size restrictions, color application, segmentation of the mark, and guidelines for associated type. Examples were given for correct and incorrect usage.

3.1.3. Lucidea

Westlake Consulting Group was a successful Web consulting firm, but with new goals and direction the company wanted a fresh, more fitting brand. We needed to create the name, logo and visual brand to establish the company as a major player in the Web consulting and design business.

The logo for Lucidea features the word "lucidea" in a lowercase, sans-serif font. Above the letter 'i' are three small, dark circles arranged in a slight arc.

We created a logo that is clean and modern and more fitting for a cutting-edge firm. Once the mark was decided upon, we designed the stationery, brochure, folder, and additional collateral to expand on the brand. A consistent color palette and repeating graphical elements were the foundation for creating a consistent brand across multiple media packages.

3.2. Detailed Case Study: MedlinePlus' Go Local

The logo for MedlinePlus goLocal features the word "MedlinePlus" in a bold, sans-serif font above the word "goLocal" in a larger, bold, sans-serif font. The "o" in "goLocal" is replaced by a stylized play button icon.

MedlinePlus, a service of the U.S. National Library of Medicine (NLM) and NIH, provides information on more than 700 diseases and conditions. As a new service, MedlinePlus created Go Local, which provides regional information on health services as they relate to specific diseases and conditions.

The MedlinePlus visual brand was well established by its logo and website design, although there had been no guidelines established for creating sub-brands. In creating a mark for Go Local we needed to establish the new product in a strong and effective manner, while at the same time staying within the tone of the parent brand. It also became clear during the process that we needed to establish Go Local's brand as a clear subset of MedlinePlus.

As a solution to the challenges faced in creating the logo, we developed a mark that paid homage to the parent brand but clearly has a more modern approach. The most obvious connection to make was through the already established color palette, but since the mark was, at times, to play a subordinate role, we needed to assure quality at a very small size. Because of this, we abandoned the serif font, for the most part, and utilized a strong san-serif font that works well at both small and large sizes. We also wanted to give the logo a more distinctive and informative feel while at the same time not overshadowing the pure wordmark of the parent brand. We achieved this through working a small iconic symbol into the typography.

In addition to the challenges faced in creating the logo, we also needed to establish clear guidelines and style guides for Go Local sub-brands. All the information viewed at a regional level in Go Local is provided by local affiliates. More often than not these affiliates are a statewide organization, but we also needed to take into account the possibility of partial state branding. From the beginning Go Local voiced their desires to allow as much customization for the state affiliates, while maintaining a cohesive brand and message.

As a solution we provided a style guide that was well defined, while at the same time allows for customization within the limits we set. We provided predefined graphics and colors which the affiliates could choose from, and designed the interface to allow for a certain amount of scalability where the name of the affiliate was to appear.

Go Local launched its new design in May 2005 with comprehensive coverage for four states and hospital information for the others. NLM plans to add a few states each year as they find local project sponsors.

3.3. Additional Logo Designs

Below you will find samples of additional logos that we have created for clients.



3.4. Similar Contracts

National Library of Medicine: Go Local

Duration: April 2004-May 2005
[INFORMATION DELETED]

Summary of Service Provided

Problems/Challenges: Establish a new brand for Go Local under the auspices of the pre-existing, well-known identity of MedlinePlus. Provide a flexible sub-branding system for new states or regions

that join the Go Local system. In addition, we were tasked with redesigning the application's interface based on previous usability test results.

Solution: Working in collaboration with the National Library of Medicine, we redesigned and retested the new interface, including the brand, with a sample demographic of users.

Because the Go Local service is not yet provided for all states, Lucidea designed a dynamic Flash map indicating the available locations. As states are added to the database, a simple XML file is updated, which automatically updates the map's appearance.

Results: Go Local launched in May 2005 with comprehensive coverage for four states and hospital information for the others. NLM plans to add a few states each year as they find local project sponsors.

National Library of Medicine: Website Redesign

Duration: February 2003-July 2004
[INFORMATION DELETED]

Summary of Service Provided

Problems/Challenges: The U.S. National Library of Medicine (NLM) is the world's largest medical library. NLM's Web site is vast, offering more than 16,000 pages of information to people with very different needs.

In July 2002, NLM conducted a survey to measure customer satisfaction with the site. While people claimed to be satisfied and likely to return, they also had trouble finding information. These results, along with an outdated graphic design, inspired NLM to launch a full-scale site redesign.

Solution: Lucidea redesigned NLM's main Web site and some departmental sites to standardize the branding and navigation. As part of the design process, we conducted several rounds of usability testing with targeted audience groups.

We redesigned many departmental sites and portal pages to give them a unique identity under the auspices of NLM. They include the [History of Medicine](#), [Online Exhibitions and Digital Projects](#), and [Health Services Research and Public Health](#). We also designed the Ask Cosmo logo (featured in section 3.3. of this proposal). As part of the final deliverable, we presented NLM with a Web-based style guide for their site.

Results: Since the launch of the new site in May 2004, traffic has steadily increased, as have the site's rankings for functionality, look and feel, and navigation. More than two million people now visit the site each quarter.

National Library of Medicine: Loansome Doc

Duration: February 2004-February 2005
[INFORMATION DELETED]

Summary of Service Provided

Problems/Challenges: Loansome Doc® is the National Library of Medicine's (NLM) document ordering system. The Web-based application allows individual users to register with participating medical libraries for document delivery service, and subsequently to request delivery of full-text articles from citations in PubMed and the NLM Gateway.

Many users were unaware of the functionality available to them, and more functionality was being added. NLM tasked Lucidea with a full redesign and rebranding of the application.

Solution: As part of the design process, Lucidea created an appealing design for the application, including the logo featured in section 3.3 of this proposal. We redesigned the interface and tested the new designs with users to ensure that they improved user satisfaction and efficiency. We also produced a Web-based style guide for Loansome Doc.

Results: The design is currently being integrated by NLM and will not launch until later this spring, but usability test results demonstrated that users will be pleased with the new brand and interface for Loansome Doc.

3.5. Major Professional Accomplishments and Awards

- Designer Bill Jensen's logo featured in *Graphis* magazine
- Listed in *WashTech's* Fast 50 list twice
- Named by *IT Recruiter Magazine* as one of the 50 best places to work in the Washington metropolitan area
- Design and branding client Factcheck.org listed as of the "Top 50 Coolest Websites" (*Time*) and one of the "Top 100 Sites You Can't Live Without" (*PC Magazine*). Also mentioned on national television during the vice presidential debates.

3.6. Client References

[INFORMATION DELETED]

3.7. Confidentiality Policy

We hold confidential all information obtained from our clients, not otherwise previously known by us or in the public domain, unless such information comes into the public domain through no fault of ours, or is also furnished to us by a third party who is under no obligation to keep such information confidential.

4. Costs

Our rates for this project are as follows. While the cost for Phase III may seem high, we have included a detailed breakdown (“Cost Details”) to illustrate why that is the case.

4.1. Cost Summary

Item No.	Supplies/Services	Amount
0001	Develop Brand Identity Concept: Development of a Brand/Identity Concept/Trademark and creative design elements, including but not limited to: logos, logo treatment, text treatment, signature colors and color palettes, icons, symbols, graphic motifs, slogan, tag lines and other elements for the Museum in accordance with Phase One of the Statement of Work. Not-to-exceed \$5,000.00	[INFORMATION DELETED]
0002 (Option)	Graphics Standards Manual: Development of Graphics Standards, Graphics Standards Manual, Style Sheets and Templates in hard copy (3 ring binders) and cd roms for Successful Creative Design Element in accordance with Phase Three (3) of the Statement of Work.	[INFORMATION DELETED]

4.2. Cost Details for Phase Three

[COST INFORMATION DELETED]

Phase Three Deliverables	Cost
a. Graphics Standard Manual and Compact Disk (CDROM)	
b. Style Sheets	
1. General Style Sheet	
a. Minimum and maximum size parameters for use of designated fonts or typefaces and size variations according to header, body text, and footer on internal and external documents	
b. Decisive Grammatical and Style-related guidelines for punctuating, formatting and phrasing formal names, addresses, states, zip codes, phone numbers, dates, times, and frequently used abbreviations and acronyms on letters, memoranda, forms, envelopes, labels and other basic internal and external communications materials	
c. Visual examples of how to and how NOT to apply these parameters described above	
2. Application-Specific Style Sheets	
a. Minimum and maximum size parameters	
b. Pantone Matching System color, screening percentages, placement and composition guidelines including one, two and four color applications, headers and footers and, when applicable, holography and watermarks	
c. Visual examples of how to and how NOT to apply these parameters color, font, typeface	

Phase Three Deliverables	Cost
standards, including document footer and header requirements for specific applications	
<u>3. Standardized punctuation, abbreviations, colors, acronyms, style, grammar and formats</u>	
<u>c). Templates</u>	
<u>1. Print Collateral Materials</u>	
a) Business Cards	
b. Letterhead	
c) Standard Correspondence Templates (excluding press kits)	
viii) Press Kits	
d) Visitor Collateral Materials	
e) Event, Presentation and Retail Materials	
<u>2. Web Site & Digital Media</u>	
a. Standard Email Signature for Museum Staff	
b. Blast Email Promotions	
c. Videos and Films	
<u>d. Sub-Brand Identity</u>	
<u>1. Exhibits and Events</u>	
2. Facilities	
3. Programs	
<u>e. Conduct Brand Identity "Launch" Presentation</u>	
fifty (50) hard copies in three-ring binders	
fifty (50) CDROM copies compatible with Windows and MAC operating systems	
Preproduction	
Press Inspection	
Printing and Assembly	
Digital Creation	
Image research	
Revisions	
Phase Three Subtotal	
Project Management	
Phase Three Total	

4.3. Payment Schedule

Please note that we normally complete time and materials contracts with the Government. If the terms below do not meet expectations we are flexible.

[INFORMATION DELETED]

Appendix A – GSA Price List

Please note the enclosed copy of our GSA price list and schedule for SIN 132-51 (Schedule 70).
[INFORMATION DELETED]

Appendix B - Offerer Representations and Certifications

(j)(1) Annual Representations and Certifications. Any changes provided by the offeror in paragraph (j) of this provision do not automatically change the representations and certifications posted on the Online Representations and Certifications Application (ORCA) website.

(2) The offeror has completed the annual representations and certifications electronically via the ORCA website at <http://orca.bpn.gov>. After reviewing the ORCA database information, the offeror verifies by submission of this offer that the representations and certifications currently posted electronically at FAR 52.212-3, Offerer Representations and Certifications--Commercial Items, have been entered or updated in the last 12 months, are current, accurate, complete, and applicable to this solicitation (including the business size standard applicable to the NAICS code referenced for this solicitation), as of the date of this offer and are incorporated in this offer by reference (see FAR 4.1201).