



# communicationdesigninc

3300 W. BROAD STREET  
SUITE 204  
RICHMOND, VA 23230

**804•354•5335**  
[CommunicationDesign.com](http://CommunicationDesign.com)

## PROPOSAL

**CREATIVE &  
MARKETING SERVICES  
RFP: GMU-1692-21**

SUBMITTED TO:

George Mason University  
Purchasing Department

Erin Rauch, Assistant Director  
[erauch@gmu.edu](mailto:erauch@gmu.edu)

James F. Russell, Director  
[jrussell@gmu.edu](mailto:jrussell@gmu.edu)

December 8, 2020



# OUR CORE VALUES

We are committed to the following values  
in all of our work:

## Creativity

To exercise every opportunity  
for imagination or original ideas  
as appropriate to the project.

## Service

To be responsive to client needs  
throughout the design process.

## Quality

To meet or exceed industry standards  
in every aspect of every project.

## Value

To provide professional products  
at a competitive price.



# CONTENTS

<b>Statement of Interest</b>	4
<b>Services for Which We Are Best Suited</b>	5
 <b>PROCEDURAL INFORMATION</b>	
Cover Sheet	6
Attachment A —	
Small Business Subcontracting Plan	7
Payment Preference	8
 <b>QUALIFICATIONS AND EXPERIENCE</b>	
Description of Our Experience	9
Names, Qualifications, Experience and Resumes	
of Personnel to be Assigned to Work with Mason	10
 <b>SPECIFIC PLAN / METHODOLOGY</b>	
Our Approach to Providing Services	11
What, When and How Services Will Be Performed	12
 <b>CREATIVE SAMPLES</b>	
Examples of Our Design Work	13-33
 <b>REFERENCES</b>	 34
 <b>PRICING</b>	
Hourly Rate for Services	35



RFP REFERENCE — X.A.3  
STATEMENT OF INTEREST

To whom it may concern:

Communication Design is pleased to submit a proposal in response to GMU-1692-21.

My company specializes in designing and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, and posters, etc. We also design websites.

My business partner, Bil Cullen, and I have worked together at Communication Design for nearly 30 years. Our work has focused primarily on non-profit organization — including universities — and we have worked with the University of Virginia and the College of William & Mary each for more than two decades.

Since 2017, we have been a preferred vendor for UVA, preapproved to work with any entity within the University. Our most recent work there includes the design of the alumni magazine for the School of Medicine and a capital campaign case statement for the School of Law. Over the course of the past 20+ years, we have done extensive design work at UVA with the College of Arts & Sciences, the McIntire School of Commerce, the School of Nursing, and the Darden School of Business. The projects have ranged from postcards and invitations, to capital campaign materials, magazines, viewbooks, and donor reports.

Our work with the College of William & Mary has included a broad range of projects as well, including work for Swem Library, such as annual reports, invitations, posters, signage, and environmental graphics. Most recently, we designed a series of environmental graphics on safety protocols at the library associated with Covid-19.

We would welcome the opportunity to add George Mason University to our client list. Please contact me directly at [tim@communicationdesign.com](mailto:tim@communicationdesign.com) or 804-354-5335 if you have any questions concerning this proposal.

Lastly, in addition to the examples of our design projects included in this PDF, I hope you will visit our website at [CommunicationDesign.com](http://CommunicationDesign.com) to see a broader range of our work.

Thank you for your consideration.

Sincerely,

Tim Priddy  
President and Creative Director



**RFP REFERENCE — X.**

**SERVICES OFFERED IN RESPONSE TO GMU-1692-21**

Communication Design is well-suited to provide the following services as outlined in the RFP:

**X.A. (Creative Design)**

3. Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, etc.

**X.B. (Web Design and Production)**

1. Creating, designing, and producing landing pages, mini websites, and other web templates.
2. Provide proposed site/information architectures, page prototypes, and illustrations.



RFP REFERENCE — XII.B.1.a.

COVER SHEET



Purchasing Department  
4400 University Drive, Mailstop 3C5  
Fairfax, VA 22030  
Voice: 703.993.2580 | Fax: 703.993.2589  
<http://fiscal.gmu.edu/purchasing/>



REQUEST FOR PROPOSALS  
GMU-1692-21

**ISSUE DATE:** November 04, 2020

**TITLE:** Creative & Marketing Services

**PRIMARY PROCUREMENT OFFICER:** Erin Rauch, Assistant Director, [erauch@gmu.edu](mailto:erauch@gmu.edu)

**SECONDARY PROCUREMENT OFFICER:** James F. Russell, Director, [jrussell@gmu.edu](mailto:jrussell@gmu.edu)

**QUESTIONS/INQUIRIES:** E-mail all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. All questions must be submitted in writing. Responses to questions will be posted on the [Mason Purchasing Website](#) by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

**PROPOSAL DUE DATE AND TIME:** December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

**In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.**

Name and Address of Firm:

Legal Name: Communication Design, Inc.

Date: December 8, 2020

DBA: Communication Design, Inc.

Address: 3300 W. Broad Street, Ste. 204

By:   
Signature

Richmond, VA 23230

FEI/FIN No. 54-1159470

Name: Tim Priddy

Fax No. n/a

Title: President

Email: cdi@communicationdesign.com

Telephone No. 804-354-5335

SWaM Certified: Yes: X No: \_\_\_\_\_ (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 707434

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules*, § 36 or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.



RFP REFERENCE — XII.B.1.b.

ATTACHMENT A  
**SMALL BUSINESS SUBCONTRACTING PLAN**  
**TO BE COMPLETED BY OFFEROR**

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

**Small Business:** "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at [www.SBSD.virginia.gov](http://www.SBSD.virginia.gov) (Customer Service).

Offeror Name: Communication Design, Inc.

Preparer Name: Tim Priddy Date: December 8, 2020

Who will be doing the work: ☐ I plan to use subcontractors ☒ I plan to complete all work

**Instructions**

- A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.
- B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

**Section A**

If your firm is certified by the DSBSD provide your certification number and the date of certification.

Certification Number: 707434 Certification Date: October 4, 2019

**Section B**

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

**B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement**

**Subcontract #1**

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_

**Subcontract #2**

Company Name: \_\_\_\_\_ SBSD Cert #: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ SBSD Certification: \_\_\_\_\_  
Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_  
Value % or \$ (Initial Term): \_\_\_\_\_ Contact Address: \_\_\_\_\_  
Description of Work: \_\_\_\_\_



**RFP REFERENCE — XII.B.1.c.**

**PAYMENT PREFERENCE**

**Net 30 Payment Terms.** Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account.





## RFP REFERENCE — XII.B.2.a.

### OUR EXPERIENCE

Founded in 1979, Communication Design has extensive experience providing graphic design services to a broad range of clients, including educational institutions and nonprofit organizations, tourism initiatives, historical organizations, government agencies, as well as small businesses and large corporations.

More than 80 percent of our work is repeat business. Many of our client relationships span 5, 10, 15, and 20 years or more.

We have extensive experience incorporating existing brand identity standards into new communication and marketing projects for clients such as University of Virginia, College of William & Mary, CFA Institute, Dominion Energy, Preservation Virginia, Virginia Retirement System and ChildFund International.

We also have strong experience creating and implementing the brand identity for organizations such as Civil War Trails, Virginia Repertory Theatre and Virginia Historical Society.

Our work involves creating distinctive, memorable and appropriate designs for a range of media, including:

- print and web/online ads
- reports and magazines
- logos and branding
- brochures
- posters
- publications
- websites, emailers and digital publications
- large-format graphics, signage and displays

A hallmark of our work is the collaborative spirit in which it is undertaken. Our best work evolves from working closely with clients to create materials that directly address their communication needs.

With each project, we strive to live up to our philosophy:

*In the visual communication designed by this firm, every detail is a conscious decision, related to the whole. Whether persuasive or informative, the work represents a unique integration of the beautiful and the useful. We provide this to our clients with unexpected personal service and economy.*

### OUR UNIVERSITY EXPERIENCE

Communication Design has provided graphic design services to the University of Virginia and the College of William & Mary for more than two decades.

Our work with the University of Virginia includes designing scores of projects, including work for Darden School of Business, College of Arts & Sciences, McIntire School of Business, School of Nursing, and School of Law. From multi-page publications — such as magazines, annual reports, viewbooks, capital campaign case statements — to invitations, postcards and annual fund solicitations, the work represents a broad range of formats. We currently design the alumni publication for School of Medicine.

Similarly, our work with William & Mary covers a broad range of projects, from annual reports, to invitations, to large-format supergraphics for building entrances and elevator doors. Most recently, we designed large-format graphics addressing safety guidelines in Swem Library during Covid-19.



**RFP REFERENCE — XII.B.2.b.,c.**

**NAMES, QUALIFICATIONS, EXPERIENCE, AND RESUMES OF PERSONNEL  
TO BE ASSIGNED TO WORK WITH MASON**

**TIM PRIDDY — Co-owner and Creative Director (1991–present)**

Tim's work has been recognized by such organizations as the International Association of Business Communicators, Public Relations Society of America, and the American Institute of Graphic Arts. He has extensive experience designing print media and large-format media. Tim manages the design and production of the firm's work with the University of Virginia, Cameron Foundation, Dominion Energy, the Virginia War Memorial, and the College of William & Mary, among others.

**Education:**

BFA in Graphic Design, VCU School of the Arts, 1976–1980

MFA in Visual Communication, VCU School of the Arts, 1986–1988

**Previous Work Experience:**

Art Director, Corporate Communications, Best Products, 1980–1986

Design Director, Northeastern University Publications, 1988–1989

Instructor, School of Design, N.C. State University, 1989–1990

Senior Designer, Stygar Group, Richmond Virginia, 1990–1991

**BIL CULLEN — Co-owner and Senior Designer (1990–present)**

Bil's design work has been recognized by publications such as American Corporate Identity, Art Direction, and Print magazine's Regional Design Annual. He has also won awards from the Art Director's Club of Metropolitan Washington. Bil's expertise extends from signage design to print and website design. He has extensive experience designing complex, multi-page publications as well as detailed maps and financial data. Bil manages the design and production of the firm's work with Civil War Trails, CFA Institute, and the American Battlefield Trust, among others. Additionally, Bil manages the firm's technology, staying current with hardware and software.

**Education:**

BFA in Graphic Design, VCU School of the Arts, 1985–1989

**Previous Work Experience:**

Digital Equipment Corporation, Graphic Designer, 1989

U.S. Department of Agriculture, Graphic Designer, 1988

**ROY MCKELVEY — Senior Designer and Programmer (1999 to present)**

Roy's expertise is in website and interactive design. He is well-versed in WordPress and has created websites for Menokin Foundation, Robins Foundation, Free Clinic of Powhatan Capital Campaign, and Civil War Trails, among others. In addition, Roy teaches website and interactive design in the VCU School of the Arts.

**Education:**

BFA in drawing and painting, Carnegie Mellon University, 1975–1979

MS in Visual Interface Design, Carnegie Mellon University, 1983–1985

**Previous Work Experience:**

Associate Professor, Graphic Design, Virginia Commonwealth University, 1995 to present

Maya Design in Pittsburgh, 1994–95



**RFP REFERENCE — XII.B.3.a.**

**OUR APPROACH TO PROVIDING THE SERVICES DESCRIBED HEREIN**

*Our philosophy: In the visual communication designed by this firm, every detail is a conscious decision, related to the whole. Whether persuasive or informative, the work represents a unique integration of the beautiful and the useful. We provide this to our clients with unexpected personal service and economy.*

Our approach to providing graphic design and production services can vary from project to project, even with ones that appear similar on the surface. Every project has unique opportunities and challenges, and we strive to be flexible in our approach and in responding to those opportunities and challenges.

That said, most projects — simple or complex — involve a similar process and methodology. While the sequence can vary, below is a list of key steps in our approach:

1. Have a conversation with the project team to review the upcoming project in detail
2. Understand client preconceptions (including strengths and weaknesses of previous projects)
3. Define the budget and the schedule
4. Define key client contacts
5. Define the approval process
6. Understand the project's audience(s) and the context(s) in which the project will function
7. Understand the client's brand identity
8. Define the printing requirements and parameters
9. Read and understand the content
10. Review all options for imagery, including the quality and resolution of vector and pixel-based images
11. Establish a digital template that accommodates the content and the client's brand identity
12. Create a visual concept based on information gleaned in steps 1-11 above
13. Establish style sheets for visual hierarchy and aesthetics
14. Block out the content for fit, flow, sequencing, and preliminary client review/approval
15. Incorporate client feedback (throughout the process)
16. Finesse layouts, including typographic details (line breaks, rags, tracking, kerning, etc.) and critical image selection, cropping and placement
17. Engage proofreading services as needed and authorized by the client; spell check the document
18. Prepare digital files for printing, including optimizing Photoshop files for offset printing
19. Coordinate with printer as needed (throughout the process)
20. Review printer's proof to ensure they match the digital files approved by the client
21. Conduct a post-production review of the process and end product, as appropriate
22. Supply client with digital copies of the InDesign layout file and imported files (to the extent allowed by the stock photo agencies, which sometimes limit distribution of stock images).

A hallmark of our work is the collaborative spirit in which it is undertaken. Our best work evolves from working closely with clients — listening to and responding to client feedback throughout the process.

The same collaborative spirit extends to our work with related creative professionals — writers, photographers, illustrators — and subcontractors, such as printers, mailing houses and proofreaders.



**RFP REFERENCE — XII.B.3.b.**

**WHAT, WHEN AND HOW SERVICES WILL BE PERFORMED**

**WHAT** — Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, etc. Creating, designing, and producing landing pages, mini websites, and other web templates. Providing proposed site/information architectures, page prototypes, and illustrations.

**WHEN** — While the RFP does not specify a time frame for any specific projects, Communication Design's schedule is open and we are ready to commence work as soon as the project is awarded. One of the first tasks in our methodology is establishing a project schedule.

**HOW** — All design- and digital file-related production services and related project management services will be managed and performed in house by Communication Design's senior staff — Bil Cullen, Tim Priddy, and Roy McKelvey. We work exclusively on Macintosh computers, using Adobe Creative Cloud. Our website design work is created primarily in WordPress.

December 8, 2020 Page 13



**communicationdesigninc**

3300 W. BROAD STREET  
SUITE 204  
RICHMOND, VA 23230

**804.354.5335**

See our portfolio at

[CommunicationDesign.com](http://CommunicationDesign.com)

#### RFP REFERENCE – XII.B.4.

## CREATIVE SAMPLES

## UVA School of Medicine Magazine

*A 32-page, twice-yearly, full color magazine created for alumni and friends of the School of Medicine*







3300 W. BROAD STREET  
SUITE 204  
RICHMOND, VA 23230

See our portfolio at

[CommunicationDesign.com](http://CommunicationDesign.com)

**RFP REFERENCE – XII.B.4.**

## CREATIVE SAMPLES

## UVA School of Law Case Statement

*A 24-page publication outlining opportunities for giving to the school*



December 8, 2020 Page 15



**communicationdesigninc**

3300 W. BROAD STREET  
SUITE 204  
RICHMOND, VA 23230

**804.354.5335**

See our portfolio at

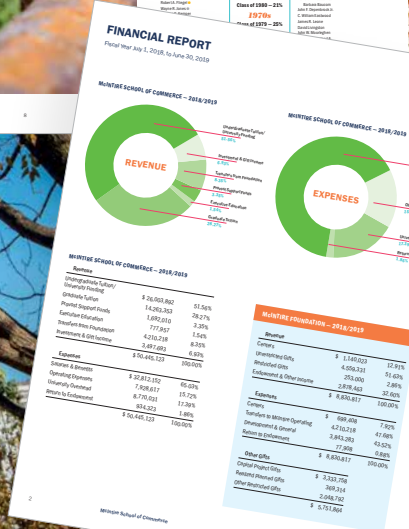
[CommunicationDesign.com](http://CommunicationDesign.com)

#### RFP REFERENCE – XII.B.4.

## CREATIVE SAMPLES

## UVA McIntire School Investors' Report

*A 36-page special report with  
infographics and acknowledgments  
pertaining to the school's donors*

[illegible]

## December 8, 2020 Page 16



3300 W. BROAD STREET  
SUITE 204  
RICHMOND, VA 23230

[CommunicationDesign.com](http://CommunicationDesign.com)







RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

**William & Mary Swem Library** — *Vinyl supergraphics promoting the library's ranking in the Princeton Review*





**RFP REFERENCE — XII.B.4.**

**CREATIVE SAMPLES**

**William & Mary Swem Library**

*Vinyl supergraphics promoting a gallery exhibition  
on the letters of James Monroe*







## RFP REFERENCE — XII.B.4.

### CREATIVE SAMPLES

#### Virginia Historical Society

*Comprehensive branding and design services from 1997 through 2018 for a broad range of marketing and fundraising needs*



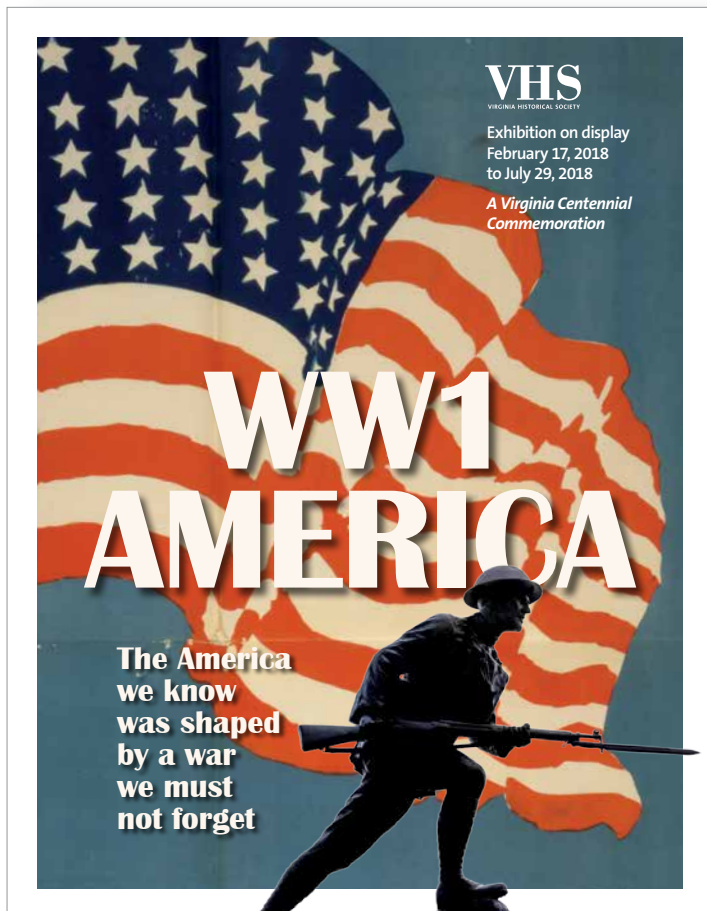
Annual report/capital campaign case statement



RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Virginia Historical Society  
*Brochure covers*



Exhibition promotion



Facility rentals brochure





## RFP REFERENCE — XII.B.4.

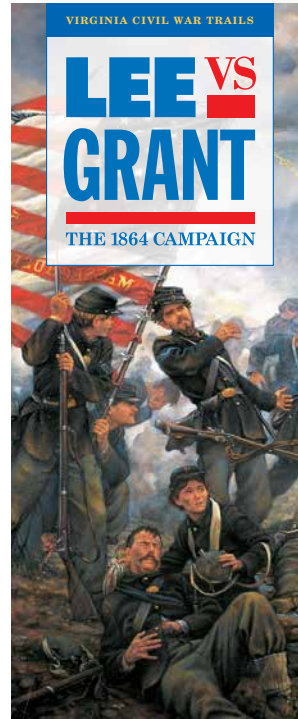
### CREATIVE SAMPLES

#### Civil War Trails —

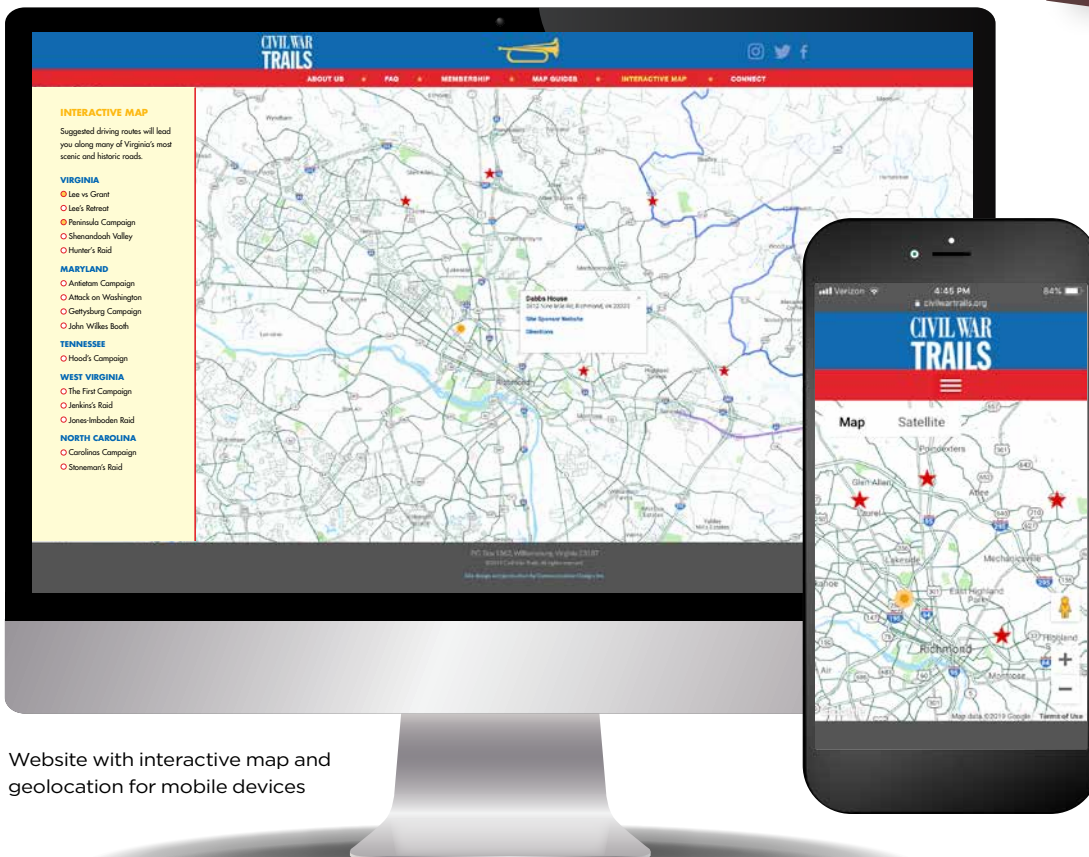
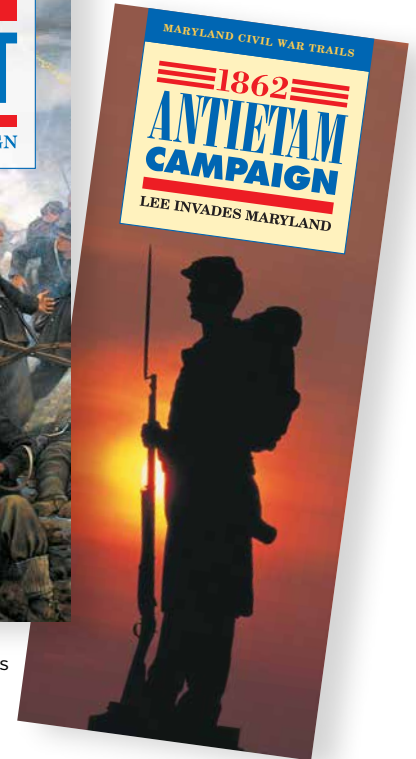
*Comprehensive branding and design services since 1994 for a broad range of marketing needs for one of the largest driving trail tourism initiatives in the country*



Wayfinding signage



Tourism brochure covers



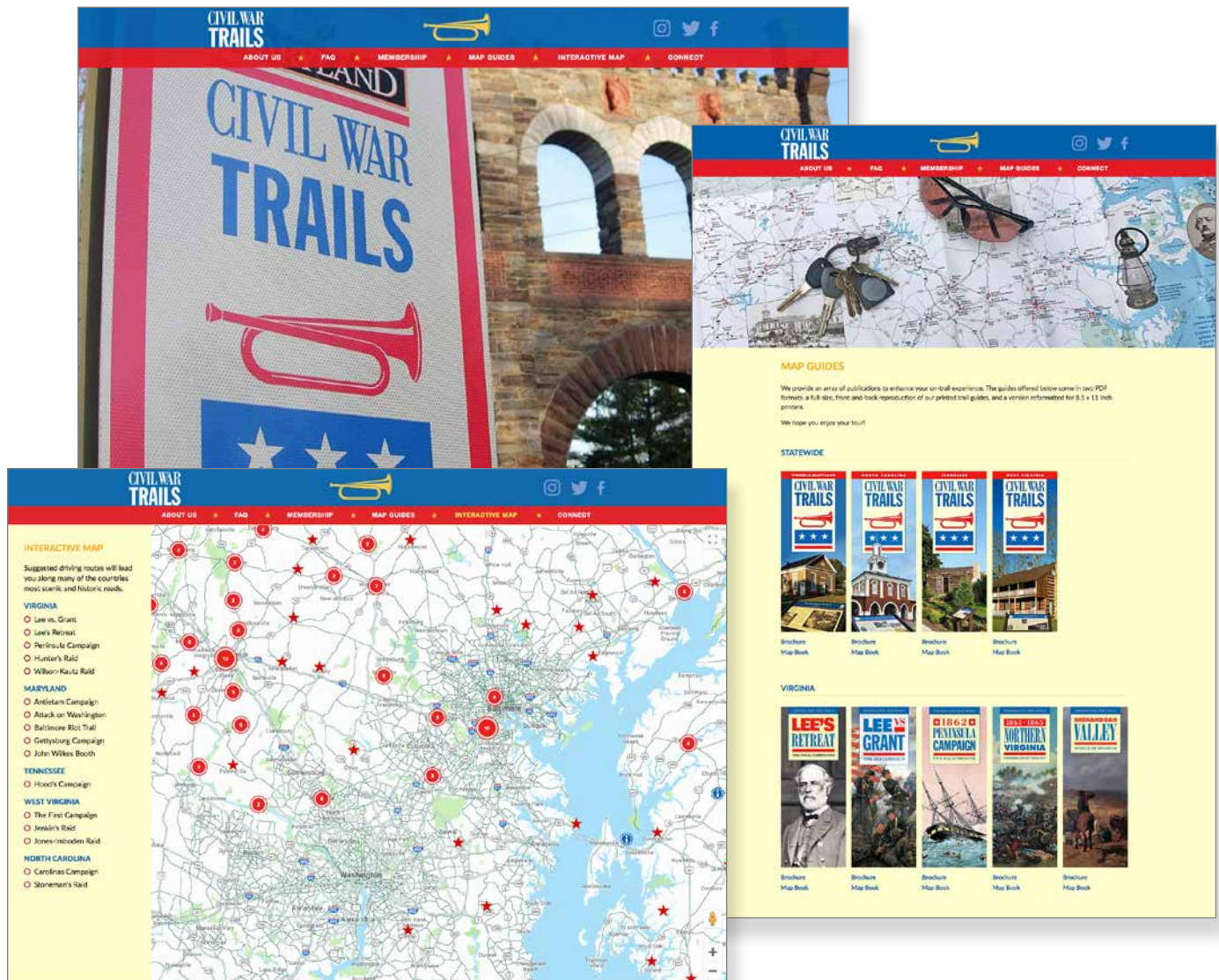
Website with interactive map and geolocation for mobile devices



RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Civil War Trails website



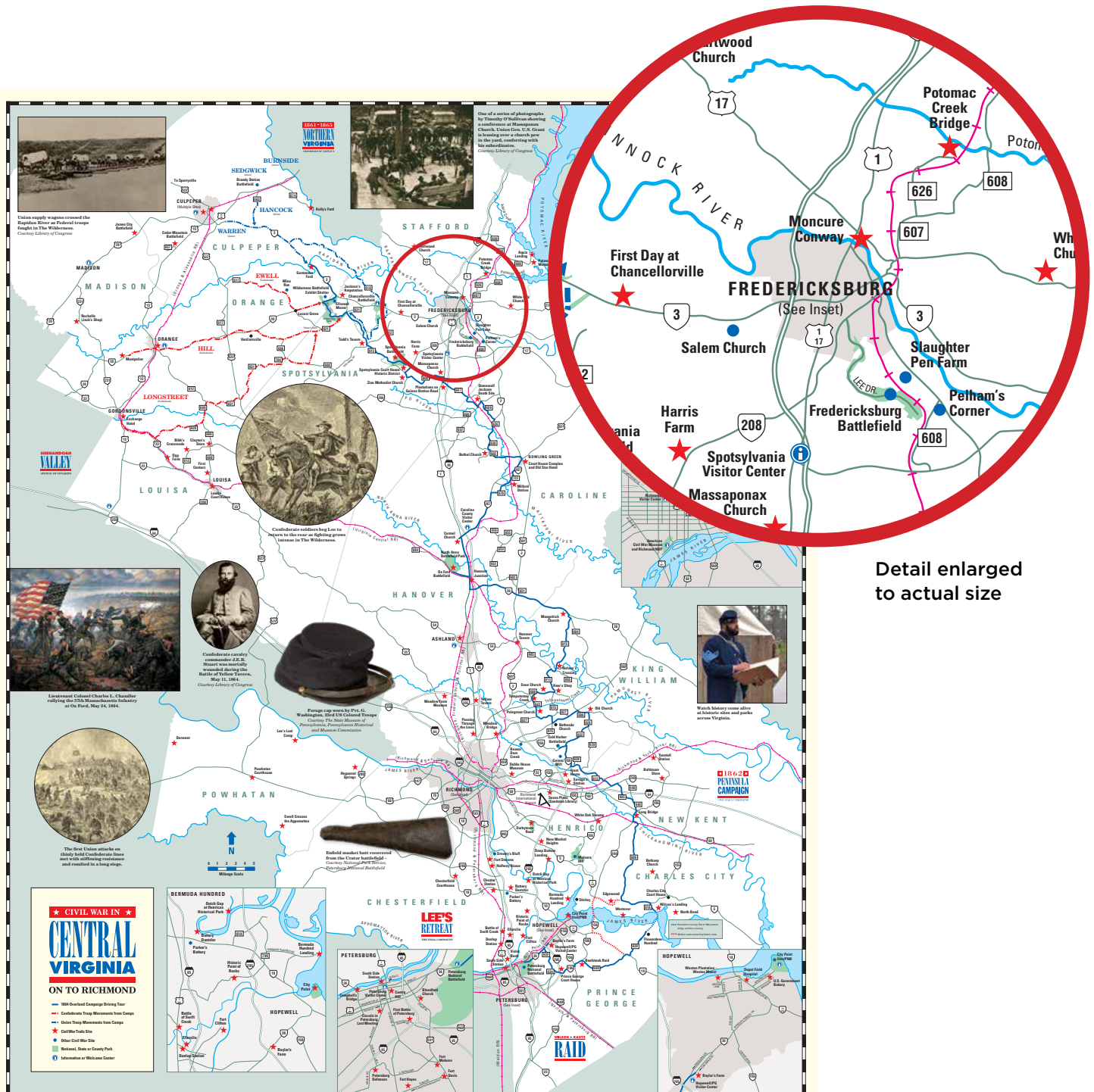




RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Civil War Trails brochure: Central Virginia (map side)





## RFP REFERENCE — XII.B.4.

## CREATIVE SAMPLES

### Civil War Trails: Central Virginia (narrative side)

#### ON TO RICHMOND!

##### FRUSTRATED AMBITION

On to Richmond! The Union cry arose soon after the war began, for the capture of the Confederate capital and speedy victory to end it. Defeat at the First Battle of Manassas in July 1861, and then by the failed Peninsula Campaign, May-July 1862, dashed that dream. In September, Confederate Gen. Robert E. Lee took the Army of Northern Virginia south into Maryland, but then reversed after the Battle of Antietam. U.S. President Abraham Lincoln ordered Gen. George B. McClellan to get between Lee and Richmond, then find him when he failed to do so. Gen. Andrew E. Bumside took command and led the Army of the Potomac to Fredericksburg. He crossed the Rappahannock River and attacked Lee in December but withdrew with heavy losses. In January 1863, Bumside tried again, but unseasonably warm weather and a heavy rainstorm halted his "Mad March" on the river's banks. Lincoln replaced him with Gen. Joseph Hooker, inspiring the Union soldiers camped near Fredericksburg. On May 3, Hooker met Lee's army as he attempted to go around the Confederates. Hooker fought spectacularly when Lee and Gen. Thomas J. "Stonewall" Jackson outmaneuvered him at Chancellorsville. One more, "On to Richmond!" proved an illusory aspiration as Lee headed north again, to Gettysburg.

##### OVERLAND CAMPAIGN

In March 1863, Lincoln appointed a new commander-in-chief of all the Union armies, Gen. Ulysses S. Grant, who decided to accompany Gen. George G. Meade and the Army of the Potomac in the field. Grant ordered all Union armies to advance simultaneously at the beginning of May, in what he envisioned as a scholastic fight to the death of the Confederates. These advances occurred in Georgia and in three parts of Virginia: up the Potomac, in the Shenandoah Valley, and between Culpeper County and Richmond—the Overland Campaign. On May 4, Meade's army began crossing the Rappahannock River, and the next day the Battle of the Wilderness began, followed by the battles of Spotsylvania Court House, North Anna River, Totopotomoy Creek, and Cold Harbor. Dwindling manpower in the South meant that the enormous casualties had a greater effect on the Confederates. While Meade's army headed south toward Richmond, Gen. Benjamin F. Butler's Army of the James called up the James River from Fort Monroe and occupied the Bermuda Hundred peninsula east of Petersburg. The James R. Butler attacked Petersburg but was repulsed. Meade maneuvered around Lee's flank after Cold Harbor and crossed the James River a few miles east of Richmond. Both sides dug in, and a siege began that lasted almost ten months.

#### FIGHTING FOR FREEDOM

Soon after the Civil War began, Virginia's enslaved population fled self-liberty by fleeing to Federal lines. Union Gen. Benjamin F. Butler, commanding at Fort Monroe in Hampton in May 1861, refused to return three escaped male slaves who had been laboring on Confederate fortifications. Butler declared them "contrabands of war," in effect, tools used to support the rebellion and therefore subject to seizure. This eventually became official policy.

The trickle of escaping slaves soon became a flood. Some slaveholders refused to believe that their "loyal servants" had fled and accused the Federals of "stealing" them. Many owners moved their excess slaves deeper into Confederate territory to maintain possession. Despite their efforts, Confederate authorities estimated 41 to 70 percent of Virginia's master male slaves had fled by early 1862.

Both free and enslaved African Americans contributed to Union victory. They provided Federal commanders with information about Confederate troop movements during the 1862 Peninsula Campaign and the 1863 Petersburg Richmond Campaign. After the release of the Emancipation Proclamation on January 1, 1863, the Federal government authorized the United States Colored Troops (USCT)—infantry, cavalry, and artillery regiments under white officers. By war's end, an estimated 200,000 African Americans had served. Before fighting for their freedom, they had to fight for the right to fight, and merely to serve as teamsters and cooks. They also had to fight for equal pay with white soldiers. USCT's fought in battles around Petersburg and Richmond in 1864-1865. One USCT soldier in the battle of the Crater at Petersburg and fourteen at the Battle of New Market. Right next to Richmond earned the Medal of Honor for heroism. USCT's were among the first troops to enter Richmond after Confederate forces evacuated it on April 2-3, 1865.

#### RICHMOND WOMEN AND WARTIME INDUSTRY

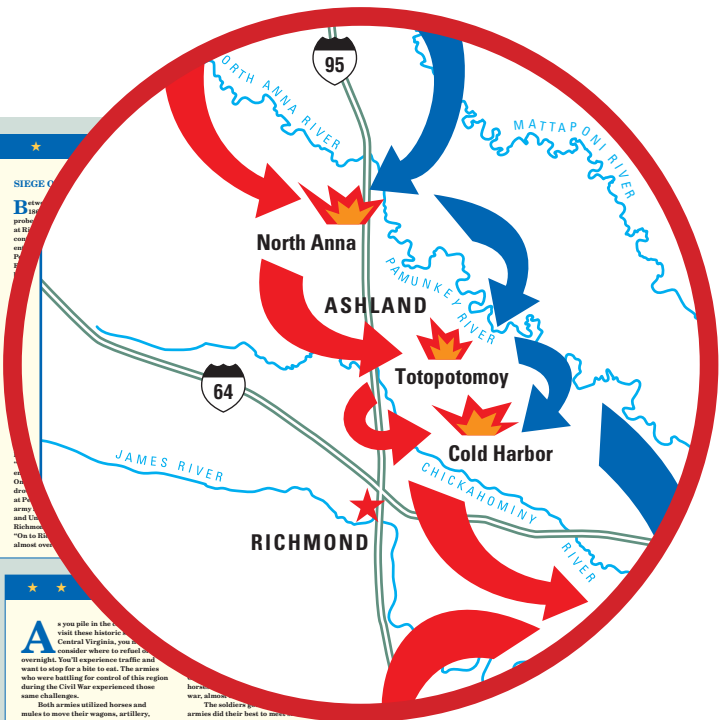
Richmond was an important industrial center, one of the reasons it became the Confederacy's capital. As wartime demands for manpower increased, many women found their husbands, fathers, and brothers called to military service. Many women worked in various industries to support their families, at a time when working outside the home was unusual for women. Most of them who did were from the laboring class, many of whom were immigrants. One of the larger employers was the Confederate Laboratory or Brown's Island, which produced ammunition. By 1863, more than 300 women and girls labored there, and were paid \$1-\$2 a day more than a soldier earned. On the March 13, 1863, a tremendous blast ripped through the facility. Mary Ryan, who previously had been charged for carelessness, set off the explosion. Two workers were killed instantly, and another 40 were wounded.

#### SIEGE OF PETERSBURG

Both sides dug in, and a siege began that lasted almost ten months.

#### ANIMALS IN THE CIVIL WAR

A year pile in the spring of 1864, the Army of the Potomac's animals drank about 100,000 gallons of water per day. They needed food, too. Over seven months those animals would eat almost 8 million pounds of corn, oats, hay, and straw. All these wagons, cannons, and animals created traffic. During the summer of 1863, one wagon train was about 80 miles long. By the following year, both armies



Detail enlarged to actual size

#### CIVIL WAR IN CENTRAL VIRGINIA ON TO RICHMOND

For more information on other Virginia Civil War Trails, see our website: [www.virginiacivilwartrails.com](http://www.virginiacivilwartrails.com)

1-800-VISIT VA

Check us on Twitter or Facebook, and keep us posted on Instagram and our new bookshop: [www.virginiacivilwartrails.com](http://www.virginiacivilwartrails.com)

#### PLAN YOUR TRIP

Find out where to eat, drink, shop, and stay to make your trip a great one. Use our map to find out where to eat, drink, shop, and stay to make your trip a great one. Use our map to find out where to eat, drink, shop, and stay to make your trip a great one.

#### PHOTOGRAPHY

Instead of using a smartphone, imagine capturing battlefield like images. A. Cadey standing, for right. He followed the Union armies with help from a darkroom on wheels to store large glass plates like the one he used to take. Cadey in the darkroom with light-sensitive liquid solution, the plates were covered and rushed to the camera, exposed, and then hauled back inside and developed while still wet. Exposure times lasted a few seconds to a few minutes depending on the light, so most pictures were posed. With Virginia's proximity to Washington and New York, it was probably the most photographed battlefield of the war by Matthew Brady's team, Alexander Gardner, and Timothy O'Sullivan among others. O'Sullivan photographed troops and wagons slowly crossing the Rappahannock River at Greensboro Ford on wobbly pontoon bridges on May 4, 1864, a rare "action" photo.





RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

**Lewis Ginter Botanical Garden —**  
*Design services for fundraising needs*



Planned giving brochure

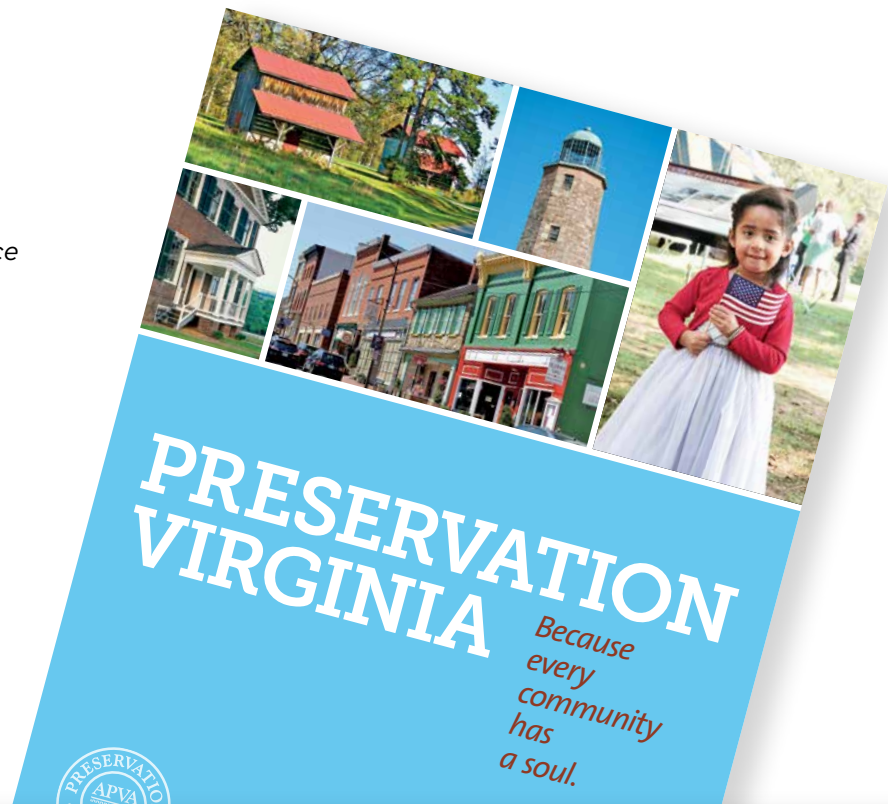


## RFP REFERENCE — XII.B.4.

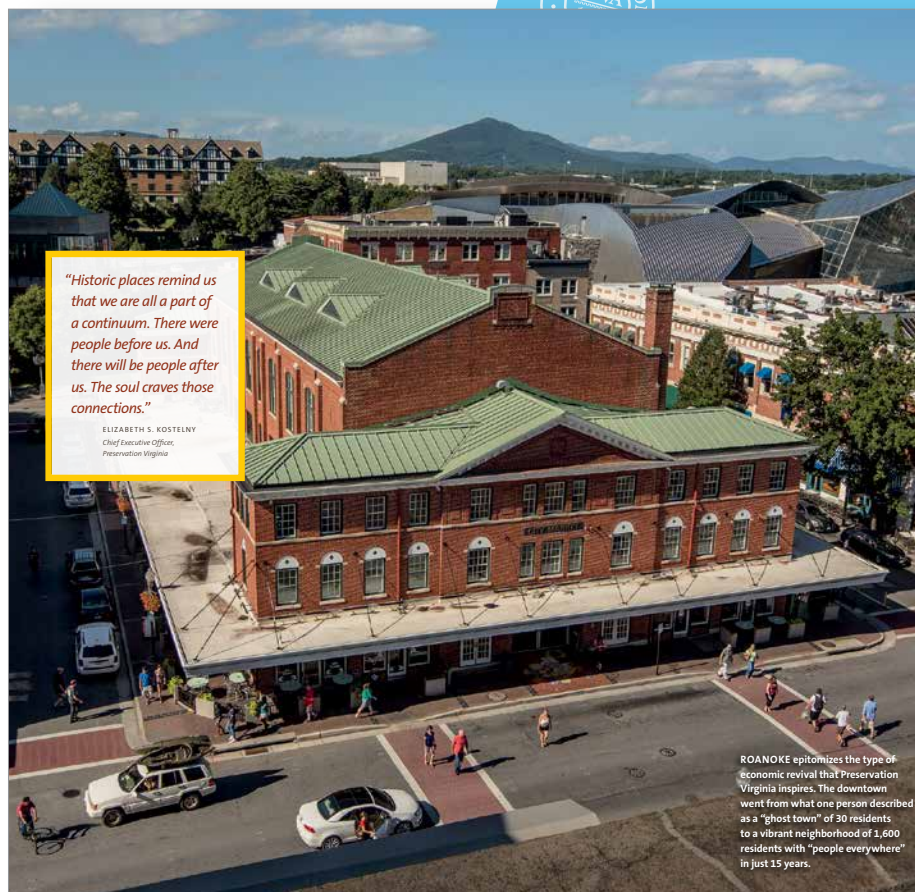
### CREATIVE SAMPLES

#### Preservation Virginia

*A diverse range of design services since 2010 for member communications, marketing and fundraising needs*



Capital campaign case statement



*"Historic places remind us that we are all a part of a continuum. There were people before us. And there will be people after us. The soul craves those connections."*

ELIZABETH S. KOSTELNY  
Chief Executive Officer,  
Preservation Virginia

ROANOKE epitomizes the type of economic revival that Preservation Virginia inspires. The downtown went from what one person described as a "ghost town" of 30 residents to a vibrant neighborhood of 1,600 residents with "people everywhere" in just 15 years.

## Why Preserve History?

*Enriching every community, resident and visitor of the Commonwealth.*

IN VIRGINIA, historic preservation doesn't live behind velvet ropes. It's alive in downtowns that have reclaimed themselves. It's visible on country roads dotted with tobacco barns. It's felt on Main Streets, in classrooms and at dinner tables.

The results of historic preservation are everywhere across our Commonwealth, bearing testament to its power to shape our lives, communities and culture. These results are tangible and intangible, economic and psychological, aesthetic and intellectual.

Historic preservation is critical because it:

- **Gives us a sense of identity and history** — collectively and individually
- **Strengthens communities** — protecting and perpetuating their best qualities, and enhancing overall quality of life
- **Boosts the economy** — spurring growth in the private and public sectors, benefiting all socioeconomic statuses

For more than a century, Preservation Virginia has invested in historic preservation in Virginia — working to reverse decaying downtowns and instill a new sense of pride in the hearts of our towns and cities. Today, evidence of this work abounds: Main Streets thrive, rural landscapes are being saved and a sense of place permeates every corner of the Commonwealth.

These images are part of a larger picture of what we at Preservation Virginia want to make possible for years to come.

17-YEAR ECONOMIC IMPACT  
OF THE HISTORIC REHABILITATION  
TAX CREDIT PROGRAM

**\$3.9 billion**  
added to Virginia's economy  
**\$133 million**  
in state and local tax revenues  
**31,000+**  
jobs supported

The 17-year study period ran from 1992 (two years before the historic rehabilitation tax credit programs were introduced in Virginia) to 2009.





RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Preservation Virginia

Tourism brochure

**100 Miles of History**

**Choose your adventure**  
Visit Preservation Virginia's six museums for unique historic experiences.

**Patrick Henry's Scotchtown, Hanover County**  
Scotchtown is the only original standing home of Patrick Henry, patriot and orator of the American Revolution, open to the public. Henry lived here from 1771-1778 and conceived his most influential revolutionary ideas at the home. Guests can learn how his ideas of revolution spread and influenced future generations.  
historicscotchtown

**The John Marshall House, Richmond**  
John Marshall is known as the "Great Chief Justice" for his role in creating the modern Supreme Court. With the largest collection of original Marshall family pieces, guided tours of his home offer an in-depth look at the formation of American government and the nation's complex history. **Purchase a block ticket to visit Scotchtown and the John Marshall House for one low price!**  
johnmarshallhouse

**Historic Jamestowne, James City County**  
Historic Jamestowne is the actual site of the first permanent British settlement in North America. Guests can explore how archaeology, science and history are telling the complete story of survival, democracy and freedom in Colonial America.  
historicjamestowne

**Smith's Fort Plantation, Surry County**  
Smith's Fort Plantation is located on the site of the original Captain John Smith's planned "New Fort." The land was given by Captain John Rolfe as a dowry for his daughter, Anne, to John Rolfe to solidify the peace between the Virginia Indians. After the fort was built, visitors can ride the Jamestown-Swift Ferry for free to visit Historic Jamestowne or take a short car ride to Bacon's Castle.  
smithsfort

**Bacon's Castle, Surry County**  
Bacon's Castle is the oldest brick dwelling in North America and was once home to prosperous merchant and planter, Arthur Allen. The home features 17th century English formal gardens restored by the Garden Club of Virginia and outbuildings, including an original 1830s slave quarter. Tours cover the lives and legacies of the families, including those of the enslaved people and sharecroppers, who lived at Bacon's Castle. **Purchase a block ticket to visit Smith's Fort and Bacon's Castle for one low price!**  
baconscastle

**Cape Henry Lighthouse, Virginia Beach**  
Cape Henry Lighthouse is the first federally funded lighthouse. It was authorized by George Washington and overseen by Alexander Hamilton. Visitors can climb the tower and participate in walking tours of the historic Cape Henry area surrounding the lighthouse.  
capehenrylighthouse

PreservationVirginia.org



## RFP REFERENCE — XII.B.4.

### CREATIVE SAMPLES

#### Dominion Energy

*A diverse range of design services since 1982 for more than a dozen departments within the corporation*

Home repair service brochure



**Partnering Opportunities**  
**Home Repair Service Programs**

**Dominion Energy**

efficiencies and the effect they can have on your business. In fact, research shows that companies that report significantly higher customer satisfaction scores are more successful in the long run.

By utilizing years of experience and response data, the latest demographic tools, and carefully planned marketing tests, we ensure that our product offerings are not an unwanted intrusion for those who are unlikely to participate, yet available and easy to understand for those who are most likely to appreciate their value.

**Contractor Network**

Dominion Products and Services' in-house claims department will set-up a contractor network comprised of local, licensed and pre-screened professionals.

Dominion Products and Services' dedicated staff of contractor coordinators monitor repair performance and contractor compliance through post-repair callbacks, spot inspections and repair satisfaction surveys to ensure partner and customer satisfaction.

**Who We Are**

Dominion Products and Services, Inc., formed in 1995, is a full-service, turnkey provider of home repair service programs with over 1.1 million customer relationships across the United States.

**What We Provide**

Dominion Products and Services, Inc. specializes in providing our partners with a suite of private labeled home repair service programs. Each program operates as a natural extension of our partner's business functions to maximize brand value, increase customer satisfaction and ensure regulatory acceptance.

**Who We Serve**

- Investor Owned Utilities
- Electrical Cooperatives
- Municipalities

Behind the scenes, our proprietary technology manages each customer relationship, and our state-of-the-art customer solutions center provides a 24-hour, live body interface for claims reporting and dispatching. Repairs are addressed quickly and effectively through a highly selective network of pre-screened, and licensed contractors.

Post repair follow up and satisfaction surveys ensure a positive customer experience from start to finish.

**Sales and Customer Service**

Our full service customer solutions center utilizes automatic call recording and a custom-designed customer relationship management tool to best serve our customers.

Our centers are staffed with highly trained and dedicated customer service representatives who have a deep knowledge of our services, program benefits and competitive environments. Full-time trainers ensure they are supplied with the latest program information and sales techniques and allow new programs and partners to be seamlessly integrated.

Each partner receives dedicated toll-free numbers allowing calls to be answered to your specifications, further enhancing the customer experience and adherence to brand standards and requirements.





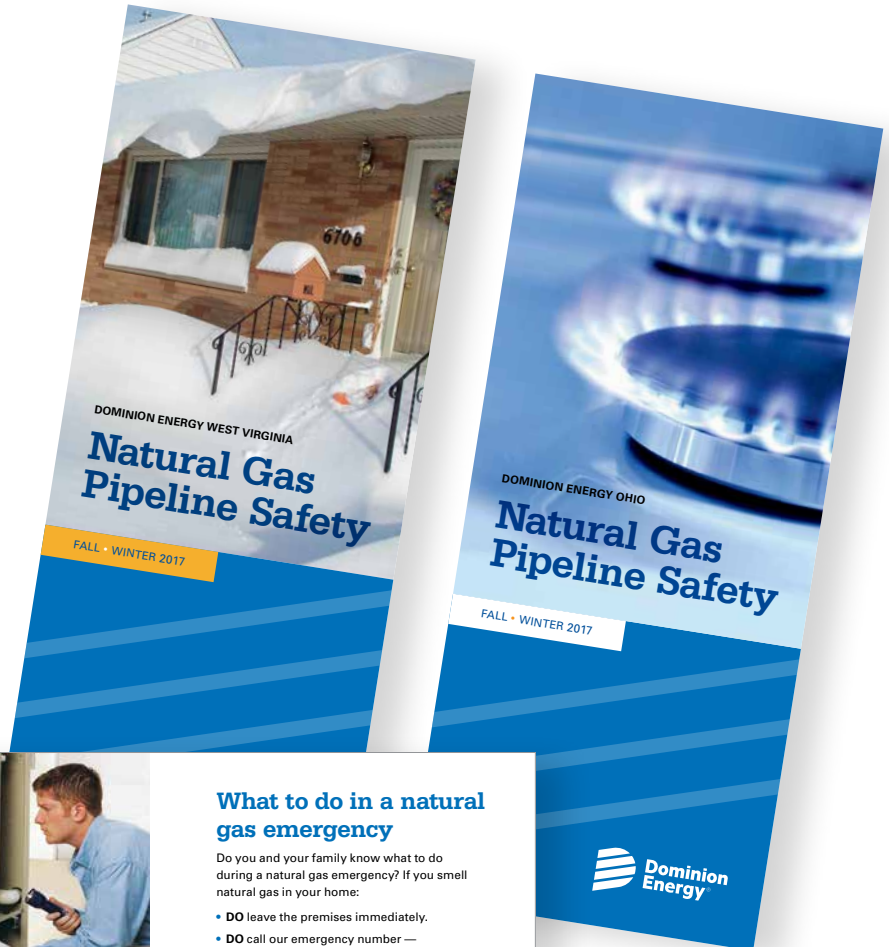


## RFP REFERENCE — XII.B.4.

### CREATIVE SAMPLES

#### Dominion Energy

Natural gas safety brochures



### Line markers tell of what's below

Throughout the year, Dominion Energy West Virginia performs maintenance activities on the rights of way over our natural gas pipelines, ranging from aerial patrolling to walking the lines for leak detection, to mowing and clearing. While some activities are performed annually, others occur less frequently.

Recently, the company embarked on a line marker maintenance program following our recent name change.

Company representatives are walking our pipelines to replace 17,500 line



marker decals in West Virginia and are adding markers as needed. They will report any areas of concern if they find obstructions or encroachments that could block or restrict safe access to our pipelines.

The decals advise everyone to call 811 before digging and provide our phone number in case of a natural gas emergency. The markers indicate the approximate path of our pipelines that run through, or adjacent to, customer properties, as well as those of other landowners. You will not need to be present while we perform this maintenance work. It won't impact your gas service.

This work, which is part of our continuous Pipeline Safety Integrity Program, is designed to ensure the safe operation of our pipelines. The decals are just one small part of our company's commitment to public and employee safety.



### Safety inside your home

Natural gas appliances are very safe to use. However, Dominion Energy West Virginia recommends a professional heating system and gas appliance inspection each year for early detection of leaks, corrosion or other issues that can lead to hazardous conditions in your home or office.

A malfunctioning or poorly vented appliance can create carbon monoxide gas, which can be deadly. Carbon monoxide, or CO, is a colorless, odorless gas, but does produce soot. **Be safe — install a battery-powered carbon monoxide (CO) detector in the hallway of your home near sleeping areas.** Replace the batteries every 6 months and the detector as recommended by the manufacturer. While a CO detector is no substitute for annual



inspections of heating systems, the alarm can alert you to the presence of CO. For more information about carbon monoxide, visit [DominionEnergy.com](http://DominionEnergy.com), keyword carbon monoxide.

Property owners are responsible for the piping that runs from the gas meter to gas appliances, whether the piping is internal, external, buried or exposed. Failure to properly maintain your house line or appliances can lead to life-threatening conditions or property damage from fires or explosions.

### What to do in a natural gas emergency

Do you and your family know what to do during a natural gas emergency? If you smell natural gas in your home:

- **DO** leave the premises immediately.
- **DO** call our emergency number — **1-800-934-3187** — from a safe distance.
- **DO** meet our truck so you can let our representative in to investigate.
- **DO NOT** remain in the building or attempt to investigate.
- **DO NOT** turn on or off any appliances, lights, phones, garage door openers, etc.
- **DO NOT** smoke, use lighters or matches, or operate vehicles, elevators or power equipment.



If none of your gas appliances are working properly, it could mean your natural gas service has been interrupted. Call us at **1-800-934-3187** and we will send out a representative to investigate.

### Report energy theft

Damaging or bypassing the gas meter or related utility-owned property constitutes a theft and creates a safety hazard that could lead to explosions or fires that could threaten lives and property.

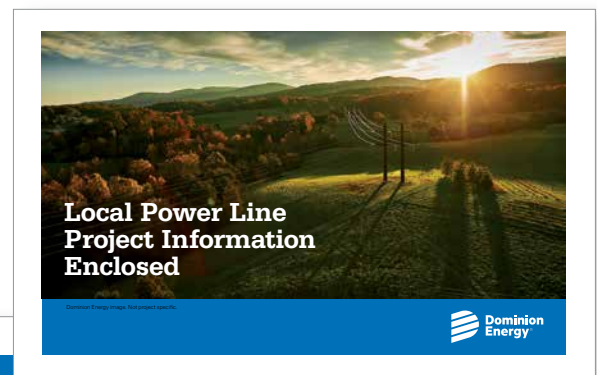
If you suspect natural gas theft, you can report it by calling **1-800-688-4673** or by visiting [DominionEnergy.com](http://DominionEnergy.com), keyword: *Natural Gas Theft* to report it confidentially.



RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Dominion Energy



IMPORTANT

## Local Power Line Project Information

### Suffolk Swamp Winfall Transmission Line Rebuild

AT DOMINION ENERGY, we are committed to providing safe and reliable electricity to our neighbors. You are receiving this postcard because your property is near the Suffolk Substation and a nearby electric transmission line. We need to rebuild this existing 230 kilovolt (kV) electric transmission line connecting the Suffolk Substation to the Winfall Substation in North Carolina. This 34-mile line has been in operation for more than five decades and needs to be replaced to maintain reliability for our customers. This project will replace a total of 283 structures.

Thank you for your understanding and patience throughout this process. Your electric service will not be interrupted as a result of this important project.

#### CONTACT US

Please visit [DominionEnergy.com/suffolk](http://DominionEnergy.com/suffolk) for project updates. Or contact us by calling 888-291-0190 or sending an email to [powerline@dominionenergy.com](mailto:powerline@dominionenergy.com).



#### New Typical Structure

**MATERIAL:** Weathering steel  
H-frame structures  
**AVERAGE HEIGHT:** 67 feet

Rendering is for illustrative purposes only.  
Actual structure heights will vary.



Use your iPhone camera or the QR reader app on other smartphones to visit the project page on our website.

Power line project  
direct mail

#### WHAT:

This proposed project is to rebuild the existing 230 kilovolt (kV) Suffolk Swamp Winfall electric transmission line. No new right of way is needed. Beginning next fall, we plan to start building roads to access the right of way. Construction, including the installation of new weathering steel structures, will begin in 2021. Construction is expected to be complete in 2023.

#### WHY:

This electric transmission line and the existing wooden structures have been in operation for over five decades and have reached the end of their service life. A total of 283 structures must be replaced to maintain continued reliability and comply with current mandatory federal standards. The new, brown weathering steel structures will be built in the same general location as the existing structures.

#### WHERE:

The 34-mile transmission line is located between Suffolk, Virginia, and Winfall, North Carolina.

## OPEN HOUSE

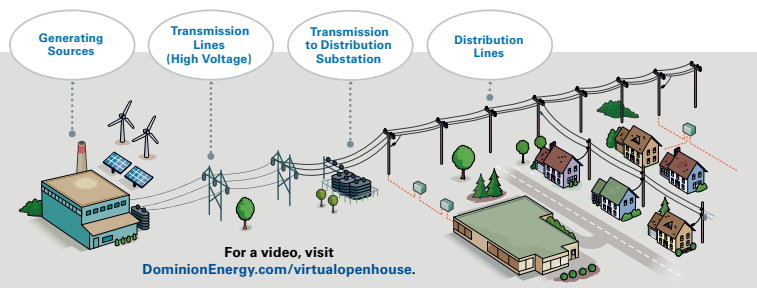
Thursday, May 9, 2019  
5 p.m. – 7 p.m.

Forest Glen Middle School  
200 Forest Glen Drive  
Suffolk, VA 23434

Dinner will be provided.  
(drop by anytime  
during these hours)

### Delivering Clean, Safe, Affordable and Sustainable Energy

Transmission lines are the tall, high-voltage lines that carry electricity over long distances from power generation facilities to substations.



For a video, visit  
[DominionEnergy.com/virtualopenhouse](http://DominionEnergy.com/virtualopenhouse).

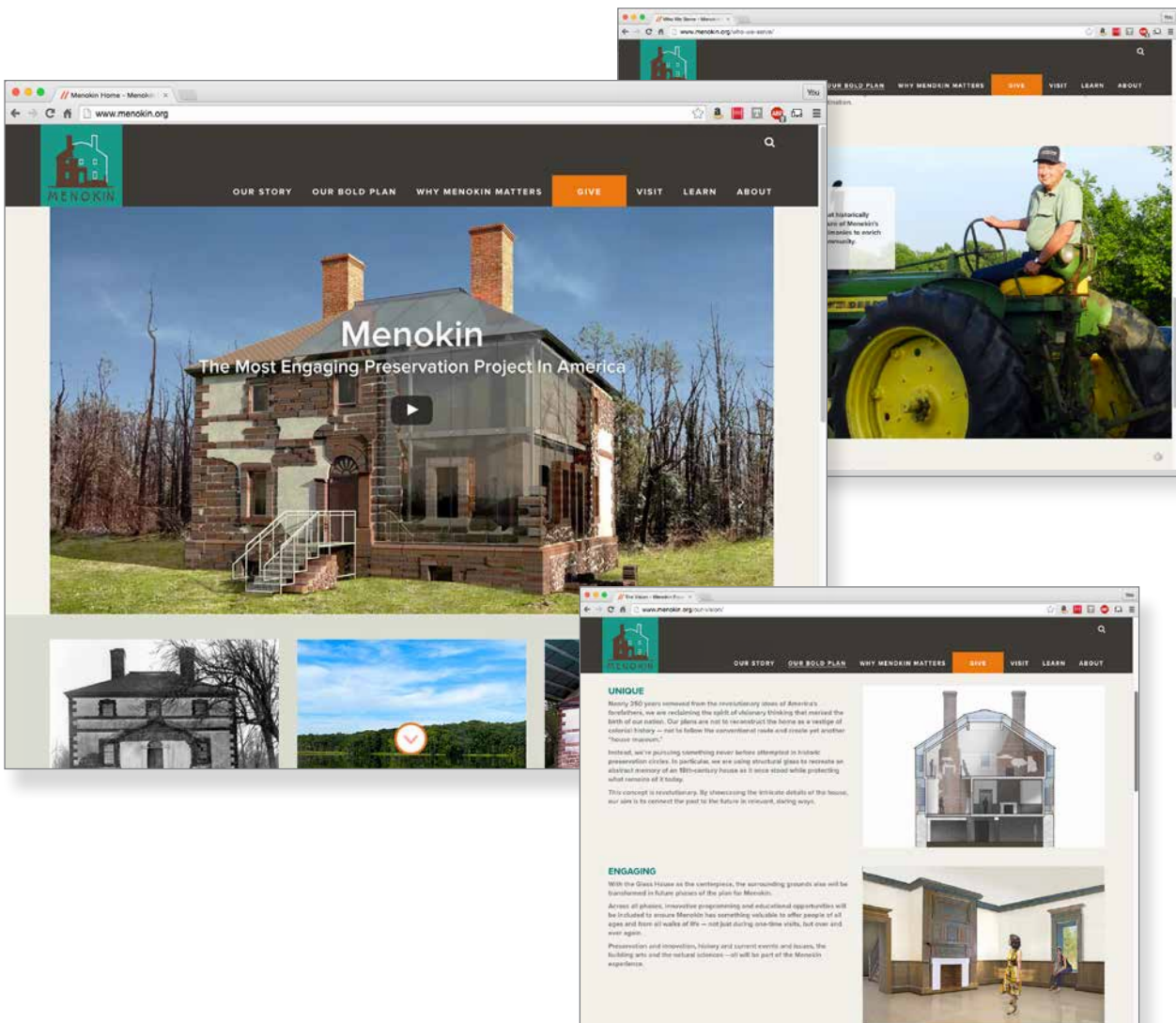


RFP REFERENCE — XII.B.4.

CREATIVE SAMPLES

Menokin Foundation

*Design of fundraising materials,  
including website*





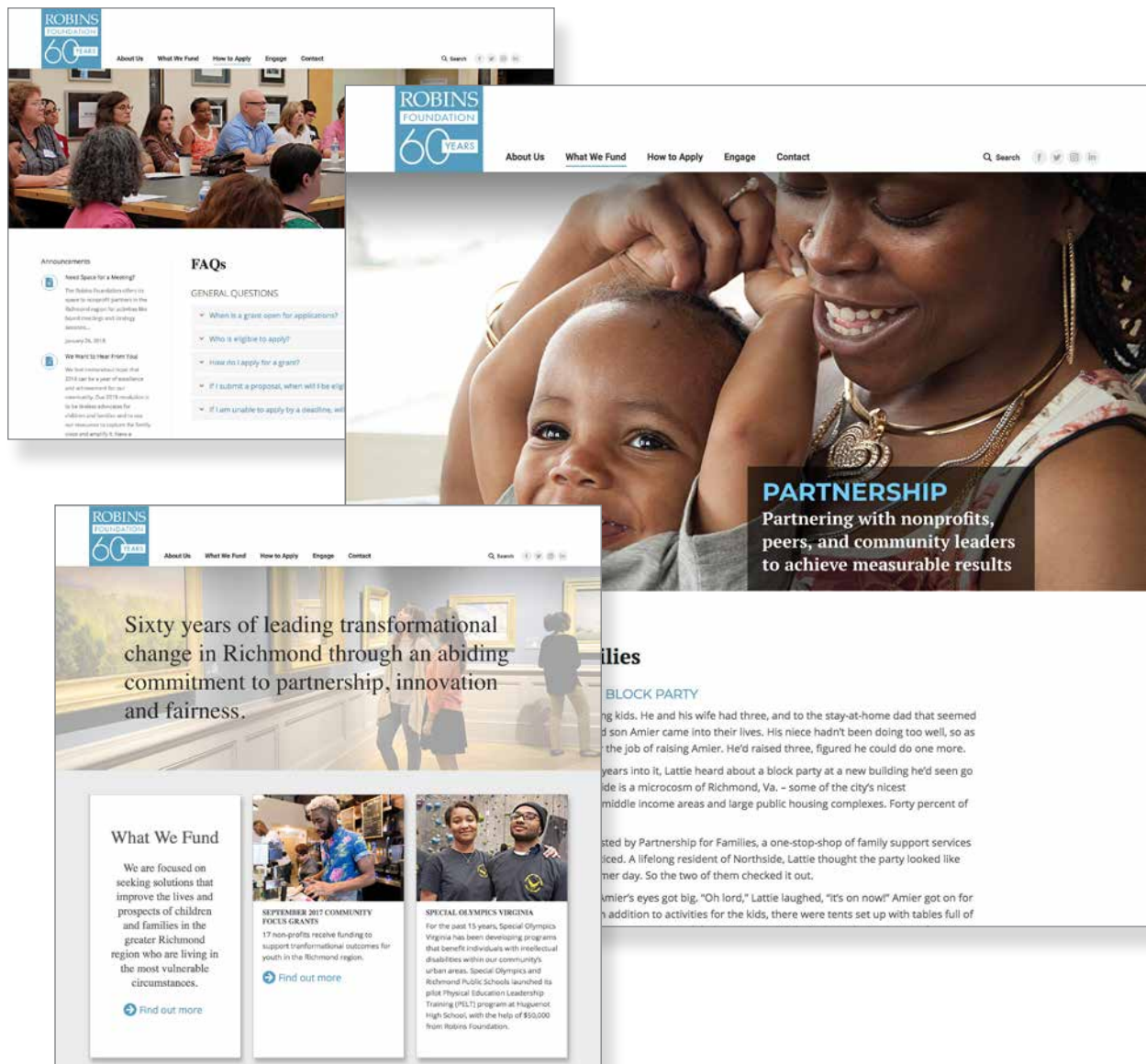


## RFP REFERENCE — XII.B.4.

### CREATIVE SAMPLES

#### Robins Foundation

*Design of branding materials,  
including website*





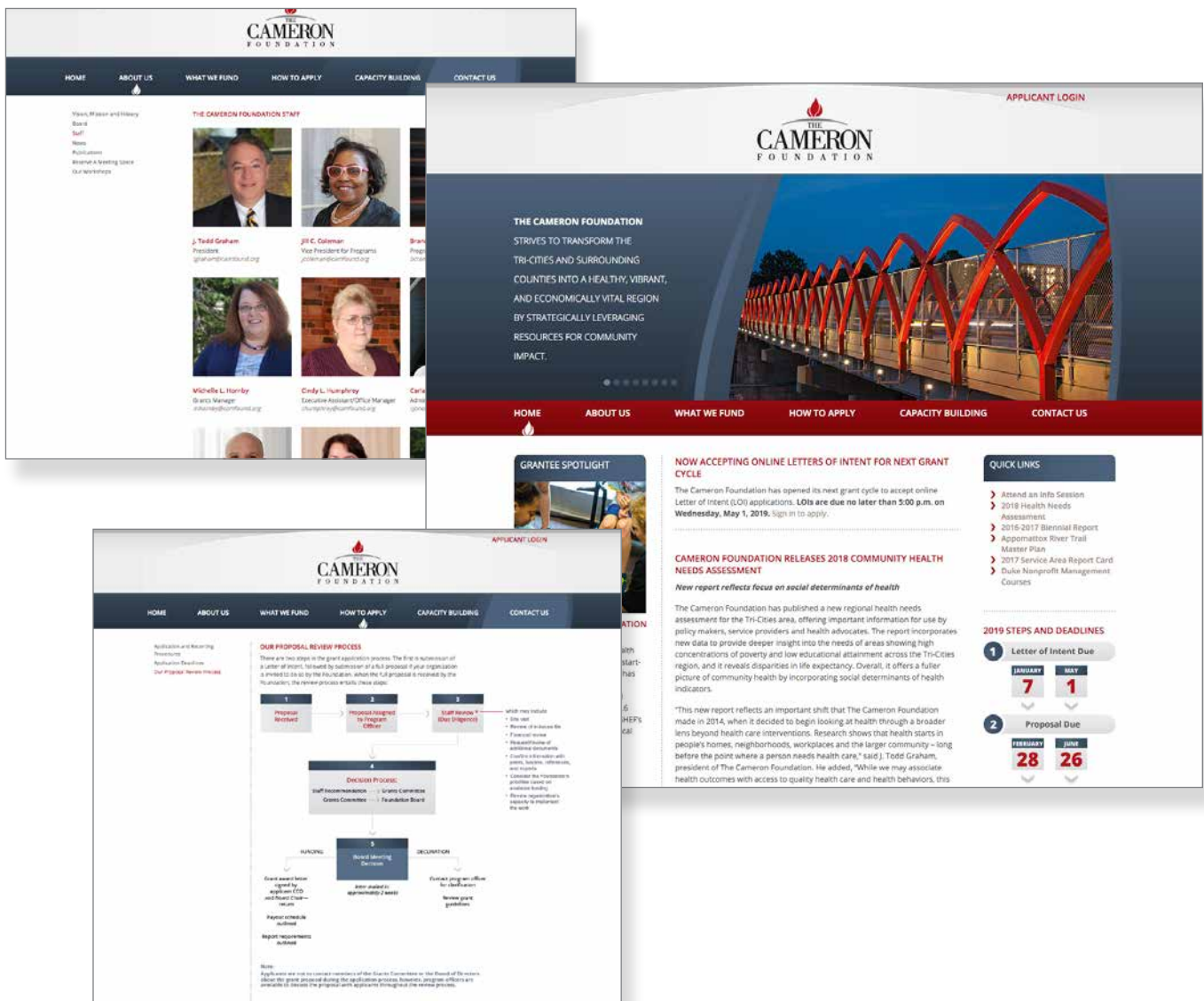


## RFP REFERENCE — XII.B.4.

### CREATIVE SAMPLES

#### Cameron Foundation

*Design of communication materials,  
including website*





**RFP REFERENCE — XII.B.5.**

**REFERENCES**

**Denise Forster — Director, Foundation Communications**

University of Virginia Law School Foundation

580 Massie Road, Charlottesville, VA 22903

434-924-4678

[forster@law.virginia.edu](mailto:forster@law.virginia.edu)

Date of service: fall 2019

Project: Design of Benchmark, a 24-page, magazine-format Capital Campaign Case Statement

**Liz Taylor — Associate Director, Marketing and Communications**

University of Virginia, Medical Alumni Association and Medical School Foundation

P.O. Box 80076, Charlottesville, VA 22903

434-924-2346

[lct6r@virginia.edu](mailto:lct6r@virginia.edu)

Date of service: summer 2019 to present

Project: Redesign of Virginia Medicine, a 32-36 page twice-yearly alumni magazine

**Brooke Braun — Director, Marketing and Communications**

University of Virginia McIntire School of Commerce

P.O. Box 400173, Charlottesville, VA 22904-4173

434-924-9559

[bab2ab@comm.virginia.edu](mailto:bab2ab@comm.virginia.edu)

Date of service: fall 2018 to fall 2019

Projects:

2018-19 Investors' Report, a 36-page annual report for donors to the McIntire School of Commerce

2018-19 Destinations Report, a 40-page report of placement information on graduates of the McIntire School of Commerce

**Tami Back — Associate Director of Strategic Communications and Outreach**

Earle Gregg Swem Library

The College of William & Mary

400 Landrum Drive, Williamsburg, VA 23186

757-221-3127

[tcback@wm.edu](mailto:tcback@wm.edu)

Date of service: summer 2015 to present

Projects: A broad range of print projects (annual reports, posters, invitations, etc.) and large-format, environmental graphics (interior and exterior) for Swem Library



**RFP REFERENCE — XII.B.6.**

**PROPOSED PRICING**

Projects can be estimated individually for a turn-key fixed price based on project specifications, or charged hourly (in quarter hour increments) at \$105/hour.

In-house services provided by Communication Design include:

- Visual concept development
- Visual research
- Design and layout
- Photoshop processing of images for offset printing.
- Digital-file production
- Coordinating with printers and other outside vendors
- Reviewing printer's proofs
- On-press review and approvals
- Website architecture analysis and reorganization
- Development and customization of WordPress themes
- Design of custom web forms
- Design and development of custom Google Maps
- Web image color correction and image sharpening