

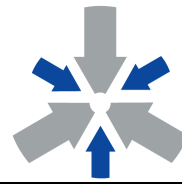
Statement of Work



**Digital
Convergence**
Partners, Inc.

Project:		Create Logo for eMorroDocs	
Supplier:		TBD	
Principal:		TBD	
Anticipated Start Date:		1st December. 2013	
Allocated Hours Not to Exceed		Fixed Price	
Definition of Tasks and Responsibilities			
1	Prepare Design for Logo	Hours Anticipated	
<p>We are currently developing a marketing website and new brand image to bring our Internet (Cloud) Based Document Management Service to the Caribbean business communities. The primary market will initially be the island of Puerto Rico. For this we need to design a new logo to represent this brand image.</p> <p>The service is an internet-based web site which provides secure access to documents, 24/7 world-wide (as long as a User has been granted the necessary permissions). This removes the dependencies for working at a specific geographic location. Documents are scanned, indexed, and uploaded to the secure web repository. They are then searched for and can be located in a matter of seconds.</p> <p>The following bullet points partially describe the benefits of the service:</p> <ol style="list-style-type: none">1. Cost Savings<ol style="list-style-type: none">a. Increased productivity with reduced resourcesb. Reduce costs of physical storage spacec. Lower costs than traditional in-house systems2. Compliancy<ol style="list-style-type: none">a. High level of physical and system securityb. Audit trails provide client with historic usagec. Designed to HIPAA, SOX, GLB standards3. Convenience<ol style="list-style-type: none">a. Service is available 24/7/365b. Securely accessed <u>anywhere</u> / <u>anytime</u>c. Simple to use and quick to configure4. Continuity<ol style="list-style-type: none">a. Disaster recovery and business continuityb. Customer controls all service administrationc. Customer retains ownership of all data <p>To market to the business community at large in Puerto Rico, one has to understand the culture of the island. The people are outgoing and gregarious, but have great pride in both their country and their culture. Understanding this, we want those purchasing the service to relate to the imagery of that which represents Puerto Rico. For that reason, after much deliberation, we decided to adopt the name eMorroDocs.</p> <p>The reason for this brand image conjures up the fortress of Castillo San Felipe del Morro. To describe why “El Morro” :</p>			

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1. An icon of the Puerto Rican culture. Instantly this makes all Puerto Ricans identify with the image, in essence though this is a US based product, it will appear to be by Puerto Ricans and for Puerto Ricans.
2. A symbol of Puerto Rico without being cute or whimsical like the other icon of Puerto Rico, the frog/Coqui
3. When thinking about El Morro's history, this is what comes to (my) mind:
 - a. Was needed for protection for the first Spanish that settled in Caparra in 1493.
 - b. Stood against many sieges and attacks. Even though the Dutch sacked and burned the City of San Juan, El Morro did not fall.
 - c. In 1765, King Charles the III ordered that the fortifications should include the City of San Juan and commanded the garrison be reorganized to make both San Felipe del Morro and San Cristóbal a "Defense of the First Order". He ordered three men in the Spanish army—Field Marshal Alexander O'Reilly, Chief Engineer Thomas O'Daly, and Chief Engineer Juan Francisco Mestre—to make the island a "Plaza Fuerte," or "*Defense of the First Order.*"
 - d. The Garita (Guard Post) is another iconic symbol of Puerto Rico. This promotes the sense of strength, safety, longevity, defense, protection, etc.

When interviewing a focus group of potential customers from all areas of industry and small business, these four points are what they said were important to them in a service such as ours:

1. **Reliable/Secure:** They want to feel relaxed, safe, that they are in good hands, comfortable that the service/product is going to be effective.
2. **Simple/Easy to use:** A handy, simple, useful and easy-to-use product. One that doesn't complicate their work life, doesn't require great commitment of time to learn or use. Is accessible. They like a 1, 2, 3 step and GO
3. **Quality:** The product has to be better and more competitive than others that provide the same or similar service. They want it to be durable and that is worthwhile.
4. **Cost/Price:** They want a good product/service at a reasonable price. They stressed the cultural expression of the Three B's; in Spanish: Bueno, Bonito, Barato. Which means: Good, Nice, Inexpensive.

So we have: Safety, Protection, Reliability, Quality and Ease of Use.

The image could convey: Power, Protection, Security. (Keeping in mind the concept and meaning of what El Morro represents to the people and the quality and ease of use of the service).

We have added the lower case e to the word Morro so that it reads eMorroDocs. This accomplished two objectives. First, the lower case e represents the Internet, such as in eMail, eCommerce, etc. Second, the fortress of Castillo San Felipe del Morro is known most commonly as "El Morro". We don't want to tie the name directly to El Morro, so the lower case e makes the name sound similar to El Morro, but not exactly.

Please refer to the images on the next page:

La Garita



El Morro



Statement of Work



Some colors that we might consider:

We favor blue, gray, black and white, but... we are not necessarily adamant about using only these.

- Aqua blue: Puerto Rico is an island surrounded by water.
- Brown: Because of the possible image of the Garita and/or El Morro.
- Gray: To give it a different touch
- White: Clean, clear, peaceful and simple

Please visit the mockup of the home page where the logo will first be used. Ignore the image of the Butler as that is being removed along with most of the text and other images.

<http://echartadnn.meaporta.com/>

www.echarta.net

The actual color of the homepage is somewhat blue/celestial with the clouds that are in the background.

Four major concepts that could apply to the logo design:

- Cloud – as this is an internet cloud based service
- Digital – zeros and ones or some other representation of digital
- Documents – either in folders or individually
- The Garita – the Guard Tower representing protection

The *Garita* (typical image of Puerto Rico that will feel familiar to the customers and they will identify that the product/service is focused on their needs and country). And with the wall/stone of *El Morro*, create the perception of a shield/protection that the customers will have on their important documents by digitalizing and having them in an extremely secure digital storage like “eMorroDocs”. Basically, the image/meaning of El Morro and Garita are kind of the same. Because their principal functions were to give protection (to be a shield and viewing spot to see if any danger was getting near to attack or invade the city of San Juan). So our image is clear: Protection & Safety. eMorroDocs will GUARD your documents againsts any mishap.

It is not necessary to exactly reproduce a Garita or El Morro in the logo. We don't want to limit creativity within the design and if the designer has a way to accomplish the same message using different imagery, we welcome them to do so. The only requirement is that we don't want the logo to be too cumbersome with too many elements.