Logo Design

1. Needs to be able to reverse out (color and black and white)
2. Needs to be letterhead and business card ready
3. Needs invisible/transparent back for placement on solid colors within an organization chart. The lettering must not bleed no matter what color the chart box is.
4. Work well for web and for print (these will be in print proposals)
5. Readable and legible when scaled down to less than 2 inches wide and ½ inch tall
6. Include a favicon, or “little logo” that appears in the corner of the address bar in a web browser, or can be used on org chart instead of full logo.

Business Information to Design to:

1. History: I have been working as an independent business development contractor since 1999. I primarily write to win bids between 1 million to 100 million dollars. Primary work includes development of request for proposals (RFP), response proposals to RFPs, technical documentation, business plans, and business process documentation.
2. Reason for business name:
   1. Unique and identifiable in an industry with a sea of “NAME & associates”, “XXX Proposals”, or “XXXX Group”
   2. Water Lilies are close to lotus (similar looking but different flower) – both are symbols of purity and a zen-like calm. If I have a choice, use a lotus look if using a flower.
   3. Has the word “writing” in it to keep from limiting us to just proposals. Expanding to technical documentation, SDD, SDP, etc. down the line.
3. Business is a second tier service provider. It was recently incorporated to assist my clients (1st tier service providers) to meet Minority Enterprise, Woman-Owned, HUBZone and 8(a) contractual spending goals on state and federal contracts. Despite the name, it must be a logo that is not too artsy as these will be part of submission packages to federal, state, and municipal bids. If it is too artsy (frogs, funny stuff) my company will not convey stability, professionalism, or be perceived as a subcontractor that is a legitimate resource.
4. Tag-Line: We have played but not committed to the tag-line “Let the proposal process flow.” Process and its effectiveness is a huge deal in this industry.
5. Competition:
   1. Shipley (an industry leader) http://www.shipleywins.com/index.php ,
   2. LORE (an industry leader), <http://www.lore.net/?section_id=16&subsection_id=8>
   3. SANT (an industry leader) rebranded and became Qvidian; <http://www.qvidian.com/>
   4. lesser known or specialized proposal writing services include (tried to pick examples away from the Associates, Group and Proposal named ones that are usually plain and just functional)
      1. FedMarket, http://www.fedmarket.com/
      2. Seibert Group, http://www.persuasionselling.com/
      3. Optimal Thinking, http://www.optimalthinking.com/index.html
      4. Proposal Exponent <http://www.proposalexponent.com/> (love this one but would need several versions – one for web, one for print, etc.),
      5. Lohfeld Consulting http://www.lohfeldconsulting.com/ (Love this one too but the “wire world” is getting to be an old concept. You see it EVERYWHERE in federal and state bids. Unless it is VERY unique such as a lotus flower and world flowing together or something…please skip this concept.)
      6. TenderPros <http://www.tenderpros.com/> (yep it’s a compass, another one used a lot)
      7. OnPoint Proposals <http://www.onpointproposals.com/>
      8. Absolute Proposal Consultants <http://www.absoluteproposalconsultants.com/>
      9. Lift Associates http://www.lift-associates.com/
6. Differentiators are:
   1. One thing a lot of our competitors do not offer is follow on technical documentation of plans and writing first started in the proposal phase. I can provide that with the client able to claim most of my costs against project MBE/WBE/HUBZone goals that they must meet contractually once the work is won. Very few of our competitors can claim ALL categories at both federal and state level.
   2. Process development and in-house business unit development and training. Most of my competition wants to keep the processes in their court for repeat business. I go in to a “no department or limited department” situation, create customized processes, hire staff, train them and then leave a fully functioning unit with the company.
   3. Specialization: Like software programmers, types of proposal developers are specialized. Healthcare can’t write to oil & gas effectively, etc.
   4. One thing that sells in our industry is not only competence in writing, process and knowing how to sell but it is the ability to take complete chaos, reluctant client writers and lack of comprehensive information under strict timelines and get the job done. Want to convey “Calmness” and “We Deliver”
   5. What a proposal consultant is really selling: management expertise, proposal expertise, agency expertise, domain expertise, and professional commitment.
7. Love working with and want to attract clients more from: Software-As-A-Service, Software Consulting, Design-Build-Software hybrid, Design-Build Engineering and Construction, Base Operations and Logistics, Security, and Real Estate. The customers that they bid and contract with (providing me business during the bidding phase) are Department of Defense, Department of Justice, Department of Transportation, Department of Education and Universities, as well as state and municipal level entities.
8. Problems solved for customers: provide surge backfill when internal teams are overloaded, provide full proposals teams (manager, coordinator, proposal writers, proposal analyst, and hopefully soon, a graphic artist). The client only has to provide Sales Upstream intelligence, data write-ups, specific subcontractor’s scope of work and subject matter experts.
9. Personality Conveyed: Reliable/dedicated, calm/poised, goal/customer-focused, flexible/adaptive, capable, proactive, effective, and leadership.
10. Colors I like (just examples, not required): Panton 512 C, Pantone 3255 C, Pantone 802 C, Pantone 568 C, Pantone 329 M.
11. Colors I don’t like: Pantone 119C, Pantone 158 M, Pantone 605 C, Pantone 105 C, too earthy sets, too pastel sets, too primary sets.
12. Another issue is the “dated” logos and colors that you can tell came from the 80s (purple and gold wire global world) or “cliché” sets such as Red, White and Blue flags for security. You see SO much of these in federal bidding. Also, please watch the blues. Nearly half the logos and company colors are blue - blue and white; blue white and black; blue and red; blue and grey; blue, blue, blue, blue…If using blue, use a non-standard.

File format delivery: Source files in CMYK and RGB - EPS, InDesign or Photoshop,