1.       Brand Message:  So what is the message we are trying to communicate;  say 3 adjectives that we all agree on so that this guides the development process.  1) Innovation 2) Agile 3) Low Risk-Secure ?? Open to suggestions…

2.       Standard Font, Color, Logo Usage Guides (see H:\Marketing\ANALYTICA Materials\Color Palette)

3.       Logo (so print version; web version normal, reduced scale / size)

4.       Business Cards

5.       Capability Statements (versions that allow for customization based upon dropping in relevant past performance and one for each customer segment. See H:\Marketing\\_Capability Statements)

6.       Presentation Deck (some examples attached and H:\Marketing\ANALYTICA Materials\Presentations)

* Is there standard information that needs included or is this just the basic skin/theme for powerpoints?

7.       Folders for Client Meetings

* What information needs to be on the folder?
* Do we want anything printed on the inside?
* Should there be a place for inserting a business card?

8.       Project Description Sheet (so a 1-2 page on a project that could be taken by BD to highlight some examples)

* How is this different from the capabilities?
* What kind of information will need to be on this document?

9.       Letterhead

* Any specific information that should be included?
* Will we get paper preprinted with the letter head or should the design account for be printed in office, can the design have bleed?

10.   Email Signature (graphic version and plain text version)

* Design will be reflective of the business card design

11.   Banners (so for BD when hosting a table; Recruiting when hosting career fair)

* Need dimensions
* List of all information that should be displayed

12.   Website (Examples: <https://www.qinetiq.com/Pages/default.aspx>, <http://www.acentia.com/,)>

* Identify scope of work to do here
  + Could be complete overhaul
  + Could just add some new sections
* Do we want visual change? (When was it last done?)
* Any feature updates? What kind of functionality do we want on the site?
* What is the goal of this site? What are we trying to get users of the site to do?

13.   LinkedIn / Facebook / Google+ Social media standard design

* Can be drawn from other branding material once branding is chosen

14.   Proposal Assets (see for what we have to date H:\Bid & Proposal\Templates; See H:\Bid & Proposal\PAST Proposals for examples of ours and other firms)

a.       Proposal Standard Color Palette / Theme.  ( see H:\Bid & Proposal\Templates\Proposal Themes. Eventually we will want to work this into a word styles that could be standard styles theme imported into Microsoft Word for every person involved in a proposal)

b.       Proposal Cover sheet (some examples attached. See H:\Marketing\ANALYTICA Materials\Proposal Cover)

c.       Proposal template RFP and RFI Versions (our version is available here: an example of some of the proposal graphics used in proposals in the past and 3 examples of proposal covers (and one complete proposal).  These are Pink Team Versions (so not final), but should give you an idea of the range and general accepted industry format for proposals.  The examples I have provided use customer market specific graphics in the cover, which we could have a version that uses a standard graphic and then one that would be customer specific.

d.       Story Board Template

e.       Proposal Kick Off Deck Template

f.        PowerPoint Smart Object Slide (so a slide that users can create graphics in to put into proposals, but that would be blank with all the colors approved for proposals – i.e. base primary, highlights, etc.)

g.       Proposal Graphics Template (attached some examples of what proposal graphics look like) – this would most likely involve you in design / developing, but if “easier” maybe a capture lead or an analyst could support

* This will most likely be a case by case custom graphics
* Create standard library of graphic that can be tailored by case