



CITY of NOVI CITY COUNCIL

www.cityofnovi.org

Agenda Item I
June 4, 2007

SUBJECT: Approval of Brand Identity & Graphic Standards contract with Ford & Earl Associates, Inc. for \$24,850.

SUBMITTING DEPARTMENT: Neighborhood and Business Relations

CITY MANAGER APPROVAL:

EXPENDITURE REQUIRED	\$24,850
AMOUNT BUDGETED	\$53,100
APPROPRIATION REQUIRED	N/A
LINE ITEM NUMBER	101-295.00-816.000

BACKGROUND INFORMATION:

At the April 16 City Council Meeting, the concept of embarking on a City branding/identity initiative was presented (Branding Memorandum of April 12 attached). It was recognized that City of Novi marketing and service strategies run across many different areas and departments, and the importance of building a consistent brand image for the City and its services is now more important than ever. As Novi competes around the region, state, country and world, the image of the brand will determine the success of current and future initiatives.

Following the City's RFP process, four qualified proposals were received and ranked utilizing the Qualification Based Selection (QBS) process. The four proposals were ranked by a team of five staff members in the QBS process. All five participants ranked Ford & Earl Associates, Inc. the highest of the four submissions.

Ford & Earl's vast municipal experience set them apart from the other firms. Ford & Earl's clients include Oakland County, Macomb County, Pontiac Development Authority, City of Detroit, City of Madison Heights, and the Michigan Court of Appeals. Ford & Earl's bid was the second lowest, coming in at \$24,850.

RECOMMENDED ACTION: Approval of Brand Identity & Graphic Standards contract with Ford & Earl Associates, Inc. for \$24,850.

	1	2	Y	N
Mayor Landry				
Mayor Pro Tem Capello				
Council Member Gatt				
Council Member Margolis				

	1	2	Y	N
Council Member Mutch				
Council Member Nagy				
Council Member Paul				

MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER
FROM: SHERYL WALSH, COMMUNITY RELATIONS MANAGER
SUBJECT: CITY WIDE BRANDING INITIATIVE
DATE: 5/29/2007

At the April 16 City Council Meeting, the concept of embarking on a City branding/identity initiative was presented (Branding Memorandum of April 12 attached). It was recognized that City of Novi marketing and service strategies run across many different areas and departments, and the importance of building a consistent brand image for the City and its services is now more important than ever. As Novi competes around the region, state, country and world, the image of the brand will determine the success of current and future initiatives.

On April 27, the City posted an RFP for Branding Identity & Graphic Standards to Bidnet, soliciting qualified firms for this initiative. Four qualified proposals were received and ranked utilizing the Qualification Based Selection (QBS) process. Marketing firms submitting proposals include:

- ASG Renaissance
- Ford & Earl Associates, Inc.
- Keith King
- Trent Design

The four proposals were ranked by a team of five staff members in the QBS process (results are attached). All five participants ranked Ford & Earl Associates, Inc. the highest of the four submissions.

Ford & Earl's vast municipal experience set them apart from the other firms. Ford & Earl's clients include Oakland County, Macomb County, Pontiac Development Authority, City of Detroit, City of Madison Heights, and the Michigan Court of Appeals. Ford & Earl's bid was the second lowest, coming in at \$24,850.

Ford and Earl's proposal includes:

- The facilitation of a visioning session with pre-selected community stakeholders that will determine a City of Novi vision statement. The session will involve the analysis and identification of brand attributes, associations and the City of Novi brand image with the selected group
- Brand strategy recommendation that include the development of a new City or economic development logo
- Development of brand strategy including a new or revised City brand statement
- Graphic style guide and brand identity standards
- Communication tools
- A choice of applicable City of Novi communication tools and templates

Recommendation

It is recommended that a contract be awarded to Ford & Earl Associates, Inc. in the amount of \$24,850 to implement a Brand Identity & Graphic Standards initiative with completion not to exceed 45 days. The initiative would be funded from the \$53,100 allocated for entryway signage, with the remaining \$28,250 designated to initiate the City entryway signage program once a brand/identity is in place.

CITY OF NOVI
BRANDING IDENTITY GRAPHIC STANDARDS
QUALIFICATIONS EVALUATIONS

Bid due May 11, 2007

	Ford & Earl	Trent Design	ASG Renaissance	Keith King
Evaluator #1	400	250	225	125
Evaluator #2	345	265	270	120
Evaluator #3	400	300	200	100
Evaluator #4	380	295	200	125
Evaluator #5	400	250	245	150
Total	1925	1360	1140	620



CITY OF NOVI
Brand Identity & Graphic Standards Bid Tab
Friday, May 11, 2007
Fee Proposals opened Tuesday, May 22, 2007

Company	Lump Sum
ASG Renaissance	\$22,400
Ford & Earl	\$24,850
Keith King	\$33,860
Trent Design	\$36,000

MEMORANDUM



TO: CLAY PEARSON, CITY MANAGER
FROM: SHERYL WALSH, COMMUNITY RELATIONS MANAGER
SUBJECT: CITY WIDE BRANDING INITIATIVE
DATE: 4/12/07

This memo is submitted to provide an overview of the discussion we had regarding the entryway signage program and its connection to a possible City wide branding initiative.

What is a brand?

More often than not, first impressions are visual. And in that first glimpse, there exists a world of opportunity to impart the values, ideals, objectives and the advantages of an organization. Every successful organization has a powerful identity system, from Starbucks to Coca-Cola. But a memorable organizational identity doesn't just happen. It must be carefully designed and consistently implemented.

The City of Novi is at a critical stage in its evolution. As we embrace new City Council Goals and an Economic Development strategy, we have additional opportunities to build our brand as part of new development activities.

Recognizing the City of Novi marketing and service strategies run across many different areas and departments, the importance of building a consistent brand image for the City and its services is now more important than ever. As Novi competes around the region, state, country and world, the image of the brand will determine the success of current and future initiatives.

The power of a brand

Earlier this FY, the City of Novi participated in the annual Oakland County magazine by placing a full-page advertisement in the publication. The Oakland County magazine is an integral communication tool for the Emerging Sectors campaign which was initiated by the Oakland County Executive's Office with an aggressive goal of attracting the top 100 companies in the top 10 emerging sectors to expand or relocate to Oakland County.

In just more than 30 months, the Emerging Sectors campaign has brought or retained 32 businesses to the county. The investment in these companies totals nearly \$264 million and means 3,126 new jobs and an additional 1,553 retained jobs for Oakland County. The investment generates a total of \$6.5 million in taxes for the all units of government in the county. A key component of this campaign was the design and implementation of the new Oakland County Emerging Sectors logo and corresponding standard design templates.

The power of a brand arises from its ability to be identifiable and to differentiate one entity from another. Similar to the Emerging Sectors campaign, a Novi brand would increase recognition, generate pride, ensure a clear, consistent image throughout all marketing strategies, and facilitate repeat interactions among customers.

Creating a brand

A brand evolves and is strengthened by regular usage across all settings. This is the fundamental reason for identity standards. Vigilantly followed, these standards would provide a

professional, consistent and unified impression of the City of Novi brand. The guidelines would be the cornerstone of the design for all communication/marketing materials, including department brochures, advertising, promotional items, business forms, city entryway signage, vehicle identification, the website, apparel, and cable television programming. The purpose of an identity program is to achieve uniformity in the visual aspects of the City of Novi brand.

Once all these new elements are in place, the City of Novi will see a marked improvement in brand presence in the marketplace and the consistency of their communications to potential new businesses and community members.

Recommendations

It is important to recognize before embarking on a large-scale project, such as the entryway signage program, determination must be made regarding the refresh of Novi's brand/logo. If a strengthened brand is desired, this identity would carry over onto city entryway signage. Although no additional funding is being recommended in the FY 07-08 Budget for implementation of an entryway signage program, the funding (\$53,100) allocated in the FY 06-07 Budget could be utilized to initiate a brand identity campaign and, once identified, begin the signage program. It is estimated an entire branding initiative, including comprehensive design and standardized templates would cost approximately \$20,000.

I look forward to presenting this matter in detail at the April 16th City Council Meeting.

If you have any questions, please don't hesitate to let me know.

cc: Pam Antil, Assistant City Manager

May 11, 2007

Carol J. Kalinovik
Purchasing Director
City of Novi
45175 West Ten Mile Road
Novi, Michigan 48375-3024

Subject: Branding Identity & Graphics Standards Proposal Response

Dear Ms. Kalinovik,

On behalf of Ford & Earl Associates, I would like to thank you for the opportunity to submit our proposal for the City of Novi Branding Identity & Graphics Standards initiative. We appreciated the time and effort you went through in developing the solicitation for quote and answering our questions. In developing our proposal, we have followed your recommended guidelines in presenting our background, qualifications, project approach and the required budget specifications for the project.

We are submitting two sealed envelopes, one that contains the technical portion of our proposal and one that details our projected fees for the initiative. The attached box contains our work examples.

Ford & Earl Associates is committed to helping our local communities build their brand. We are very proud of our local presence in the Detroit metro community and we have been working directly with County Executives L. Brooks Patterson and Robert Ficano to promote our area to attract new business opportunities. We would consider it an honor to help the City of Novi develop a new brand presence that helps the city grow and prosper in the future. Novi has a great heritage to draw upon in presenting the brand of the city.

Ford & Earl Associates also shares in a great heritage with regards to the Detroit metro area. Our firm was founded by two names synonymous with the golden age of Detroit. Our firm takes get pride in our history of design excellence and creativity. Walter Ford and Harley Earl put an indelible mark on this area with their designs for marketing, communication and branding programs.

Our goal with each of our clients is to develop a long term mutually beneficial relationship. We would appreciate the opportunity to build that type of relationship with the City of Novi.

After your review, I would be happy to discuss any questions or observations you may have with the attached proposal.

Best Regards,

Howard D. English Jr.
Manager, Account Development

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Company Profile	
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Lead Project Contact	
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FORD & EARL PROFILE

For over 60 years, Ford & Earl Associates has served our clients as an independent marketing, branding, communication and design resource. With 40 professionals on staff, our firm comprises the disciplines necessary to impact the function and market position of our clients' organizations.

We are able to develop an in-depth understanding of the factors which impact consumer choice in our clients' respective categories. Armed with this knowledge, we develop integrated marketing, communication or design programs, which reinforce our clients' brands through marketing, communication, corporate identity, architecture and interior design, promotional materials, art, Web site, video, wayfinding, signage, exhibits and displays.

A cohesive and consistent approach to these marketing, communication or design elements creates impressions for our clients that have lasting impact and achieve the greatest return-on-investment. This approach helps our clients succeed through:

- Effective marketplace positioning
- Increased staff efficiency and productivity
- Greater operational efficiencies

The organizational structure of our company encourages the different professional disciplines to interrelate easily and well. This relationship guarantees the involvement of many perspectives and creates a synergy benefiting the marketing, communication and design needs of our clients.

We help our clients make informed decisions about market planning. Our advice often results in tangible savings in operating and capital costs, as well as productivity gains and improved operational efficiencies.

Ford & Earl Associates' 17,000 sq. ft. office facility is located at 350 West Big Beaver Road in Troy, Michigan. In addition, Ford & Earl Associates operates a 12,000 sq. ft. high-bay fabrication facility to accommodate our clients' marketing, communication, display, exhibit and signage projects.

Ford & Earl Associates serve a diverse group of governmental, corporate, health care, financial and hospitality clients operating in the United States and abroad. We are a privately held corporation owned and managed by key staff leaders who are active in our clients' services.

HISTORY

In 1964, the merger of W.B. Ford Design Associates (1945) and Harley Earl Associates (1948) created one of the leading marketing, communication and design firms in the nation – Ford & Earl Associates. Harley Earl Associates, founded by General Motor's styling chief, was recognized for product, packaging, and exhibition design. Walter B. Ford II, founder of Walter B. Ford Design Associates, was renowned for marketing communications, commercial interior design, graphics and exhibits. This combined vision created the core of our multidisciplinary design approach to marketing communications and brand management.

PHILOSOPHY

Our mission is to measurably improve our client's business – through application of marketing, communication, and design skills and solutions – that inspire emotional response and audience connection.

OUR CUSTOMER COMMITMENT

We are committed to:

- Understanding our clients' businesses and helping them meet their business objectives
- Providing quality marketing, communication and design solutions
- Providing services and products in a professional, effective and flexible manner
- Encouraging open, honest, two-way communications with our clients
- Fostering relationships that are mutually rewarding
- Creating project efficiencies through the use of advanced technology
- Maintaining an impeccable reputation that honors our heritage

CORPORATE IDENTIFICATION AND INSURANCE REQUIREMENTS

Ford & Earl Associates is a local corporation based in Troy, Michigan. We also understand and comply with all insurance requirements listed in the RFP.

OUR PRINCIPAL OFFICERS

Tom Gross – Managing Principal
Nancy Lovaas – Principal, Operations
John Bodag – Principal, Director of Design
Jerry Kline – Principal, Graphic Design & Marketing Communications
Michael Krebs – Principal, Director of Architecture
Barry Johnston – Interior Design

LEAD PROPOSAL CONTACTS

Howard English is the lead contact for the proposal. Listed below is Howard's contact information:

Howard English
Manager, Account Development

Ford & Earl Associates, Inc.
350 West Big Beaver
Troy, Michigan 48084

Office Phone: 248-740-1742
Cell Phone: 248-561-0744
Email Address: henglish@fordearl.com

Jerry Kline, Principal of Graphic Design & Marketing Communications, will be signing the Ford & Earl Associates' proposal submission.

LIST OF AVAILABLE SERVICES

Marketing, Advertising, Communication and Identity

- Integrated marketing design and development
- Brand program development and packaging
- Identity and graphic standards
- Graphic communication and packaging
- Video production
- Meeting planning, shows and special events
- Program management and editorial services
- Web services, including design, production and hosting
- Web-based training design and development
- Media Placement

Environmental Graphics

- Environmental branding
- Wayfinding
- Sign programs

Custom Fabrication

- Intelligent information stations and kiosks
- Sign programs
- Donor recognition
- Displays and exhibits
- Prototypes and models
- Architect and design 'one-off' and limited editions

Interior Architecture

- Program development
- Facilities strategy and planning
- Tenant planning
- Design
- Corporate workplace
- Hospitality
- Retail
- Health care
- Specialty building additions

EXPERIENCE WITH BRAND DEVELOPMENT AND IDENTITY SYSTEMS

Creating a meaningful brand is what we do for our clients. We help our clients build an innovative strategy that will result in long-term brand value and return on investment. We focus on how to create value and excitement in today's cluttered, saturated, and price-driven marketplace.

Creating a meaningful brand matters to every public enterprise, whether you are offering goods and services, communicating corporate values, or presenting a site for a new corporate headquarters.

Ford & Earl Associates has developed hundreds of marketing campaigns, landmarks, campaign logos, brand experience activities, marketing materials, business development campaigns, marketing model programs and product launches for our clients.

We are currently working with the following local organizations as part of an ongoing marketing and brand management effort. Specific communication tools and program results are listed below.

Oakland County

Pontiac, Michigan

- Oakland County Marketing Model Program
- Oakland County Drain Commissioner's Annual Report
- Oakland County Business Development Kiosk
- Oakland County Magazine
- Tri-County Super Bowl XL Magazine in Crain's Detroit Business
- Oakland County Emerging Sectors Launch
- Oakland County Business Development Video
- Emerging Sectors Banner Designs for the Oakland County "State of the County" Meeting

Results Obtained – Oakland County

Ford & Earl Associates is the agency of record working with L. Brooks Patterson on the Oakland County Emerging Sectors campaign and the Oakland County magazine. The campaign started over three years ago with an aggressive target of attracting the top 100 companies in the top 10 emerging sectors to expand or relocate operations to Oakland County.

In less than three years, the Emerging Sectors business initiative has produced new investment in the county of \$312 million, created more than 5,068 new jobs, retained more than 2,238 jobs, established 49 new companies and produced property tax revenues of over \$7.7 million. Ford & Earl has an ongoing relationship with Oakland County to continue to build the success of this campaign in the coming years.

The Emerging Sectors campaign and the Oakland County magazine have been produced within budget for all three years of development.

Macomb County

Mount Clemens, Michigan

- Macomb County Business Development Kiosk and Graphic
- Tri-County Super Bowl XL Magazine in Crain's Detroit Business
- Targeted Industries Branding and Campaign Development

Wayne County

Detroit, Michigan

- Wayne County Business Development Kiosk and Graphics
- Tri-County Super Bowl XL Magazine in *Crain's Detroit Business*
- 2006 & 2007 Wayne County "State of the County" Meeting
- Wayne County Magazine

Results Obtained – Wayne, Genesee, Oakland & Macomb Counties

For the first time in local history, Ford & Earl Associates united the marketing and branding efforts of Wayne, Genesee, Oakland and Macomb Counties for a joint economic development effort that targeted participants coming to Super Bowl XL and regular travelers visiting Detroit Metro Airport and Flint Bishop Airport.

Ford & Earl designed and developed a multi-county campaign that was featured in *Crain's Detroit Business* Super Bowl XL issue and the creative campaign that is currently running on individual interactive kiosks at Detroit Metro and Flint Bishop Airport. All four counties have seen good responses from the two facets of the campaign and Ford & Earl is in the process of developing new communications tools for all the counties.

The Super Bowl XL and the Airport kiosk branding campaign have been produced within budget for Wayne, Oakland, Macomb and Genesee Counties over the last two years.

Holcim (US) Inc.

Dundee, Michigan

- Corporate Branding Consultation
- Design Corporate brochure
- Develop print formats for all plant brochures
- Develop design system for corporate promotional posters
- Design corporate system for packaging
- Presidential awards graphics
- Packaging ID manual
- Consultation and graphic design for global partner

Results Obtained

Designing a cohesive, unified branded graphic format for Holcim's print and marketing materials resulted in substantial cost savings in creative time and printing costs. Ford & Earl effectively designed and developed a color-coded system and consistent graphics for all product packaging both in the US and Canada that resulted in the following: "Increased product awareness, increased market share, print production savings, cost savings in creative time and less graphic error."

Ford & Earl has worked within the project by project and yearly budget guidelines for all Holcim (US) Inc. projects since 1958.

Examples of Ford & Earl Associates Work

Ford & Earl Associates has enclosed (13) thirteen examples of specific work performed for our clients in the brand development, brand identity and graphic standards area. We have purposely included a diverse mix of examples designed in all shapes, sizes and page counts.

They include the following:

1. Delphi Corporate Standards Manual
2. Oakwood Healthcare System Corporate Identity Standards Manual
3. St. Johns Health System Identity Program
4. Audi Corporate Identity for Volkswagen and Audi Dealerships
5. Texaco Ovonic Battery Systems Logo Usage and Styleguide
6. Holnam Identification Standards
7. Oakland County Emerging Sectors Logo Usage Guidelines
8. Oakland County Business Development Folder
9. Oakland County Venture Capital Business Case
10. Oakland County Financial Services Business Case
11. Oakland County Emerging Sectors Business Development Brochure-Blue Outline
12. Oakland County Emerging Sectors Public Information Brochure-Green Outline
13. Oakland County eFOCUS Newsletter Mailer-(2) two versions

Additional Brand Identity and Graphic Standards Client Information Sheets

We have attached in the appendix, client information sheets for specific project experience relevant to brand development, brand identity and graphic standards programs.

Additional Ford & Earl Experience with Municipal, County and Governmental Clients

Pontiac Downtown Authority

Pontiac, Michigan

- City Brand Identity, Graphics and Streetscape

City of Detroit

Detroit, Michigan

- Feasibility Study for Potential Move of City Offices to Former GM Building

City of Novi

Novi, Michigan

- Ad Development for the Community Relations Department

City of Madison Heights

Madison Heights, Michigan

- Ad Development for the Community Relations Department and DDA

Federal Reserve Bank of Chicago – Chicago

Chicago, Illinois

- Interior Standards Design Development and Programming

Federal Reserve Bank of Chicago – Detroit

Detroit, Michigan Branch

- Interior Programming and Feasibility Studies

Federal Reserve Bank of Richmond – Baltimore

Baltimore, Maryland Branch

- Facilities and Interior Programming
- Full Interior Design Services
- Architectural Graphics
- Signage Fabrication

Federal Reserve Bank of Richmond – Charlotte

Charlotte, North Carolina Branch

- Facilities and Interior Programming
- Full Interior Design Services
- Architectural Graphics
- Signage Fabrication

Federal Reserve Bank of Richmond – Richmond

Corporate Headquarters

Richmond, Virginia

- Full Interior Design Services
- Architectural Graphics
- Signage Fabrication

Michigan Court of Appeals

Detroit, Michigan

- Interior Architectural Design
- Signage Program Design and Fabrication

Minneapolis Federal Courthouse

Minneapolis, Minnesota

- Signage Fabrication, Interior and Exterior

United States Army TASC0M

Warren, Michigan

- Marketing Materials for Launch of Stryker

United States Food & Drug Administration-Detroit Office

At Stroh River Place

Detroit, Michigan

- Interior Design Services
- Contract Administration
- Construction Documentation

United States State Department Building

Washington, DC

- Space Planning
- Interior Design Services
- Building Graphics

Washtenaw County Government Building

Ann Arbor, Michigan

- Programming and Space Planning for Move of County Offices

CLIENT REFERENCES

Steve Huber, Marketing & Communications Supervisor
Oakland County Community & Economic Development
 1200 North Telegraph
 Pontiac, Michigan 48341
 248-858-1848
 hubers@co.oakland.mi.us
 Dates of Service-Continuous from July, 2004

Joan Daniels, Purchasing Supervisor
Oakland County Purchasing
 1200 North Telegraph
 Pontiac, Michigan 48341
 248-858-0511
 danielsj@co.oakland.mi.us
 Dates of Service-Continuous from July, 2004

Steve Cassin, Executive Director
Macomb County Planning & Economic Development
 Macomb County Administration Building
 1 South Main
 Mt. Clemens, Michigan 48043
 586-469-5285
 stephen.cassin@macombcountymi.gov
 Dates of Service-Continuous from March 2005

Sharon Banks, Director of Communications
Wayne County, Office of the County Executive
 Wayne County Building
 600 Randolph
 Detroit, Michigan 48226
 313-224-0760
 sbanks2@co.wayne.mi.us
 Dates of Service-Continuous from March 2005

Tina Spencer, Communications Associate
Wayne County, Office of the County Executive
 Wayne County Building
 600 Randolph
 Detroit, Michigan 48226
 313-967-6727
 tspencer@co.wayne.mi.us
 Dates of Service-Continuous from March 2005

Dave Tyler, Assistant to the Director
Wayne County Department of Jobs & Economic Development
 Wayne County Building
 600 Randolph
 Detroit, Michigan 48226
 313-224-0752
 dtyler@co.wayne.mi.us
 Dates of Service-Continuous from March 2005

Barry Thornbury, Manager, Promotion, Training & Marketing

Holcim

6211 Ann Arbor Road,

Dundee, MI 48131

734-529-4167

barry.thornbury@holcim.com

Dates of Service-Continuous from August 1958

Linda McCormick, Promotions Manager

Holcim

6211 Ann Arbor Road

Dundee, MI 48131

734-529-4307

linda.mccormick@holcim.com

Dates of Service-Continuous from August 1958

Barb Hogan, Deputy Director

Wayne County Airport Authority

Public Affairs & Environment

L.C. Smith Terminal

Detroit, Michigan 48232

734-942-3773

barbara.hogan@wcaa.us

Dates of Service-Continuous from November 2005

Brand Identity and Graphic Standards Proposal Response
Bid Due-May 11, 2007 by 3:00 PM

Examples of Ford & Earl Associates Work

Ford & Earl has enclosed (13) thirteen examples of specific work performed for our clients in the brand development, brand identity and graphic standards area. We have purposely included a diverse mix of examples designed in all shapes, sizes and page counts.

Enclosed are the following samples:

1. Delphi Corporate Standards Manual
2. Oakwood Healthcare System Corporate Identity Standards Manual
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4. Audi Corporate Identity for Volkswagen and Audi Dealership
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10. Oakland County Financial Services Business Case
11. Oakland County Emerging Sectors Business Development Brochure-Blue Outline
12. Oakland County Emerging Sectors Public Information Brochure-Green Outline
13. Oakland County eFOCUS Newsletter Mailer-(2) two versions

QUALIFICATION SUMMARIES FOR THE CITY OF NOVI BRAND DEVELOPMENT TEAM

Ford & Earl Associates is proud to offer the following members as part of the Novi brand development team. We have selected our team members based on creativity, municipal cost control experience, market expertise, disciplines and customer focus. **All of the following team members will be dedicated to achieving the (45) forty-five day project completion time frame outlined in the RFP for developing the brand and vision statement and the (30) thirty day timeline completion goal for the graphic standards template.**

Based on the areas outlined in the RFP, Ford & Earl Associates cannot think of a finer team to help the City of Novi design and develop a new brand strategy to increase awareness of the City of Novi and drive additional business activity in the city. The Ford & Earl Associates team collectively has over 100 years of experience in the industry and the local marketplace.

Howard English Project Director

Howard will serve as the main client contact for this project. He will provide vital client feedback and information to the Ford & Earl Associates' brand development team. He will also supervise all aspects of the brand development process including adherence to budget and established project timelines.

Howard offers 28 years of branding, communications, marketing and project management experience as a Senior Account Executive, Executive Producer, Producer and Account Supervisor. Howard has developed and managed marketing, communications and branding programs for all of the domestic automotive manufacturers and four counties in the southeast Michigan area. He has supervised major brand launches, new product introductions, international incentive programs, strategic quality initiatives and hundreds of marketing, branding and communication programs for Fortune 500 clients.

Howard is the project director in charge of the *Emerging Sectors* campaign and the Oakland County magazine for L. Brooks Patterson and the Oakland County Office of Planning and Economic Development. On a regular basis, Howard works with the community relations and economic development offices of all 61 cities, villages and townships in Oakland County as part of the Oakland County magazine initiative.

Howard was directly responsible for creating the united multi-county brand and economic development effort for Super Bowl XL at the airports between Wayne, Oakland, Genesee and Macomb Counties. Howard also developed and supervised the media campaign for the initiative that featured a 24-page multi-county insert in Crain's Super Bowl XL edition.

Howard also just finished creating and producing the Wayne County State of the County meeting with Mr. Ficano on February 21, 2007. This is the second year in a row that Howard has produced the Wayne County State of the County meeting.

Jerry H. Kline Principal, Graphic Design and Visual Communications

Jerry joined Ford & Earl Associates in 1960, was appointed Director of Graphic Design in 1972, and promoted to Vice President of Visual Communications in 1980. He has lectured to and critiqued special projects for graphic design students at the University of Michigan, as well as speaking at seminars on hospital signage and graphics.

Jerry has recently directed the development of streetscape branding and wayfinding signage for the City of Pontiac and Jerry was also involved in the Oakland County brand development process for the Emerging Sectors campaign.

Jerry has created iconic brand graphics for Ford's Philco and Motorcraft packaging, Bank One, Hudson's, AAA and Stroh River Place; and refined brandmarks for Denny's and Delphi. He has created graphics for RCA, and brand programs at The First National Bank of Chicago, Stroh River Place, the First National Building and Penobscot Building. In total, Jerry has developed and supervised over one hundred different brand identity and graphic standards programs for Ford & Earl clients.

Jerry's creative talent and commitment to quality have earned him the admiration and respect of his clients and associates. Jerry oversees all corporate identity and marketing programs, packaging, wayfinding and signage, print, exhibit and architectural graphics. He originates creative concepts, coordinates projects, directs client reviews, supervises budgets and goes out of his way to ensure customer satisfaction.

Jerry received his Bachelor of Fine Arts degree in Industrial Design from Wayne State University. Jerry began his career as a free-lance graphic designer and production illustrator for General Motors Company.

Mark Leibold
Lead Graphic Designer

With 18 years of experience, Mark has the ability to effectively lead, manage, and motivate creative teams with a collaborative management style. Mark's range of design expertise includes print communications, identity systems, packaging, display design, environmental graphic design and media development.

Mark brings a meticulous approach to each project, applying cognitive, analytical and intuitive design sensibilities to every aspect of each design challenge. This approach brings to the project a functional and visually pleasing integrated design.

Mark has been the lead designer for most of the new Oakland County **Emerging Sectors** creative produced for L. Brooks Patterson over the last three years. Mark was also the chief designer for the multi-county media presentation utilized by Wayne, Oakland, Genesee and Macomb Counties during Super Bowl XL. Mark is also the lead graphic designer for the Oakland County magazine. As part of the project, Mark works directly with many of the 61 cities, villages and townships in Oakland County and personally designed the new full page ad for the City of Novi in the 2007 Oakland County magazine.

Mark believes a "Good design transcends the client's criteria and builds an engaging visual metaphor that invites the audience to participate in the experience. The essence of every design challenge is to create an experience that encapsulates the client's organization and demands the attention of its audience."

Ford & Earl Associates Project Management

Ford & Earl Associates is a leading provider of project management services for our clients and has established a proven track record for effectively implementing project management control systems and building a solid foundation for the successful management of a project. Our technical and project management experts are uniquely suited and dedicated to the success of our customers and to the quality of the solutions they provide.

Because of the many industries we support, Ford & Earl's comprehensive project management capabilities include extensive expertise defining project management system specifications, developing processes, developing and managing complex schedules, budget planning and forecasting, and implementing management reporting systems.

Ford & Earl professionals routinely partner with our clients to provide the following services:

- Requirements Definition and Analysis
- Project Management System Design
- Process Development
- PM Tools Evaluation and Implementation
- Baseline Schedule Development & Resource Allocation
- Financial Planning and Forecasting
- Report Design and Development
- Web-based Reporting & Management Systems

How We Do It

Ford & Earl Associates uses an ISO based systematic approach and methodology backed by years of experience to work closely with your city's management team to create processes and plans specific to your project that are clear, and most importantly executable. Our experts are proficient in all the major project software applications commonly used with project management.

Ford & Earl offers a single point of accountability for the successful design, development and completion of your project. Our approach is to understand, plan and implement each project based on the needs identified by our clients. We provide professional, value-added, personalized expertise for all sizes of projects. Our involvement ensures the quality, timeliness and cost effectiveness of any project. We assume responsibility for delivering your projects to a successful completion.

PROJECT APPROACH

Background

Ford & Earl Associates is very pleased to provide our proposed services specific to the City of Novi branding initiatives detailed in the request for quote. Based on your stated project scope, Ford & Earl Associates is recommending the following elements that will help the City of Novi build their brand presence in the marketplace over the next decade.

Our recommended elements include:

- The facilitation of a visioning session with pre-selected community stakeholders that will determine a City of Novi vision statement. The session will involve the analysis and identification of brand attributes, associations and the City of Novi brand image with the selected group
- Brand strategy recommendations that include the development of a new city or economic development logo
- Development of brand strategy including a new or revised city brand statement
- Graphic style guide and brand identity standards
- Communication tools
- A choice of applicable City of Novi communication tools and templates

An effective branding initiative for the City of Novi will evolve from strategic information gathering and a decision-making process that engages area stakeholders – business owners, citizens, and appropriate city officials. The following proposed specifications were developed to provide a framework for the branding initiative.

Visioning Session

Ford & Earl would facilitate a small group meeting of ten (10) involved community stakeholders. The City of Novi would be responsible for the selecting the appropriate stakeholders.

This proposed half-day working session would seek input about Novi's strengths, weaknesses and proposed future direction. The selected participants should include key property and business owners, municipal officials and residents. They should be visionary thinkers with a clear understanding of the City of Novi's current status and the ability to visualize future goals.

Outcomes from the Session

Participants should walk away from the session with a strong vision statement – an 'elevator pitch' that describes the stakeholders' main goals and future vision for the city. Ideally, the vision statement will be relatively short, a high-level declaration describing who the city is, what values it embraces and where it fits in the marketplace.

The vision statement should represent the enduring soul of the city, and is both a rallying point for city employees as well as a clear statement of intent for citizens, local businesses and the market as a whole. Ford & Earl will record all input from the session for summarization and presentation to the city council.

As mentioned above, stakeholder involvement is critical to a community's long-term commitment to a brand development initiative. Active participation in the visioning process makes the plan achievable by

creating ownership among stakeholders. It helps them understand the reasons behind the vision's goals and objectives, making its successful implementation more likely.

Brand Strategies, Including Logo Development and Brand Statement

We are recommending that a new city logo or economic development logo be developed that projects the image of Novi into the 21st century. We envision a logo that will give the City of Novi a unique, identifiable, innovative, fresh and eye catching look and feel. A look and feel that will cut through the clutter and clearly identify the City of Novi as a serious contender for economic development opportunities and projects a positive image to citizens and visitors to the city.

The design of the logo will be developed after a series of meetings with City of Novi stakeholders, so we can truly envision the new logo based on their vision for the city. The new logo must mirror the future vision for the city, so we will have brand continuity in the future.

Once we have created a new logo that supports and visualizes the Novi brand experience, we will develop other visual strategies that will clearly present the brand and further define brand positioning, brand definition, brand character, brand promise and brand support.

This on-going design process will lead to the development of a new brand statement or catch phrase or the refinement of the existing brand statement, *"where quality of life is the way of life."* All of these processes will help to further define the brand in the minds of potential businesses looking to expand into the city or citizens looking to move into the community.

Style Guide and Identity Standards

The next natural step, after the logo and the brand strategies have been defined is to build a system for identity standards. We feel strongly that the power of a brand evolves and is truly strengthened by its clear and consistent usage across all settings. This is the fundamental reason for identity standards. The purpose of an identity program is to achieve uniformity in the visual aspects of the Novi brand.

These identity standard guidelines would provide a professional, consistent and unified impression of the City of Novi's brand. The guidelines would be the cornerstone for the design of business cards, stationery, advertising, promotional materials, business forms, signage, vehicle identification and other forms of visual communication presented by the city. The proposed PDF style guide would include the following areas:

Intro	Application examples
Communications Team	Department colors
Exclusion zone	Department color usage
Minimum logo height	Department application examples
Logo, Tagline & file format usage	Typography
Logo colors	Programs preferred and why
Logo usage on background	

Logo saved in several formats (see format chart below)

Logo Color	File Formats
Black	EPS, JPG & TIF
CMYK	EPS & TIF
RGB	JPG
GRAY	EPS, JPG & TIF
PMS	EPS
Reverse	EPS & WMF

Once all these identity standards are in place, the City of Novi will see a marked improvement in their brand presence in the marketplace and the consistency of their communications to potential new businesses and the general population of the city. The Style Guide and Identity Standards template will be completed within 30 days of council's approval of the brand identity.

Communication Tools

As detailed in the RFP and announced at the April 16 city council meeting, the City of Novi has a new economic development manager. For Ara Topouzian to be successful in his new position he will need the right strategy and a full portfolio of branded business development tools to attract new companies to locate or expand in the city. He will also need business tools that reinforce the features and benefits of the city to retain current businesses that now call the City of Novi home.

As we know from our economic development experience with Oakland, Wayne and Macomb counties, there needs to be an independent strategy for new business development and retention. In this day and age, retaining your current companies can be as challenging as attracting new businesses to the city.

For example, just look at the competition for Cobasys that has been in the news lately. Cobasys is being courted by economic development organizations from all over the United States and especially the states of Ohio and Kentucky. Oakland County and the MEDC have partnered to develop a special taskforce to keep Cobasys from moving their corporate and technical centers to Ohio or Kentucky. This type of competition will only get more severe in the future as our local economies move from larger manufacturing based companies to smaller knowledge based companies.

To support Ara and his economic development and retention activities, we have added an economic development template to our proposed communication templates. This template will give the City of Novi the opportunity to build attraction and retention brochures that will showcase the brand and the benefits of the city to new and existing businesses.

As part of our attached work samples, we have provided three examples of economic development design templates that we have created for Oakland County. The first template was established for presenting the 12 sectors profiles (Venture Capital & Financial Services are shown as examples in the folder), the next template features a die-cut economic development brochure and the final template was designed for the new e-FOCUS newsletter that was just recently launched. The attached business development folder with the lenticular front cover was also specifically designed to house the multiple sectors profiles.

Additional Communication Elements and Recommended Templates

Ford & Earl Associates has reviewed the city's marketing folder and Web site. That review has determined that there are multiple formats being used throughout the organization. The following template matrix will give the City of Novi the opportunity to pick and choose the most important communication tools and templates that may fit in your projected budget for the initiative.

In the separate sealed pricing portion of our proposal, we have priced each template separately, so you can set priorities as to which ones have the greatest value to you and should be included in the initial version of the style guide.

Template Matrix

	Item	G	T	I	O	Template format	Priority
Newsletters	Update Novi		T		O	MS Publisher	
	Master Plan for Land Use		T		I	MS Publisher	
	News in a Nut Shell		T		I	MS Publisher	
	Connection		T		O	MS Publisher	
Mailer Cards	Public Meeting		T		I	MS Publisher	
	Public Update Notice		T		I	MS Publisher	
	Business Info Meeting		T		I	MS Publisher	
Double sided sheet/s	City of Novi Welcomes...		T		I	MS Word	
State of the City Address	Invite		T		I	MS Publisher	
	Transcript		T		I	MS Publisher	
8.5" x 5.5" 8 page	Project Updates		T		I	MS Publisher	
	Mailer insert		T		I	MS Publisher	
	Calendar		G		O		
	Land Use Map		G		O		
8 page Brochure	Stewardship		T		O	MS Publisher	
Announcements	Flyers and Cards		G		I		
Informational	Flyers - Color coded build 2		T		I	MS Publisher	
Parks & Rec	Branded Cover Design		G		O		
Business Development	Retention & Attraction Brochure		G		I		
Web Site	Update with new Brand Look						

G = Guidelines on where to place logo & tagline and a general grid to follow
 T = Template created in either MS Publisher or MS Word

I = Inside printed
 O = Outside printing

Summary

At a time when more pressure than ever is being placed on municipal organizations to justify every dollar they spend, having a well-defined and comprehensive branding and identity standards process is a must. It provides a rational framework for the city's communications activities, and generally forces accountability and efficiency across the organization.

With a solid understanding of each component in the process, Novi city departments will make more intelligent decisions, achieve their communication goals more consistently, and deliver truly measurable value to the city and its residents.

Ford & Earl Associates is ready, willing and able to partner with the City of Novi to create a dynamic new brand for the city within the proposed project timeline. We will draw upon our 60 year history of building brands for our clients to make this happen. We have selected our brand development team based on their local knowledge, experience working with local municipalities and their decades of experience in brand development and brand management.

FORD & EARL ASSOCIATES – BRAND IDENTITY & GRAPHIC STANDARDS BUDGET SUMMARY

Based on the elements detailed in the **Project Approach** section of the proposal, the following not to exceed unit costs are projected for the branding initiative:

- **Visioning Session Prep, Facilitation and Summary-\$2,430.00**
- **Brand Strategies, Including Logo Development and the Development of a New Brand Statement-\$5,700.00**
- **Style Guide and Identity Standards-\$4,400.00.**
- **Communication Elements and Recommended Templates-\$12,320.00 if all templates are selected.**

The following template matrix will give the City of Novi the opportunity to pick and choose the most important communication tools and templates that may fit within your projected budget for the initiative.

	Item	G / T	I / O	Template format	Priority	Total hrs	total cost
Newsletters	Update Novi	T	O	MS Publisher		9	\$990.00
	Master Plan for Land Use	T	I	MS Publisher		9	\$990.00
	News in a Nut Shell	T	I	MS Publisher		9	\$990.00
	Connection	T	O	MS Publisher		7	\$770.00
Mailer Cards	Public Meeting	T	I	MS Publisher		2	\$220.00
	Public Update Notice	T	I	MS Publisher		2	\$220.00
	Business Info Meeting	T	I	MS Publisher		2	\$220.00
Double sided sheet/s	City of Novi Welcomes . . .	T	I	MS Word		2	\$220.00
State of the City Address	Invite	T	I	MS Publisher		3	\$330.00
	Transcript	T	I	MS Publisher		3	\$330.00
8.5" x 5.5" 8 page	Project Updates	T	I	MS Publisher		3	\$330.00
	Mailer insert	T	I	MS Publisher		2	\$220.00
	Calendar	G	O			2	\$220.00
	Land Use Map	G	O			2	\$220.00
8 page Brochure	Stewardship	T	O	MS Publisher		8	\$880.00
Announcements	Flyers and Cards	G	I			8	\$880.00
Informational	Flyers - Color coded build 2	T	I	MS Publisher		7	\$770.00
Parks & Rec	Branded Cover Design	G	O			3	\$330.00
Business Development	Retention & Attraction Brochure	G	I			9	\$990.00
Web Site	Update with new Brand Look					20	\$2,200.00
Grand totals						112	\$12,320.00

G = Guidelines on where to place logo & tagline and a general grid to follow

T = Template created in either MS Publisher or MS Word

I = Inside printed

O = Outside printing

Unit Cost Budget Summary-Including All Recommended Communication Templates

Visioning Session Prep, Facilitation and Summary	\$ 2,430.00
Brand Strategies, Including Logo Development and Brand Statement	\$ 5,700.00*
Style Guide and Identity Standards	\$ 4,400.00
Communication Templates, if all are selected	\$ 12,320.00
Not To Exceed Grand Total	\$ 24,850.00

* If our brand research shows that we don't need to change the current City of Novi brand statement "where quality of life is the way of life," the City of Novi can deduct \$1,080.00 from the \$5,700.00 Brand Strategies unit cost sub-total mentioned above. **That reduction would give the initiative a revised not to exceed grand total of \$23,770.00.**

Brand Identity and Graphic Standards Proposal Response
Bid Due-May 11, 2007 by 3:00 PM

Examples of Ford & Earl Associates Work

Ford & Earl has enclosed (13) thirteen examples of specific work performed for our clients in the brand development, brand identity and graphic standards area. We have purposely included a diverse mix of examples designed in all shapes, sizes and page counts.

Enclosed are the following samples:

1. Delphi Corporate Standards Manual
2. Oakwood Healthcare System Corporate Identity Standards Manual
3. St. Johns Health System Identity Program
4. Audi Corporate Identity for Volkswagen and Audi Dealership
5. Texaco Ovonic Battery Systems Logo Usage and Styleguide
6. Holnam Identification Standards
7. Oakland County Emerging Sectors Logo Usage Guidelines
8. Oakland County Business Development Folder
9. Oakland County Venture Capital Business Case
10. Oakland County Financial Services Business Case
11. Oakland County Emerging Sectors Business Development Brochure-Blue Outline
12. Oakland County Emerging Sectors Public Information Brochure-Green Outline
13. Oakland County eFOCUS Newsletter Mailer-(2) two versions

County of Oakland - Emerging Sectors

Pontiac, Michigan

FORD & EARL

Brand and Identity Program

Brandmarks



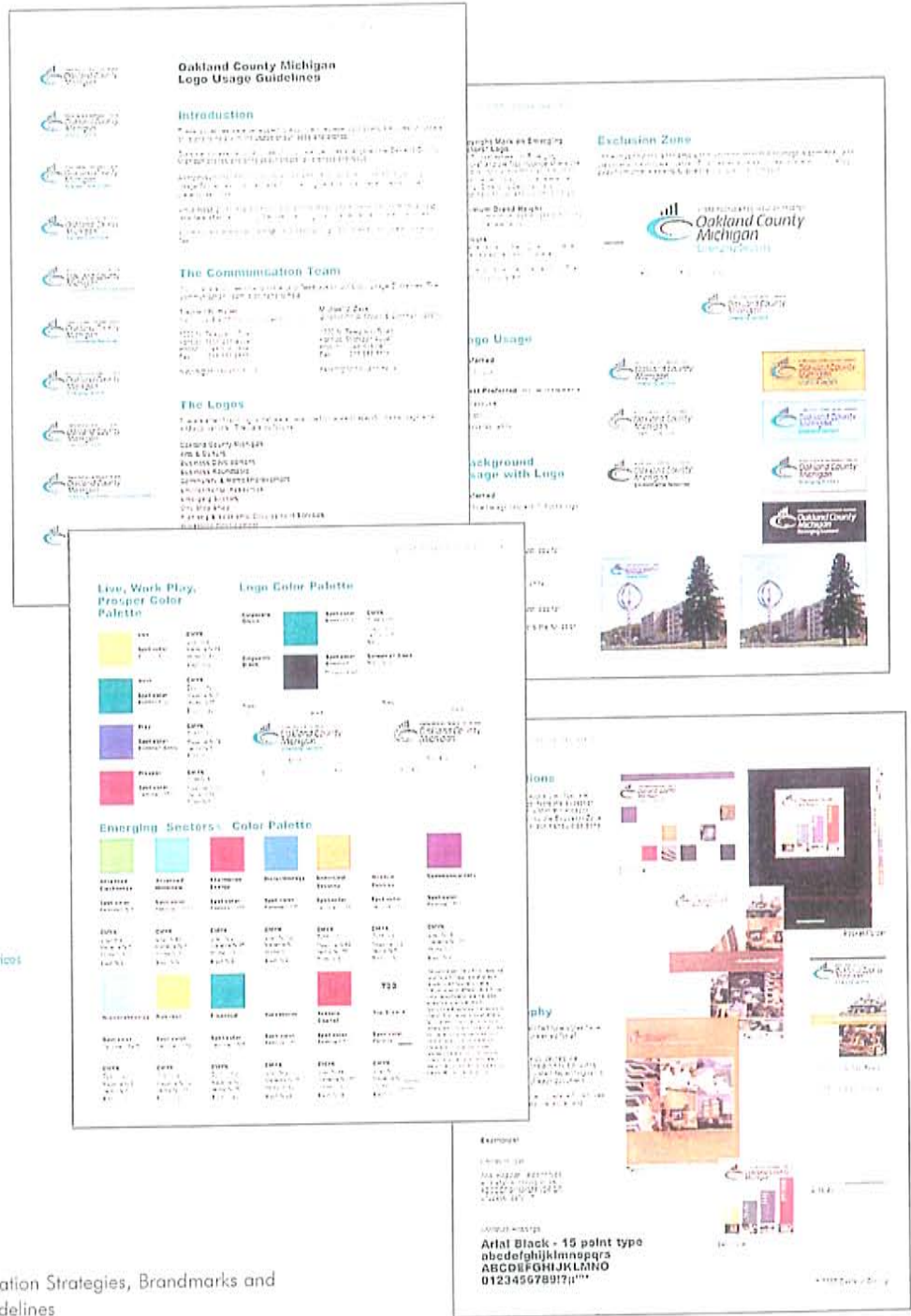
Scope

- Communication Strategies and Brandmarks

Ford & Earl Associates worked with Oakland County's Planning and Economic Development Team to build a campaign to promote the advantages of Oakland County to the top 10 growth sectors identified as "Emerging Sectors." The campaign would overcome job losses in traditional business sectors. Oakland County needed business development tools with a fresh look to be distinctive among other city, county, state and country promotional programs. The creation of brandmarks and a catch phrase were central to the campaign.

Brand and Identity Program
 Brandmarks and Logo Usage Guidelines

FORD & EARL



Scope

- Communication Strategies, Brandmarks and Usage Guidelines

Ford & Earl Associates worked with Oakland County's Planning and Economic Development Team to build a campaign to promote the advantages of Oakland County to the top 10 growth sectors identified as "Emerging Sectors." Oakland County needed business development tools with a fresh look to be distinctive among other city, county, state and country promotional programs. The creation of brandmarks and a catch phrase were central to the campaign, along with logo usage guidelines.

Ford & Earl Associates, Inc.
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 248.524.3222
www.fordandearl.com

Counties of Macomb, Oakland and Wayne
Mt. Clemens, Pontiac and Detroit, Michigan

FORD & EARL

Tri-County Marketing Program



Super Bowl XL Tri-County insert



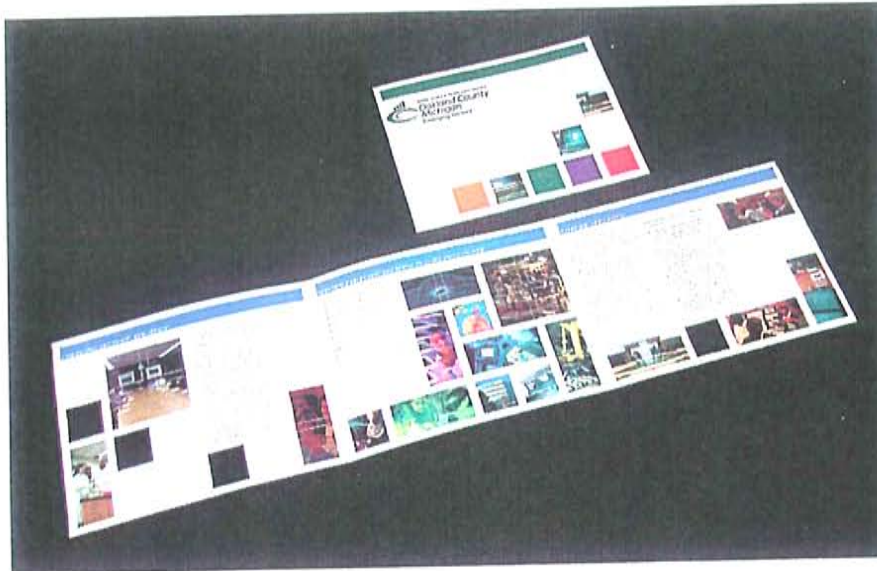
Airport Kiosk

Scope

- Communication Strategies, Media Planning, Print Materials, and Kiosk Design and Fabrication

Ford & Earl Associates' strategic planning sessions with Macomb County, Oakland County and Wayne County resulted in the first-ever tri-county economic development effort. Ford & Earl designed a magazine to collectively promote the three Counties. The magazine was published as an insert in *Crain's Detroit Business* Super Bowl XL Issue, and circulated in Detroit hotels and luxury suites at Ford Field. Additional promotions were distributed in upscale hotels and at specially designed kiosks at Detroit Metro Airport and Flint's Bishop Airport.

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General and Business Brochures



Lenticular



Business Brochures

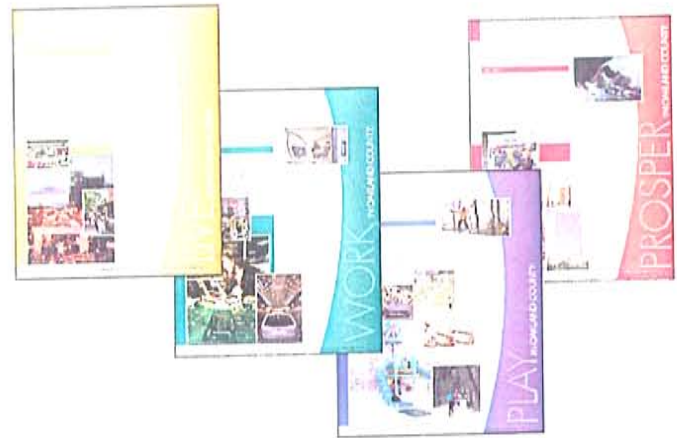
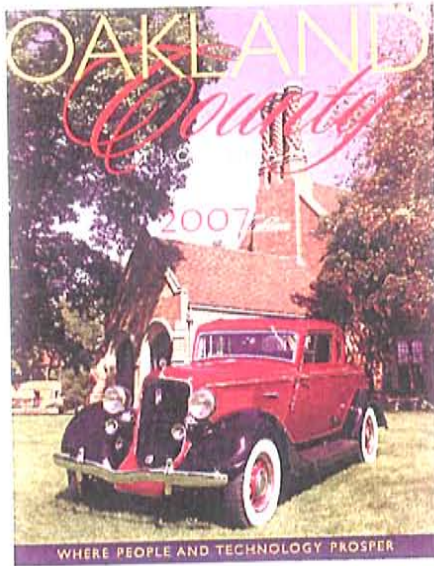


General Brochures

Scope

- Communication Strategies, Brandmarks and Marketing Collateral

Ford & Earl Associates worked with the Oakland County Planning & Economic Development Team to create two unique six-panel brochures that detailed the features and benefits of Oakland County to Emerging Sector companies from around the country and the world. Ford & Earl also created a special branded lenticular for use on multiple marketing materials.

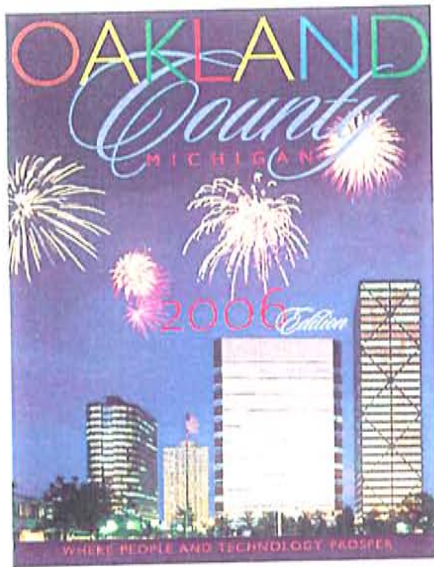


Airport Kiosk

Scope

■ Communication Strategies and Marketing Collateral

Ford & Earl Associates worked with the Oakland County Planning and Economic Development team to write and produce the 52-page Oakland County Magazine. The magazine features important information about living, Working, Playing and Prospering in Oakland County. The magazine is distributed at Detroit Metro and Flint Bishop airports in the Oakland County business development kiosks and hundreds of other retail outlets throughout southeast Michigan.



Airport Kiosk



Spreads for Live, Work, Play and Prosper

Scope

■ Communication Strategies and Marketing Collateral

Ford & Earl Associates worked with the Oakland County Planning and Economic Development team to write and produce the 36-page Oakland County Magazine. The magazine features important information about living, Working, Playing and Prospering in Oakland County. The magazine is distributed at Detroit Metro and Flint Bishop airports in the Oakland County business development kiosks and hundreds of other retail outlets throughout southeast Michigan.



Invitation and Summary Report



Summary Report

Final Report



Display Banner



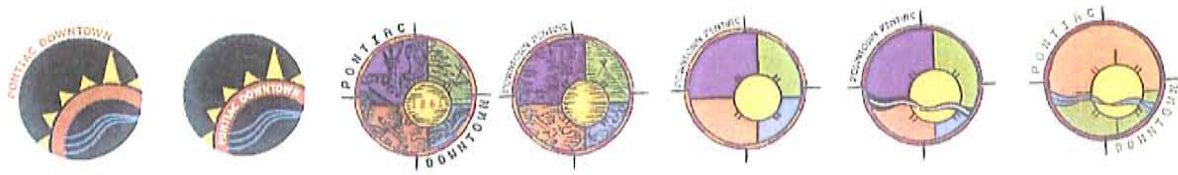
Economic Conference Luncheon

Scope

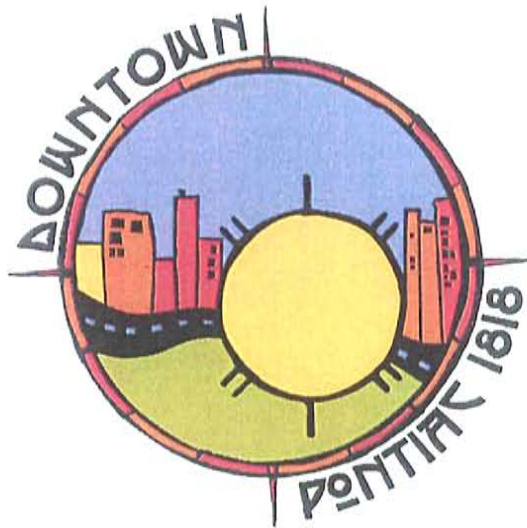
- Communication Strategies and Marketing Collateral

Ford & Earl Associates worked with the Oakland County Planning and Economic Development Team to create a marketing program designed to generate business growth in Oakland County. As part of this program, Ford & Earl Associates designed the cover graphics for the Economic Outlook Summary Report 2006-2008 for Oakland County's 2006 Economic Conference.

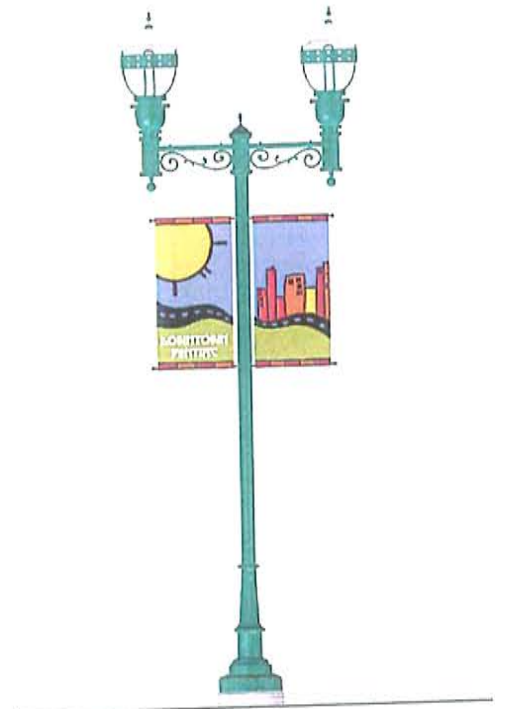
Pontiac Streetscape
Comprehensive Streetscape Signage Program



Brandmark Concepts



Brandmark

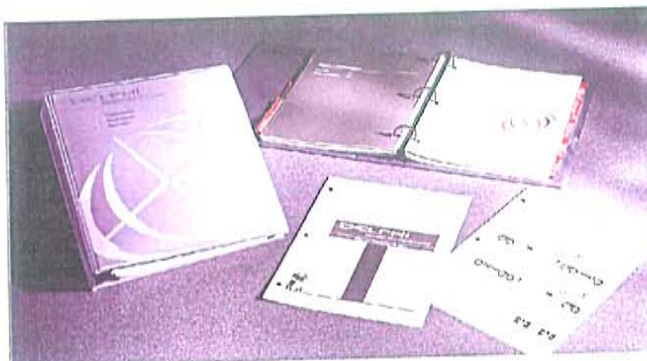


Streetscape Signage Concepts

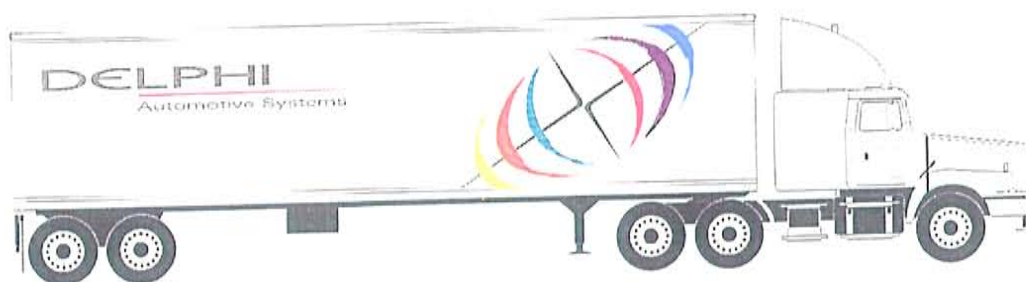
- Project Type ■ Brandmark, Exterior Streetscape and Signage Design
- Scope ■ Wayfinding, Design
- Project Completion ■ Ongoing



Corporate Identity Standards



Graphics Standard Manual



Total Vehicle Graphics

Monument Sign
11' x 11' x 11' (H x W x D)
1/2" thick aluminum
with 1/2" x 1/2" x 1/2" aluminum
signage letters

Sign on side of building
for 11' x 11' x 11' sign
with 1/2" x 1/2" x 1/2" aluminum



Facility Signage System

Concrete Pedestal



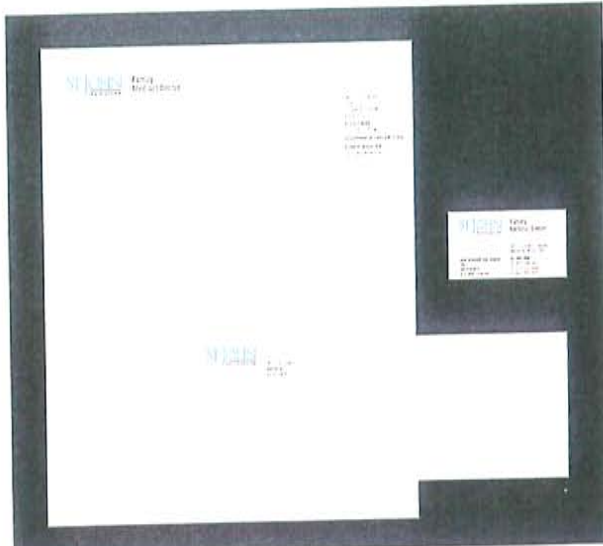
Sign Cabinet

Scope

- Brand and Identity Implementation, and Corporate Identity Standards

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Delphi Corporation (formerly Delphi Automotive Systems), one of the world's largest auto parts suppliers, needed to implement its brand and identity program. Ford & Earl Associates refined the Delphi Corporation global brandmark to achieve greater effectiveness in world markets, and also developed, designed and produced a corporate graphic standards manual to accommodate nine languages for global use.



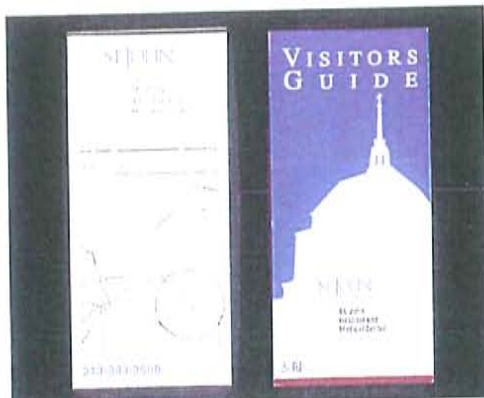
Stationery System



Brandmark



Identity Standards Manual



Appointment Confirmation and Visitors Guide



Capabilities Brochure

Scope

- Brandmark, Identity Program, Identity Standards Manual, Web Site and Marketing Collateral

Oakwood Healthcare System
Dearborn, Michigan

FORD & EARL

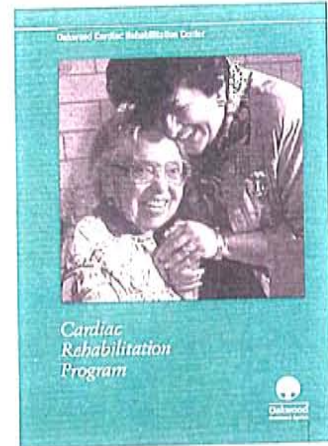
Brand and Identity Program



Exterior Campus Identification Sign



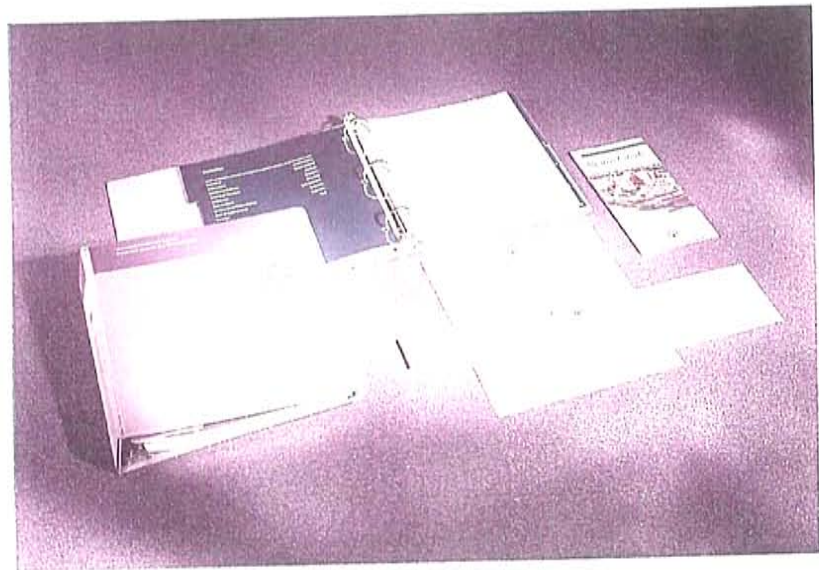
Brandmark



Brochure



Newsletter



Stationery System, Identity Standards Manual and Visitors Guide

Scope

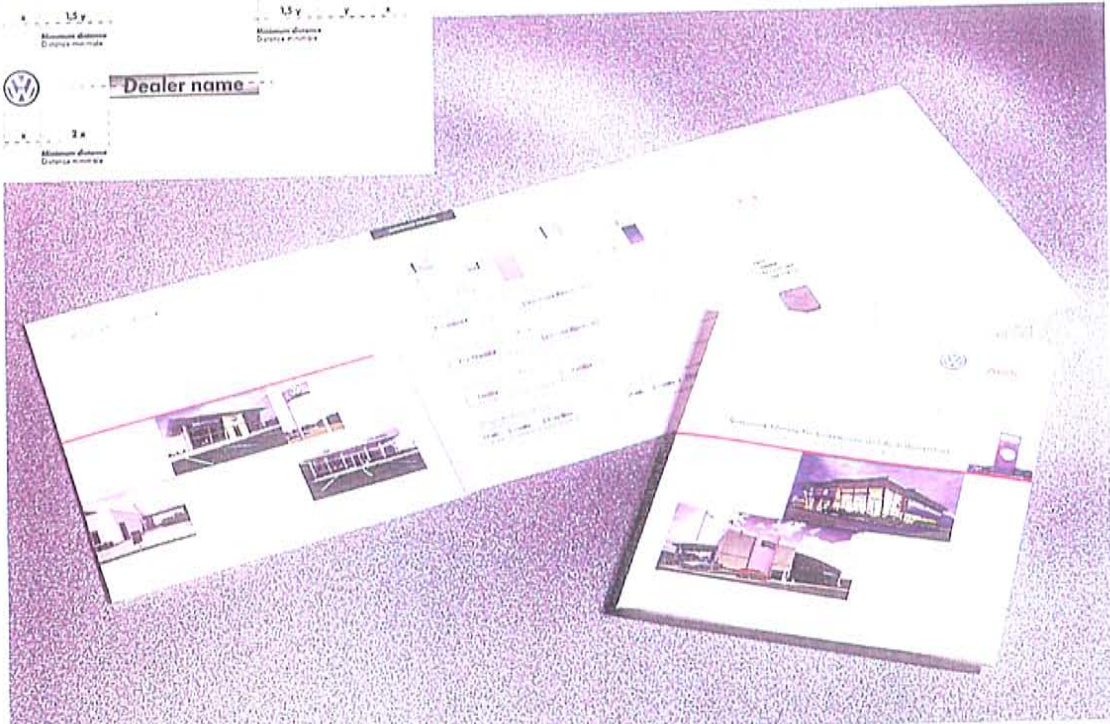
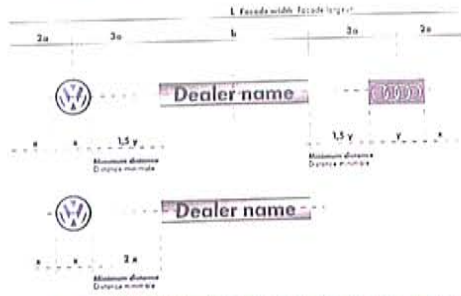
- Brandmark, System Identity Program, Identity Standards Manual, Marketing Collateral and Signage System

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Formula for the distance
Formule pour la distance

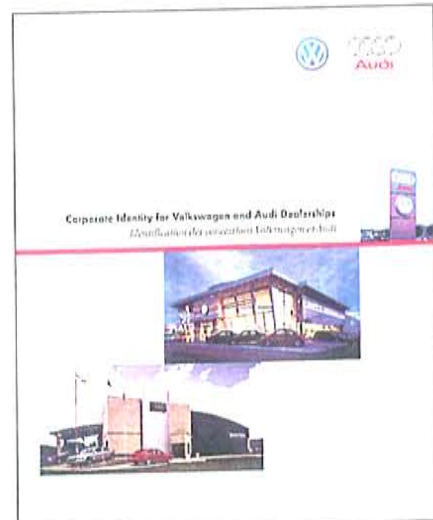
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Bilingual Dealership Signage Standards Guidelines Brochure

Scope

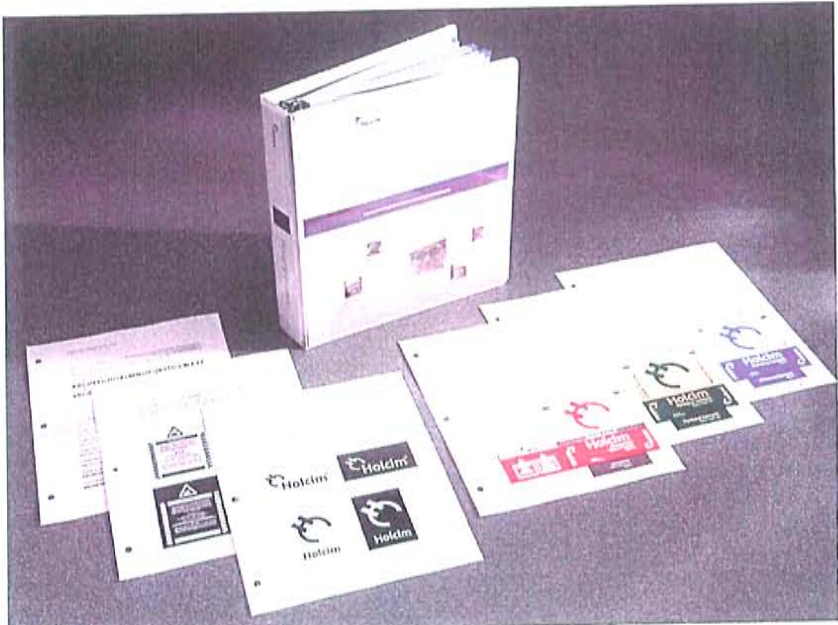
- Marketing Collateral



Standards Guidelines Brochure



Cement Packaging



Packaging Standards Manual

Scope

- Corporate Identity Program, Graphic Standards and Guidelines, Marketing Collateral and Packaging

As part of a global branding program, Ford & Earl Associates was retained by Holcim (US) Inc., (formerly Holnam Inc. and Dundee Cement Co.) to provide design consultation and graphic communication services.



Holcim Cement Lineup

Magna International, Inc.
Troy, Michigan

Brand and Identity Program



Corporate Identity Standards Manual



Corporate Magazine Advertising



Corporate Magazine Advertising



Corporate Stationery Guidelines

Scope

- Brandmark, Corporate Identity Program, Graphic Standards and Guidelines, and Advertising

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Big Boy Original Brandmark



Full Service Restaurant Pylon Sign



Full Service Restaurant Facade Sign

Hand
Dipped
Shakes

Hand Dipped Shakes Graphic



Big Boy Icon

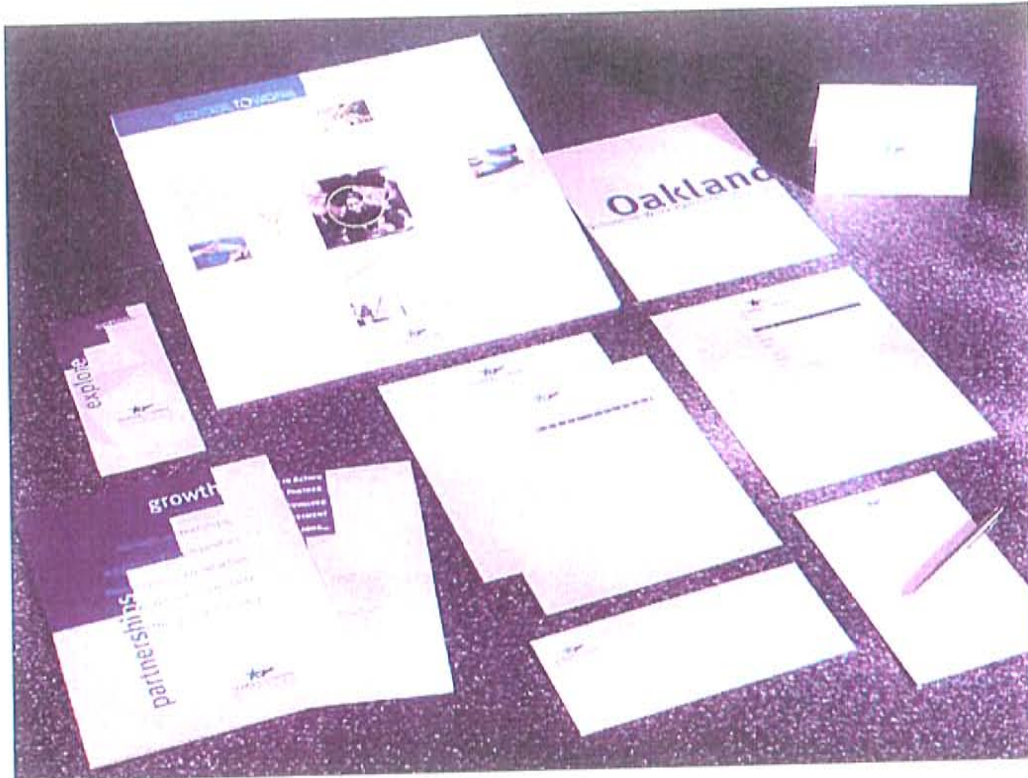
Scope

- Brandmark, Packaging Graphic and Signage Design

School-to-Work—Oakland Partnership
Waterford, Michigan

F O R D & E A R L

Brand and Identity Program



Brand and Identity Implementation

Scope

- Brandmark and Identity Program, Marketing Collateral and Print Materials

Ford & Earl Associates teamed with the Oakland County Partnership to brand its School-to-Work Program, which brings real-world experience into the classroom and helps students create well-marked life paths. Marketing collateral and print materials were developed to promote this program and recruit workplace partners.

Tower Automotive
Rochester Hills, Michigan

FORD & EARL

Brand and Identity Program

TOWER
AUTOMOTIVE



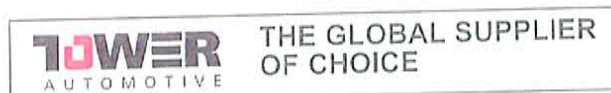
Corporate Identity Standards Manual



Packaging Design



Vehicle Graphics



Banner

Scope

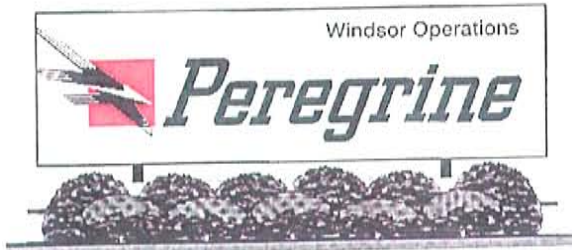
- Brandmark, Corporate Identity Program, Graphic Standards and Guidelines, and Packaging

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Peregrine
Southfield, Michigan

FORD & EARL

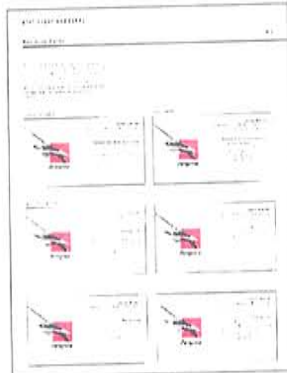
Brand and Identity Program



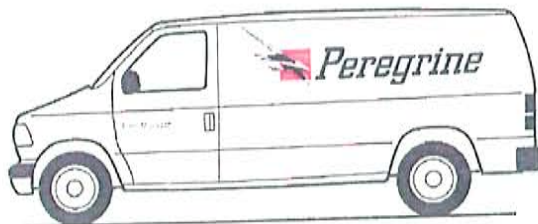
Signage



Corporate Identity Standards Manual



Business Cards and Identity Standards



Vehicle Graphics

Scope

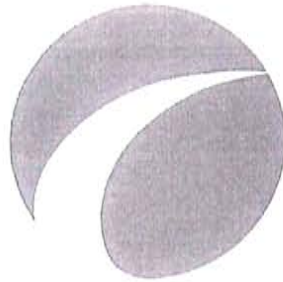
- Brandmark, Corporate Identity Program, Graphic Standards and Guidelines.

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www.fordandearl.com

Talon Automotive Group, Inc.
Detroit, Michigan

FORD & EARL

Brand and Identity Program



Brand Identity



Corporate Identity Standards Manual



Signage



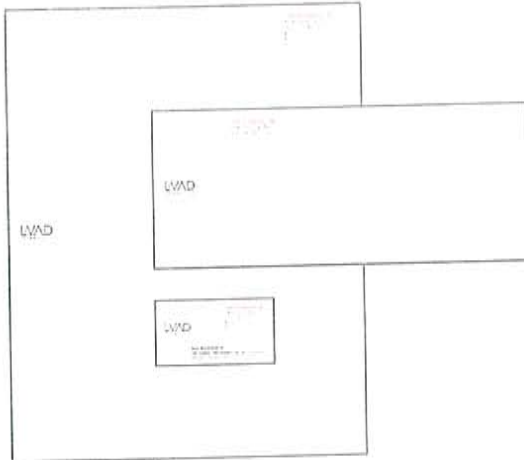
Vehicle Graphics

Scope

■ Corporate Identification, Signage and Standards Manual



Brandmark



Corporate Identity System

KANTROWITZ CARDIOVAD™

- [FOR PATIENTS](#)
- [FOR PATIENTS](#)
- [CONTACT L•VAD TECHNOLOGY, INC.](#)



HELP FOR THE FAILING HEART

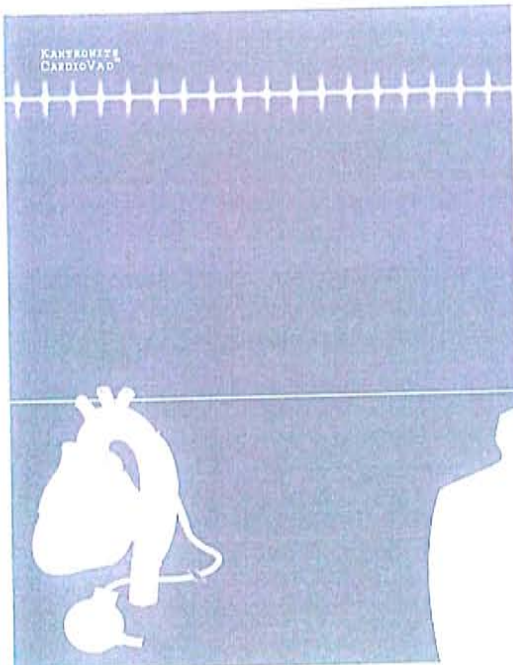
The Kantrowitz CardioVad™, a mechanical device that helps the heart work more effectively, is being used in a small group of patients with severe chronic congestive heart failure as part of an FDA-approved feasibility study.

The patient can turn the device off and disconnect the external power source for minutes or hours. The Kantrowitz CardioVad is the only heart-assist device with the on-off feature to reach human trials. It does not require the patient to take blood thinners to prevent clots.

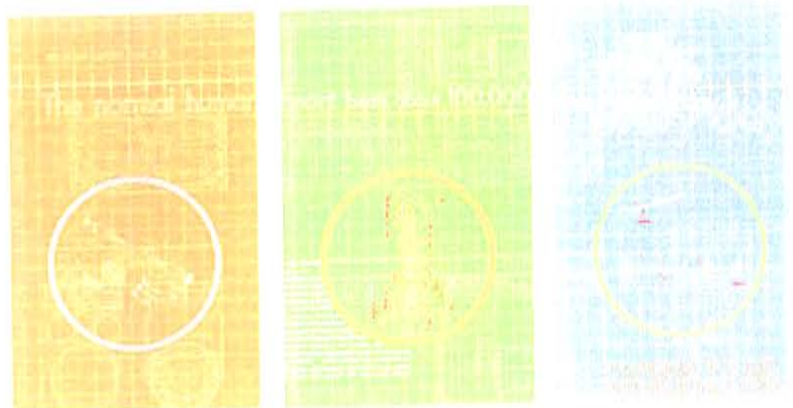
Retired policeman Clifford Doyle was the first person to leave the hospital after successful implantation of the Kantrowitz CardioVad in October 2000. Weakened by advanced heart failure, Mr. Doyle previously was unable to shave or wash his face without stopping to rest. After having the CardioVad implanted at the University of Chicago Hospital, he now is able to walk up and down stairs, do his own laundry and drive to visit relatives.



Web Site Development



Pocket Folder



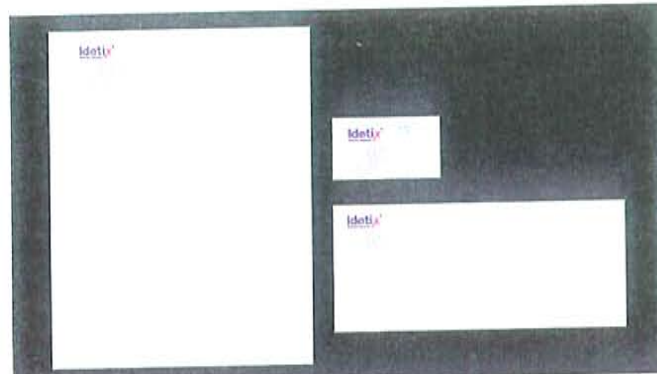
Posters in Lobby Display

Scope

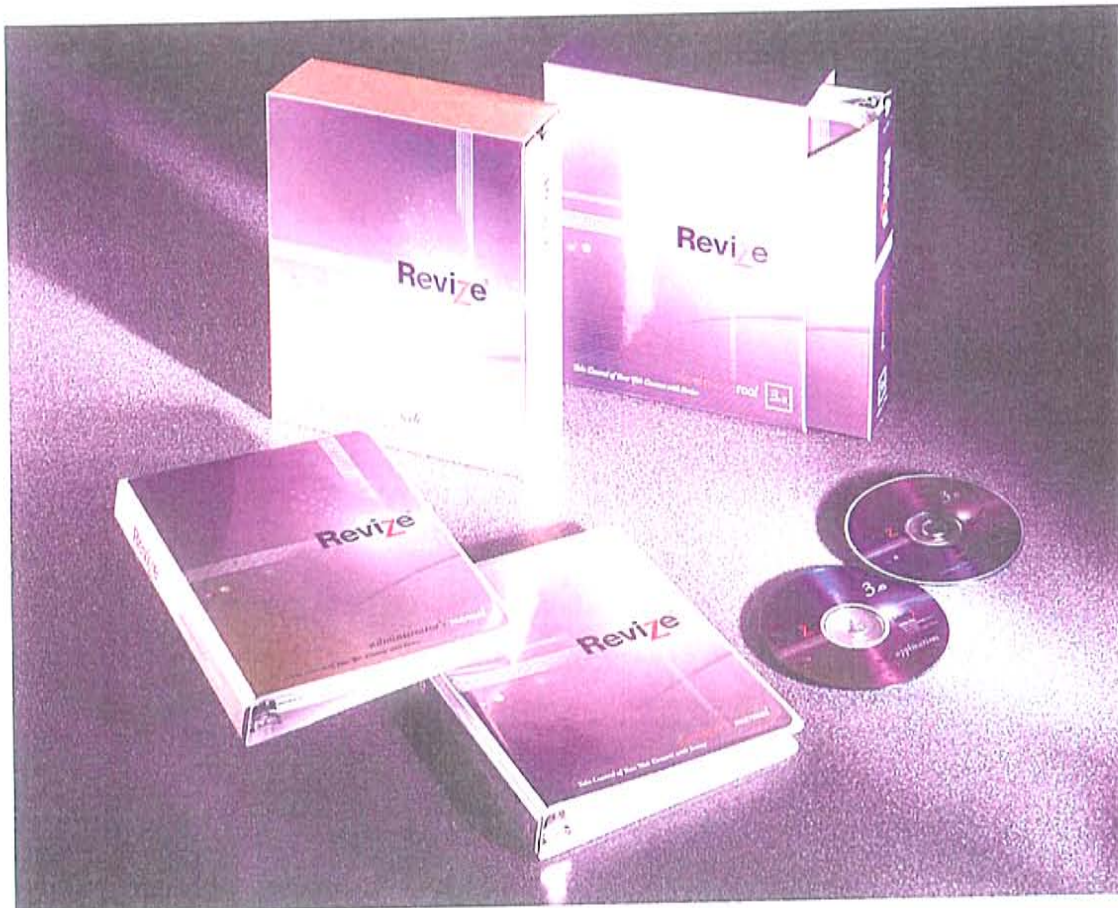
- Brandmark, Corporate Identity Program, Graphic Standards and Guidelines, Marketing Collateral, Illustrations, Writing/Editing, Packaging and Interactive Media



Brandmark



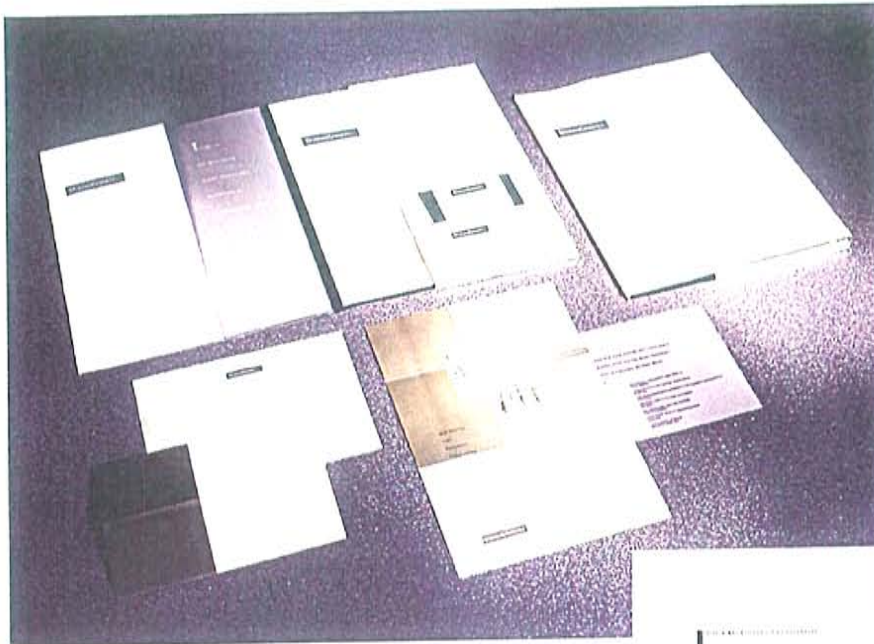
Stationery System



Revize Software Packaging

Scope

- Brandmark, Corporate Identity Program, Marketing Collateral, Illustrations, Packaging and Interactive Media

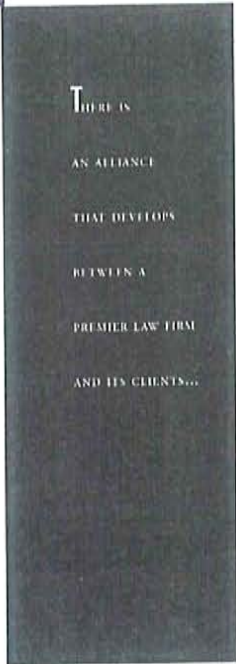


Brand and Identity Implementation



Brandmark

There is an alliance that develops between a premier law firm and its clients...



Print Materials

Scope

- Brandmark Refinement, Stationery System, Marketing Collateral System and Print Materials

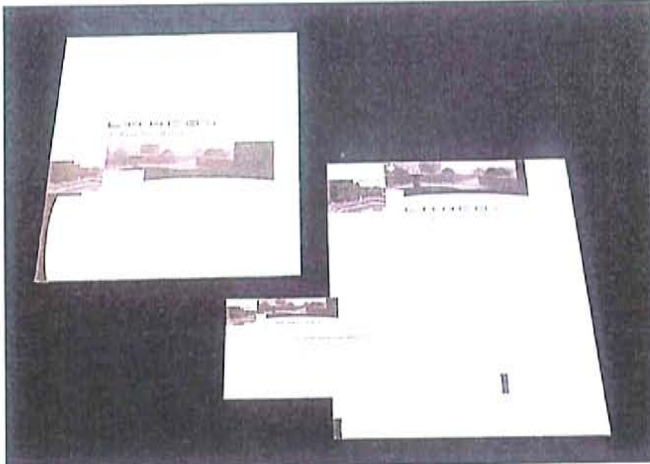
Addressing concerns of image, cost and flexibility, Dykema Gossett challenged Ford & Earl Associates to create a marketing collateral system projecting the image of an established, experienced no-nonsense law firm addressing clients' business needs. Ford & Earl Associates designed a beautiful, inexpensive system to work with the firm's in-house technology so that brochures and specialty practice service sheets can be tailored to client concerns, and for easy updates and maintenance.

Ford & Earl Associates, Inc.
350 W. Big Beaver Road
Troy, Michigan 48064
248.524.3222
www.fordearl.com

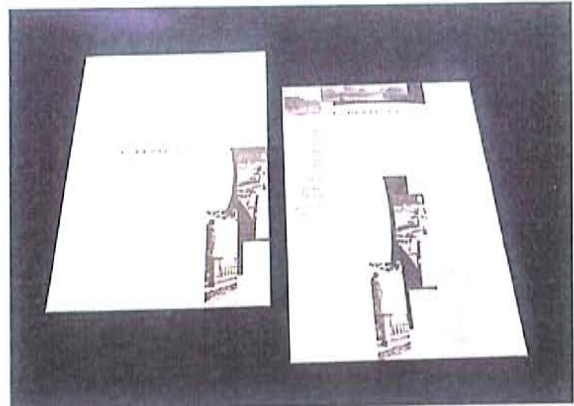
Larco's Italian Chophouse
Troy, Michigan

FORD & EARL

Brand and Identity Program



Brandmark, Corporate Identity Program and Marketing Collateral



Menus



Exterior Signage



Exterior Signage

Scope

- Brandmark Development, Corporate Identity Program, Marketing Collateral and Signage

Ford & Earl Associates, Inc.
350 W. Big Beaver Road
Troy, Michigan 48084
248.524.3222
www.fordandearl.com

Stroh River Place
Detroit, Michigan

FORD & EARL

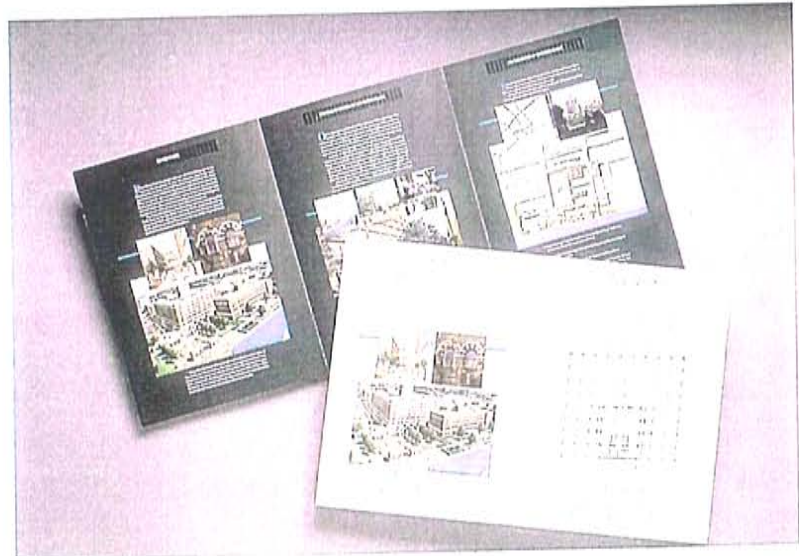
Brand and Identity Program



Brandmark and Stationery System



Leasing Print Materials (cover)



Leasing Print Materials

Scope

- Brandmark, Identity System and Marketing Collateral

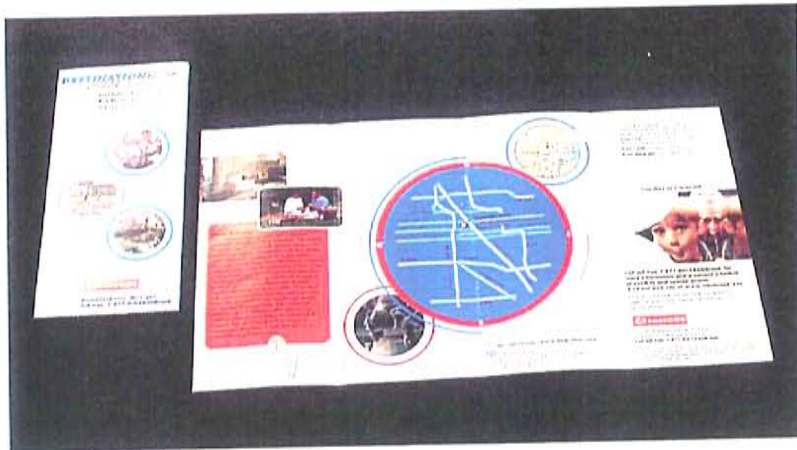
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DESTINATION: CRANBROOK

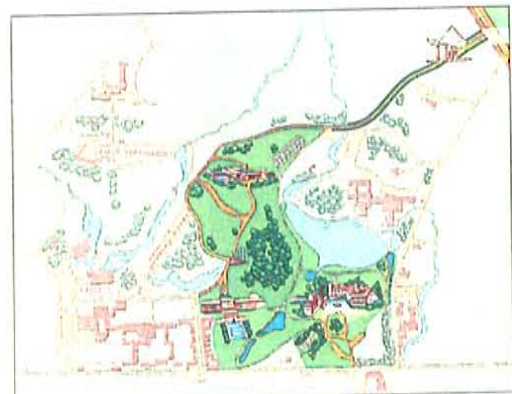
Brandmark



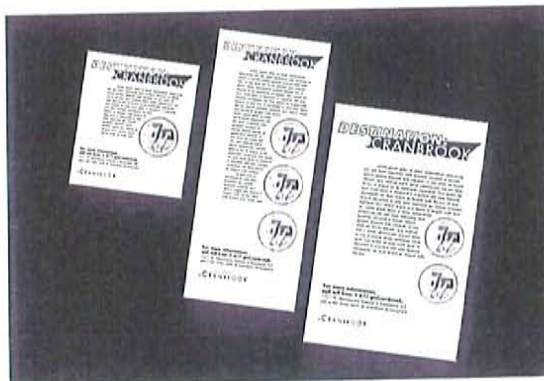
Visitors Guide Brochure



Attractions Brochure



Map Illustration



Advertising

Scope

- Brandmark, Marketing Collateral and Illustrations

Cranbrook needed an updated image to establish its community — Institute of Science, Art Museum, and House and Gardens — as a Midwest travel destination for the whole family. Ford & Earl Associates created the "Destination: Cranbrook" visual identity using historic elements in a contemporary way. Saarinen-like arrows direct pathfinding to delightful destination points in a playful park map. Bold colors and vibrant photography of attractions augment the travel theme.

Corporate

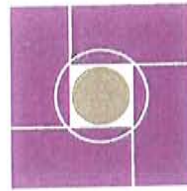
FORD & EARL

Brandmarks

ORION

HydroDesigns

HARLEY ELLIS



(Franco Public Relations Group)

PR ASSOCIATES, INC.
public relations practitioners

JEROME DUNCAN

DYKEMA GOSSETT PLLC

HRC
HUBBELL, ROTH & CLARK, INC
Consulting Engineers

Corporate

FORD & EARL

Brandmarks



Health Care

FORD & EARL

Brandmarks



Hospitality

FORD & EARL

Brandmarks



(Lobby Bar at Hyatt Regency, Dearborn)



(Restaurant at Hyatt Regency, Dearborn)



(One23 Restaurant)

Property Development

FORD & EARL

Brandmarks



Financial

F O R D & E A R L

Brandmarks



Cultural/Educational

FORD & EARL

Brandmarks





World Trade Center Interiors, New York



Walter B. Ford II



Ban Roll-on Deodorant Packaging



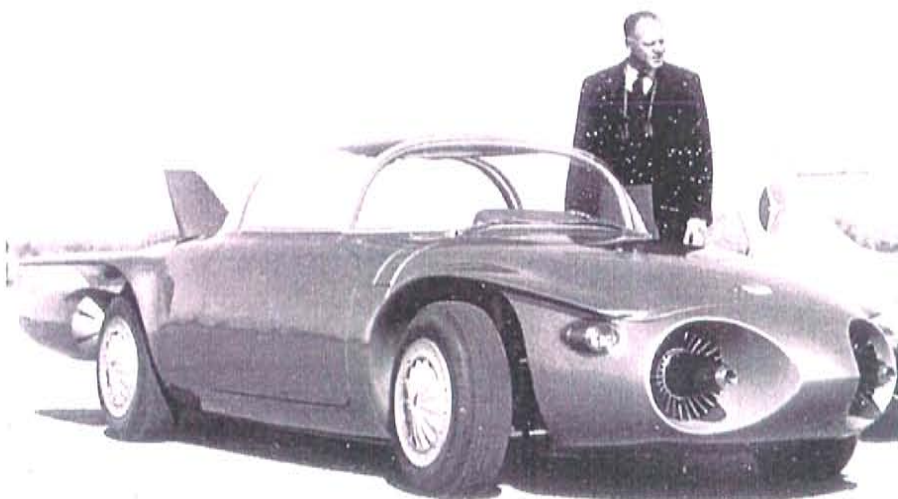
E-Z Go, Division of Textron, Product Design



Ford Rotunda Interiors and Exhibits



Ford World Headquarters Interiors, Dearborn



Harley J. Earl with the Firebird Series, General Motors Styling



Convair 880 Interior

In 1964, the merger of W.B. Ford Design Associates (1948) and Harley Earl Associates (1945) created one of the leading design firms in the nation – Ford & Earl Associates.

Harley Earl Associates, founded by General Motors' styling chief, was recognized for product, packaging and exhibition design. Walter B. Ford II, founder of Walter B. Ford Design Associates, was renowned for commercial interior design, exhibits and graphics.

This combined vision created the core of our multidisciplinary design approach to brand management.

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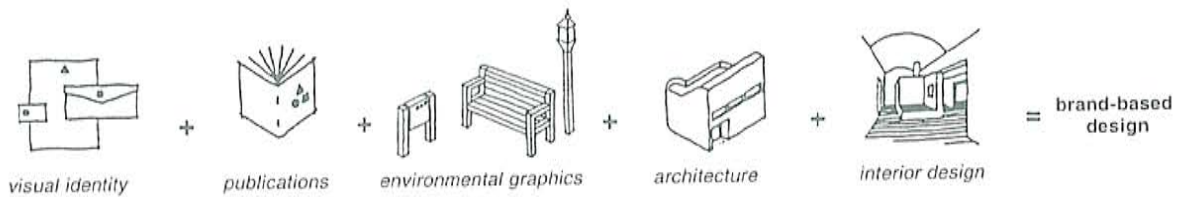
Ford & Earl Associates is a nationally ranked design firm with three studios: architecture and interior design, identity and marketing communications, and custom fabrication. Ford & Earl Associates was founded in 1964 through the merger of two established design firms – W.B. Ford Design, founded in 1948, and Harley Earl Associates, founded in 1945. Harley Earl was recognized for product, packaging and exhibit design. Walter B. Ford II was renowned for commercial interior architecture and design, exhibits and graphics. This heritage of integrated disciplines forms the core of our multidisciplinary approach to design.

Ford & Earl Associates is headquartered in Troy, Michigan, a suburb of Detroit, in a building built in 1967 by Minoru Yamasaki, architect of the New York World Trade Center and other notable buildings. The structure and interior, simple and elegant in the 'international style,' reflects our dedication to design excellence inherent in our daily thinking and attitude. As client needs have required, we have operated branch offices in New York, Pittsburgh, Dallas, Denver, Los Angeles and Chicago. In addition to our design studio, the firm operates a fabrication facility to accommodate our custom sign, donor and exhibit fabrication projects.

Ford & Earl Associates serves a diverse group of club, hospitality, corporate, financial, health care and retail clients operating in the United States and abroad. We are a privately held corporation owned and managed by key staff leaders who are active in our clients' services.

THE WAY WE THINK ABOUT DESIGN

For over 50 years, Ford & Earl Associates has served our clients as an independent design resource. We exercise a design philosophy based upon a holistic view of 'brand in place.' We believe that the power of place enriches brand experience like nothing else. We integrate the design disciplines necessary to offer brand owners and their advisors a way to integrate architecture, interior architecture and visual communications into one holistic branded environment program that reduces costs, improves user satisfaction, returns long-term dividends and builds brand equity more effectively.



We always sit on the client's side of the table and take the long view. We use design and design management to create long-term brand equity and enduring value. Utilizing our holistic design approach, we integrate 2-D and 3-D design disciplines to create experiences from the user's point of view. And we are pragmatic. We design with the realities of budget, fabrication, technology integration and management resources in mind.

We believe that brand-based design creates, for our clients, an impression that has lasting impact and achieves:

- a tone for doing business and communicating with the outside world
- effective marketplace positioning
- a memorable and cohesive customer experience
- increased staff efficiency and productivity
- enhanced operational efficiencies
- a greater return on investment

Design

Architecture*

Strategic Planning
Facility Technical and Functional Evaluation
Master Planning
Site Analysis
Programming/Space Planning
Conceptual Design
Design Development
Contract Documentation
Bid/Negotiation
Contract Administration

Interior Architecture

Program Development
Facilities Strategy and Planning
Tenant Planning
Design
Corporate Workplace
Hospitality
Retail
Health Care

Identity and Communication

Communication Strategies
Brandmark and Identity Systems
Advertising Programs/Media Planning
Interactive Media
Web Sites
CD ROMS
Presentation Graphics
Video Production
Publications
Annual Reports
Book Design
Brochures/Catalogs
Video Production
Direct Mail
Packaging
Photography/Illustration
Writing/ Editing

Environmental Graphics

Environmental Branding
Wayfinding
Sign Programs

Fabrication

Custom Fabrication

Sign Programs
Intelligent Information Stations and Kiosks
Donor Recognition
Displays and Exhibits
Prototypes and Models
Architect and Design 'One-Off' and Limited Editions

*Architectural Services are provided by FEA Architects, Inc., an affiliate of Ford & Earl Associates, Inc.

Ford & Earl Associates has provided design services for numerous clients. The list below includes both current and recent clients for whom we have performed a variety of design services: Interior Architecture & Design, Graphic Communications, Environmental Graphics, Exhibits, and Fabrication and Installation Services.

Accounting

Arthur Andersen LLT
Cendrowski Selecky
Deloitte & Touche LLP
Plante & Moran LLP

Agencies/Public Relations

Andrew Joseph & Company
FCB Worldwide
D.D.B. Needham Worldwide
Franco Public Relations Group
Hedge & Company
J. Walter Thompson
Leo Burnett
Marontate & Company
McCann Erickson
PentaMark Worldwide, Inc.
Shandwick International
Stone August Baker
W.B. Doner

Automotive

Borg-Warner Automotive
DaimlerChrysler Corporation
Delco Remy of America
Delphi Corporation
Denso International America, Inc.
Federal-Mogul Corporation
Ford Motor Company
General Motors Corporation
Mitsubishi Motors
Porsche Engineering Services
Saturn Corporation
Siebe Automotive
SKD Company
ThyssenKrupp Budd
Toyota Motor Corporation
Visteon Corporation
Volkswagen/Audi of America

Communications

Adasane Publishing
Bridge Communications
Car and Driver Magazine
Crain Communications Inc.
The Washington Post
WJR Radio

Construction

AJ Etkin Construction Company
Associated General Contractors of America
Barton Malow Company
JM Olson Corporation
Synergy Group
Turner Construction Company
Walbridge Aldinger Company

Educational/Cultural

Ave Maria School of Law
Birmingham-Bloomfield Art Association
Chicago Symphony Center
College for Creative Studies
Colorado State University
Cranbrook
Detroit Institute of Arts
Detroit Opera House/Michigan Opera Theatre
Franklin & Marshall College
Henry Ford Community College
Jewish Community Center/United Jewish Foundation
Museum of African American History
National Board for Professional Teaching Standards
Oakland Schools
Oakland School-to-Work Partnership
Romeo District Library
Southfield Christian School
Stanley H. Kaplan Educational Center
The Detroit Zoo
Thomas More Center for Law and Justice
University of Denver
University of Michigan
Walsh College
Washtenaw Community College
Waterford Schools
Wayne State University

Financial Services

Bank of America
Bank of Commerce
Bank of Oklahoma
BankOne (NBD)
Bloomfield Savings
Citizens Bank
City Bank of Honolulu
Colorado State Bank
Comerica Incorporated
Dana Commercial Credit

Financial Services *continued*

Dearborn Federal Credit Union
 Detroit Bank & Trust
 Federal Reserve Bank of Chicago
 Federal Reserve Bank of Richmond–Baltimore
 Federal Reserve Bank of Richmond–Charlotte
 Federal Reserve Bank of Richmond–Richmond
 Fidelity Acceptance Corporation
 Fidelity Investment
 Fifth Third Bank
 First Federal of Michigan
 First National Bank of Chicago
 First Nationwide Bank
 Ford Credit
 Gem Savings
 Group One Mortgage
 JP Morgan Chase
 Lincoln First Bank
 Manufacturers & Traders Trust Company
 Mellon Bank
 Metro Bank
 Michigan National Bank
 Morgan Stanley Dean Witter
 Northwest Financial Center
 Pontiac State Bank Building
 Research Federal Credit Union
 Seligman and Associates Inc.
 Standard Federal Bank/ABN AMRO Group
 Sterling Bank & Trust

Government

Bishop International Airport Authority
 City of Detroit
 Genesee County
 Macomb County
 Michigan Court of Appeals
 Minneapolis Federal Courthouse
 Oakland County
 United States Food & Drug Administration
 Washtenaw County Government Building
 Wayne County

Health Care

Annapolis Hospital
 Bay Health Systems
 Bon Secours Hospital
 Catherine McAuley Health System
 Children's Hospital of Michigan
 Cottage Hospital
 C.S. Mott Children's Hospital
 Detroit Macomb Hospital
 Detroit Medical Center
 Felician Sisters
 Foote Hospital
 Grace Hospital
 Harper Grace Hospital

Health Care *continued*

Henry Ford Health System
 HFHS West Bloomfield Medical Center
 Hurley Medical Center
 Hutzel Hospital
 Ingham Medical Center
 Johns Hopkins Hospital
 Kresge Eye Institute
 Lake Land Group
 Michigan Eye Care Center
 Newman Medical Center
 North Oakland Medical Center
 Oakwood Healthcare System
 Plastic Surgery Center
 Pontiac Osteopathic Hospital
 Providence Hospital
 Rehabilitation Institute of Michigan
 Saint Mary's Saratoga Community Hospital
 Seaway Hospital
 Sinai Hospital
 Sisters of Mercy Health Center
 Southeastern Michigan Cardiac Surgeons
 South Macomb Hospital
 St. John Health System
 St. Joseph Mercy Hospital
 St. Mary Hospital
 Saint Mary's
 The Surgery Center
 University Cardiologists
 University of Michigan Health System
 William Beaumont Hospital
 Wyandotte General Hospital

Hotels/Hospitality

Archimedes Bar and Lounge
 Birmingham Country Club
 Bistro on 2
 Dayton Airport Inn
 Denny's Restaurant
 Detroit Athletic Club
 Detroit Golf Club
 Giulio & Sons Restaurant
 Great Oaks Country Club
 Hilton Hotel, Novi
 Host International
 Hyatt Regency Dearborn
 Larco's Italian Chophouse
 Marriott International
 Michigan Bell *Hospitality Suites*
 Milk and Honey Restaurant
 Oakhurst Golf & Country Club
 Oakland Hills Country Club
 Opus One Restaurant
 Owens Corning *Hospitality Suites*
 Pine Lake Country Club
 Pontchartrain Hotel
 Radisson Kingsley Hotel

Hotels/Hospitality *continued*

Restaurant One23
 Tam-O-Shanter Country Club
 The Alibi Restaurant & Lounge
 The Village Club
 Traverse City Golf and Country Club
 Western Golf & Country Club
 Westin Hotels Corporation

Insurance

AAA Michigan
 Blue Care Network
 Blue Cross and Blue Shield of Michigan
 Delta Dental Plan of Michigan
 Health Alliance Plan
 Massachusetts Mutual Life Insurance Company
 Northwestern National Life Insurance Company
 Prudential Life Insurance Company of America
 Rollins, Burdick & Hunter

Legal

Barris Sott Denn & Driker
 Bodman, Longley & Dahling, LLP
 Clark Hill, PLC
 Cooper, Fink & Zausmer
 Dawda, Mann, Mulcahy & Sadler, PLC
 Dickinson Wright PLLC
 Dykema Gossett, PLLC
 Evans & Luptak, PLC
 Helmkamp, Ellis & Abraham
 Kaufman and Payton
 Kramer Mellen, PC
 Miller, Canfield, Paddock and Stone, PLC
 Miro Weiner & Kramer
 Plunkett & Cooney, PC
 Raymond, Rupp & Weinberg
 The Fishman Group

Manufacturing

Amoco
 Fabri-Kal Corporation
 Ford Casting Center
 Ford Louisville Truck Plant
 Ford Rouge Plant
 General Dynamics Land Systems
 Holcim, Inc.
 Masco Corporation
 Pfizer
 Pharmacia & Upjohn Incorporated
 Quaker Oats
 Sangamo-Weston Assembly Plant

Marketing

Carlson Marketing Group
 Creative Universal
 Maritz Communications
 Sandy Corporation

Professional Services

AlixPartners, LLC
 Gabriel, Roeder, Smith & Company
 Kelly Services
 Right Management Consulting
 The Polk Companies
 Towers Perrin
 Watson Wyatt Worldwide

Property Development and Management

Beta West Properties
 Capstone Advisors
 Eric Yale Lutz Company
 Etkin Equities
 Forbes/Cohen Properties
 Ford Motor Land Services Corporation
 Hines Interests LP
 Hallwood Management
 Hillman Properties, Inc.
 Kirco Realty
 Kughn Enterprises
 Larson Realty Group
 Plante & Moran CRESA
 Pulte Corporation
 Signature Associates
 Stroh Properties
 The Kojaian Companies

Retail/Special Use

ICF Retail Stores
 Jerome-Duncan Ford
 Jules R. Schubot Jewellers
 Kmart Corporation
 The Taubman Company

Steel

Crown Steel Company
 Kasle Steel Company
 National Intergroup
 National Steel

Technology

Apple Computers
 Compuware Corporation
 FANUC Robotics
 Grace & Wild
 L-Vad Technology, Inc.
 MCN Computer Services
 Sun Microsystems
 Sybase
 Unisys Corporation

Utilities

Ameritech Corporation
 DTE Energy/Detroit Edison Company
 Michigan Bell Telephone
 Michigan Consolidated Gas Company
 Southwestern Bell Telephone