



Your Partner in Growth

Transforming visions into reality through creative design and marketing.

Why Orcada Media Group?

Passion:

A creative team that loves what they do.

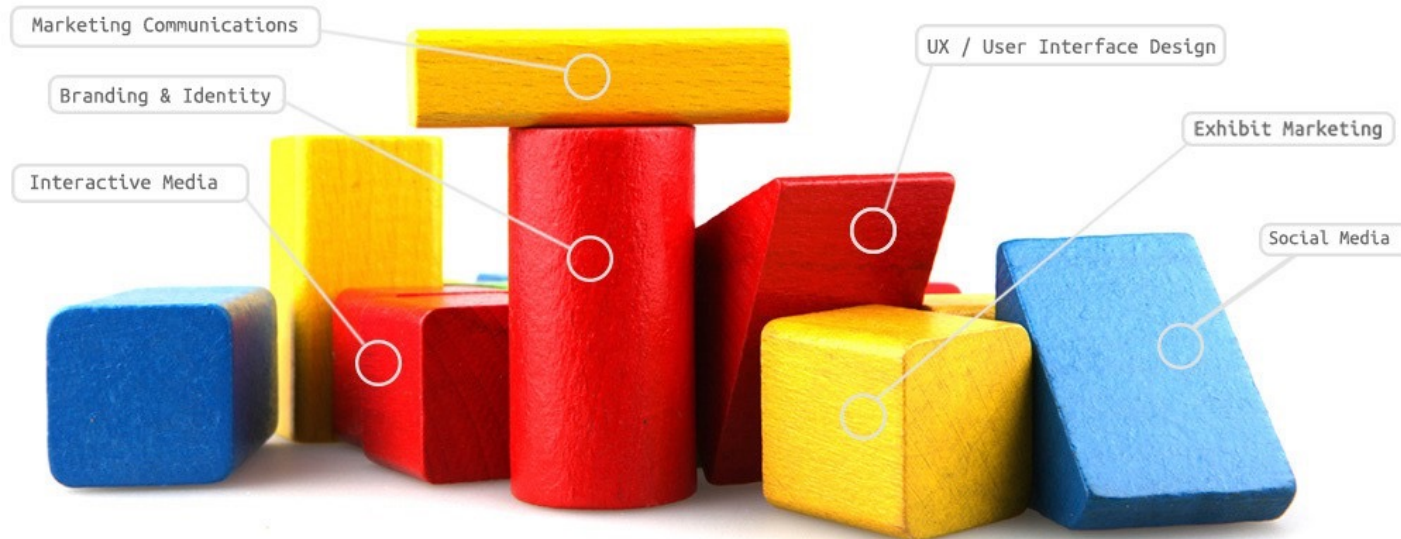
Precision:

Meticulous attention to detail, ensuring exceptional results.

Simplicity:

Streamlined processes tailored to your business needs.





BRANDING & IDENTITY

- Conceptualization
- Brand Rollout Strategy
- Logo Design
- Marketing Collateral
- Brand Guidelines
- Product Vision & Strategy
- Style Book

MARKETING COMMUNICATIONS

- Media Strategy & Planning
- Direct Marketing
- Marketing Automation
- Landing Pages
- Media Buying & Management
- Research Marketing

TOGETHER, WE GET YOUR TARGET AUDIENCE(S) TO
PURCHASE, SUBSCRIBE, TUNE-IN,
LEARN, VISIT, LISTEN, SUPPORT,
PLAY, TALK ABOUT
(ADD YOUR VERB HERE)
YOUR PRODUCTS / SERVICES.



INTERACTIVE MEDIA

- Website Design
- Website Development
- Content Management Systems
- E-Commerce
- Mobile Applications
- SEO & PR Strategy
- Analytics and Reporting
- Interactive Signage
- Motion Graphics
- Video
- Infographics

UX / USER INTERFACE DESIGN

- Customer Experience Definition
- Design Strategy
- Interaction Design
- Information Architecture
- Prototyping interactions, styles, structure
- Content Strategy
- User Research



SOCIAL MEDIA & STRATEGY

- Social Media Strategy
- Social Community Management
- Social Influence & Outreach
- Online & Direct Marketing
- Measurement, Optimization & Analytics
- Customer Loyalty & Reward Programs
- Paid Search Marketing

EXHIBIT MARKETING

- Strategic Exhibit Marketing Planning
- Exhibit Design
- Graphics Messaging
- Landing Pages
- Ancillary Off-site Event Planning
- Pre-show / At-show Promotional Design and Implementation
- Staff Training
- Research Marketing

**WE WANT YOU TO BE THE
BEST AND HELP YOU
COMMUNICATE THAT
CONCEPT TO THE PEOPLE
THAT MATTER:
YOUR CUSTOMERS
AND PROSPECTS.**



OUR PROCESS:

DISCOVERY

Understanding your goals and vision.

DESIGN & PRODUCTION

Crafting compelling solutions with your feedback.

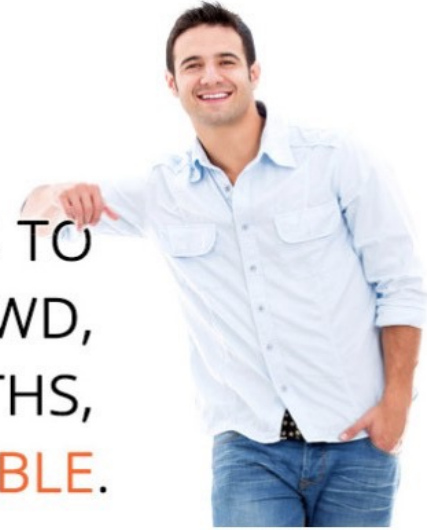
DELIVERY

Ensuring seamless implementation and visibility.

DELIGHT

Building a long-lasting partnership focused on your success.

WE WANT YOU TO
STAND OUT FROM THE CROWD,
HIGHLIGHT YOUR STRENGTHS,
AND ENSURE YOUR BRAND IS **IDENTIFIABLE**.



Why We Do What We Do

PASSION

for creativity and innovation.

COMMITMENT

to empowering businesses.

BELIEF

in the transformation power of
great design and marketing.

PORTFOLIO

Interactive

Effingham Manor and Winery
Website

EFFINGHAM
Manor and Winery
Circa 1767
www.effinghammanor.com



Wine club with John Mentell and Heidi Braun Harrover

We have three tiers of membership.



Interactive

*Detail and Scale Aviation Publication
Website*

The screenshot shows the website's homepage with a blue header. At the top left is a search bar with a magnifying glass icon and the word "Search". Below the search bar is a navigation menu with the following items: "Home" (underlined), "About Us", "D&S Publications", "MAA Photo Galley", "Scale Model Reviews", "Scale Modeling Photography", and "Contact Us". Below the navigation menu is a horizontal row of five images: a fighter jet on a carrier deck, a fighter jet in flight, the "Detail & Scale Aviation Publications" logo, a group of people around an aircraft, and a large transport aircraft. Below this row is a large banner image of an aircraft carrier deck with the text "Available in print & digital editions" in large yellow font. Underneath this text is the phrase "The leading source for detail information regarding military aviation" in white. At the bottom left of the banner is a "Click to View" button with left and right arrow icons. To the right of the banner is a section titled "Our book release in print and digital!" with a sub-headline "Detail & Scale". Below the title are two images of book covers: "F-22 BANSHIEE" and "F-16". To the right of the book images is text stating: "Now you can order online by clicking one of the buttons below. They will redirect you to our Amazon and Apple storefronts." Below this text is a button that says "Click here to learn more & order yours."

Interactive

BIGBREAD.net
Website

BIGBREAD.net
puttin bread in your jar

\$2 billion in rebates and credits that help you improve your home.

BigBread.net brings together all the energy efficiency, home improvement rebates that help you lower your home maintenance costs and lower your monthly utility bills.

[Register now for your rebates!](#)

If you are already registered, [Login](#).

Private
Respond to personalized offers that work for you
No phone calls
No public disclosure

Secure
Latest data security techniques
Encrypted data

Comprehensive
We provide federal, state, local, utility, and supplier rebates and coupons
We help you determine how you can take multiple rebates for substantial savings

Powered by: **FEDERATED POWER**
Why BigBread.net | Privacy & Security | Terms of Use
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BIGBREAD.net
puttin bread in your jar

Ways to Save | My House | Feedback

Rebates: \$23 in Savings (2), \$23 in Savings (2), \$23 in Savings (2), \$23 in Savings (2), \$23 in Savings (2), \$23 in Savings (2)

Helpful Tip: "As a minimum, combine the Federal Tax Credit with your state or utility rebates. In some cases, you can take the Federal, State and Utility rebates together."

House Information: 735 Sunflower Court, Purcellville, VA 20132, 703-555-8040
Home Owner: Brian Johnson (brian@mac.com)
Realtor: Brian Murphy (brian@realtor.com)
Inspector: Bob Deere (bob@inspect.com)

ADDRESS	DATE
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12
35 Sunflower Court, Purcellville, VA 20132	12/09/12

Heating/Cooling: Air Conditioner, Make: Abc, Model Type: Abc123, Serial Number: 123456

Sponsors: American Home Shield-Avold Costly Home A/C Repairs, Get A Home Warranty Quote Free!, Virginia Repast A/C First Prechecked Cooling Pro's Free! Website: www.virginiarepasts.com, Luxury Heating & AC Service Serving Windsor & Surrounding Areas www.kidderpattin.com/HVAC

\$640 Gainville Regional Utilities- Energy Efficiency Rebate Program, Expiration Date: XXXX/XXXX

\$640 Gainville Regional Utilities- Energy Efficiency Rebate Program, Expiration Date: XXXX/XXXX

PRINT REPORT

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Why BigBread.net | Our Background | Privacy & Security | Terms of Use | Provide Your Opinion
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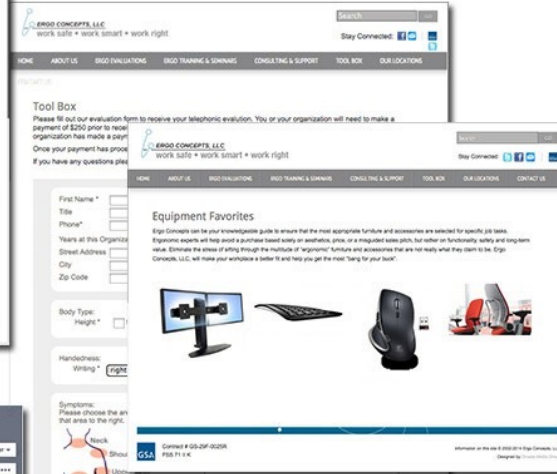
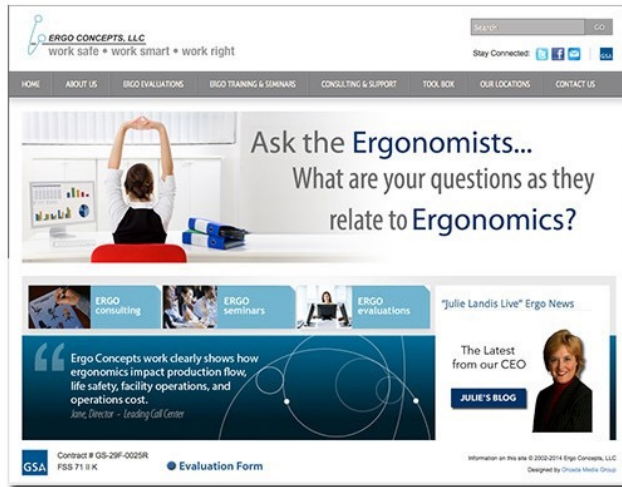
Interactive

Network Solutions
Website

The image displays three overlapping screenshots of the Network Solutions website, illustrating its interactive capabilities. The top-left screenshot shows the 'Domain Name Registration' page, featuring a large '@' symbol, a search bar for domain names, and lists of 'Most Popular' and 'Country-Specific Extensions'. The middle screenshot shows the 'Web Hosting' page, which offers three pricing tiers: 'STANDARD' at \$9.96/month (7 GB space, 100 MB data transfer), 'ADVANCED' at \$13.30/month (15 GB space, 400 MB data transfer), and 'PRO' at \$29.13/month. It also includes a 'FREE Domain with annual purchase' offer and a detailed list of features like dynamic DNS, backups, and security. The bottom-right screenshot shows the 'Do-It-Myself Web Site Packages' page, which includes a video player and three package options: 'HOME PAGE' for \$4.95/month (1 page, 1 mailbox), 'STARTER SITE' for \$9.95/month (5 pages, 2 mailboxes), and 'ENHANCED SITE' for \$12.46/month (1,000 pages, 10 mailboxes, 1 catch-all mailbox). A detailed list of features for the Do-It-Myself packages is provided at the bottom, including free domain, easy-to-use builder, email branding, and search engine tools.

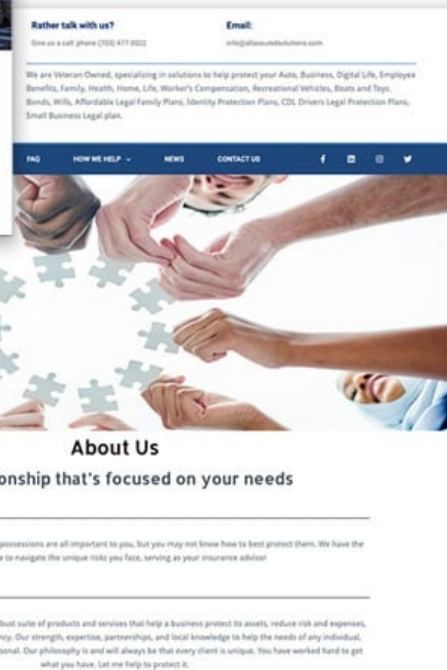
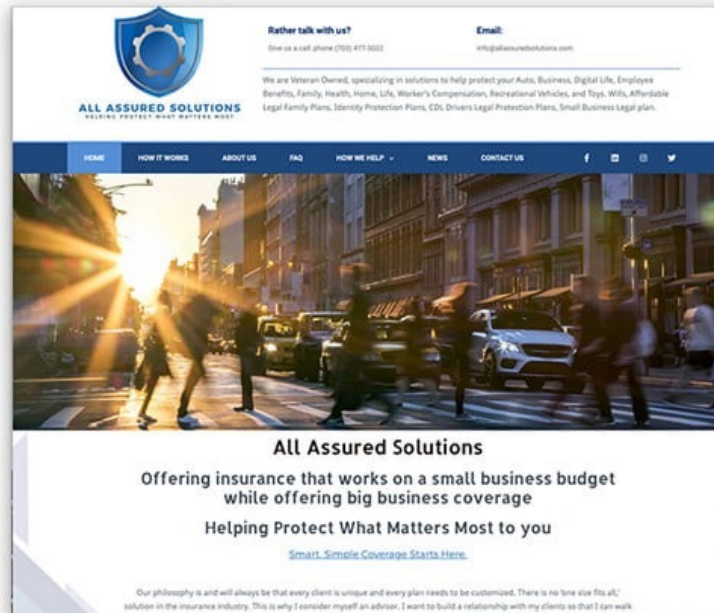
Interactive

Ergo Concepts LLC
Website



Interactive

All Assured Solutions
Website



Interactive



visible knowledge project
learning technology inquiry

- login
- newsletter
- archives

Home **About the Project** Themes and Issues People and Projects Resources

Overview Links Investigators Proposal Packet

About the Project



The Visible Knowledge Project (VKP) aims to improve the quality of college and university teaching by focusing on both student learning and faculty

[What does "visible" mean in the Visible Knowledge Project?](#)

Browse the About the P of the VKP . . .

[The Project Today](#)

[Overview](#)

[People and Projects](#)



About the Project **Themes and Issues** People and Projects Resources

- login
- newsletter
- archives

visible knowledge project

learning technology inquiry

News

- Resources
- multimedia authoring
- supplemental bibliography
- essential writings on writing

Calls for Proposals

- VKP essay call
- participants' work listing
- Carnegie Scholars Program

The Visible Knowledge Project is a five-year project aimed at improving the quality of college and university teaching through a focus on both student learning and faculty development in technology-enhanced environments. The project involves over 50 faculty from 15 campuses nationwide. This nationwide character, combined with emphasis of the Project on exploring the pedagogical of new media environments, makes the Project's presence on the web especially important.

The Visible Knowledge Project is a five-year project aimed at improving the quality of college and university teaching through a focus on both student learning and faculty development in technology-enhanced environments. The project involves over 50 faculty from 15 campuses nationwide. This nationwide character, combined with emphasis of the Project on exploring the pedagogical of new media.

Interactive / Collateral

Explorer Satellite Communication
Website / Advertising / Marketing

Communicate – EVERYWHERE!

Stay in touch wherever your adventures take you!

Explorer Satellite Communications, Inc. is proud to be the premier satellite communications company serving the hunting industry! We understand the needs of Hunters, Guides, and Outfitters and provide world-class service and support for all of the products and services we sell – all at affordable and competitive pricing!

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Satellite phone
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Explorer Satellite is pleased to offer Global Feature Membership shortly to its customers! [Click >](#)

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Smarter. Tougher.

Brought to you by: **ADVENTUREtrack**

www.explorersatellite.com

iridium Everywhere

ADVENTUREtrack
Iridium Extreme Tracking Pricing

ADVENTUREtrack Basic Access		ADVENTUREtrack PRO Access	
(12 month subscription required)	(12 month subscription required)	(12 month subscription required)	(12 month subscription required)
Billed Monthly	Billed Annually	Billed Monthly	Billed Annually
\$15	\$150	\$30	\$300

ADVENTUREtrack Data Service Package (1 month commitment, \$10 activation/activation fee)

(12 month subscription required)		(12 month subscription required)	
Billed Monthly	Billed Annually	Billed Monthly	Billed Annually
\$15	\$150	\$30	\$300

ADVENTUREtrack Features

	Basic	Pro
Basic Access	✓	✓
PRO Access		✓
Data Service		✓
Emergency Services	✓	✓
Global Coverage	✓	✓
Global Positioning System (GPS)		✓
Global Time Zone	✓	✓
Global Weather	✓	✓
Global Time Zone	✓	✓
Global Weather	✓	✓

ESCTracking.com | info@explorersatellite.com

Explorer Satellite Communications
Your Voice/Text/Data Solution

Receive \$100 off any phone in our web store

www.explorersatellite.com

Communicate – EVERYWHERE!

Iridium

Iridium's network is the only satellite network that offers truly global communications. Using Low-Earth-Orbit (LEO) satellites, the system is designed so that a satellite can see any location on Earth at any given time. This allows for coverage in inhospitable terrain even in deep canyons.

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Iridium Accessories [Shop Now](#)

IRIDIUM

Iridium NEXT Satellite Constellation

IRIDIUM is the only provider of truly global satellite voice and data solutions with complete coverage of the earth (including oceans, arctic and antarctic). IRIDIUM delivers essential communications services to and from remote areas where no other form of communication is available. IRIDIUM makes this possible through its constellation of 66 low-earth orbiting (LEO), cross-orbit satellites and 11 ground stations. This unique service is ideally suited for industries such as maritime, aviation, government, military, emergency, humanitarian, scientific, mining, forestry, oil and gas, heavy equipment, transportation and justice.

Connecting the world like no other

Iridium 9555

Iridium Extreme

www.explorersatellite.com
toll free: 866-662-2665 direct: +1-954-783-8600

Print Collateral

Glover's Pepper Sauce
Website | Package | Print Collateral | Social Media



Glover's Pepper Sauce

Using the best available ingredients, there are no shortcuts. Glover's Pepper Sauce is hand-made in small batches. We are hand-crafted at Union Kitchen in Washington, DC. It takes a team that takes back to work for the most important things: same hard work, family and fun.

Glover's Pepper Sauce is a tribute to my grandfather Bill Glover who in 1932, during the war year of the 47th Bomber Squadron in the Pacific during WWII.

Beyond our community life while inspirational success. Share your recipe with us or enjoy ours. Order Glover's Pepper Sauce on line at GloversPepperSauce.com or in person at our favorite eatery.

Available for wholesale purchase
Bring us your bottle at a local!

John
John Glover, Owner

**ALL NATURAL
NO PRESERVATIVES**
Hand-crafted at Union Kitchen
Washington, DC
Shake before serving

NET WT. 10 OZ

Nutrition Facts
Serving Size 1 Tsp (3g)
Servings Per Container 30

Amount Per Serving	
Calories 5	
Calories from Fat 0	
% Daily Value*	
Total Fat	0%
Sodium 100 mg	2%
Total Carbohydrate 1g	2%
Protein 0	
Vitamin A 0%	
Calcium 0%	
Vitamin C 0%	
Iron 0%	

*Percent Daily Values are based on a diet of love and passion.

Ingredients:
All natural white vinegar infused with peppers and pickling spices then filtered.

The vinegar is natural, peppers and spices are hand-made in small batches.
Gluten-free

Scan our QR code to see the retailing list for more about our products and cooking recipes.

For questions regarding our product visit GloversPepperSauce.com

Buy online at GloversPepperSauce.com

Batch #2

7 1186471 24745 0

Print Collateral

American Mobile Satellite Corporation
Corporate Brochure

seamless

Mobile Communications Anytime, Anywhere in North America

Revolutionary voice, fax, and data services make in-flight communications as easy as working in the office. From passengers to pilots, from cockpits to corporate executives.

After years of development, the plan for seamless America is reality. With the launch of the most powerful satellite American Mobile Satellite Corporation (AMSC) communications solutions for people across the continent, from

AMSC's Fleet Communications Products let you locate and communicate with vehicles and vessels no matter where they are

AMSC's Fleet Communications Products include the existing Mobile Managing Service (MMS) and a series of revolutionary new voice, data, and fax products, including nationwide dispatch services.

Tracking, rail, and maritime companies use MMS for live-on data messaging, and GPS position location service. MMS allows fleets to send live data or professional text messages, binary and ASCII data, and position reports to and from a dispatch via the AMSC gateway. Vehicles or vessels are equipped with the AMSC Mobile Communicator, which serves as an on-board computing and communications device.

With our dispatch services, transportation companies can provide nationwide voice dispatch services for the first time ever. A fleet dispatcher can expect a single voice channel and communicate with a single operator, groups of operators, or an entire fleet - regardless of their location within AMSC's coverage area. AMSC's dispatch capabilities also allow fleets to set up private communications networks and enable transportation companies and public safety agencies to create PEX estimates to their entire fleet for voice, data, and fax communications.

AMSC's exclusive satellite coverage takes you beyond the bounds of cellular services, so your phone calls continue uninterrupted wherever you go. From travelers to truckers, from fairways to far-off places.

SKYCELL™ Satellite Roaming Service is the world's first dual-mode satellite/cellular service. Over 150 cellular carriers across the United States - serving a population of over 190 million - can now offer wireless mobile communications coverage throughout North America to their clients and those who live outside the range of cellular service.

Where possible, calls are processed over the cellular system. In the absence of cellular service, calls are automatically routed through AMSC's satellite. Either way, customers receive only one bill - from their cellular carrier.

SKYCELL™ Satellite Telephone Service keeps you in constant touch... anywhere in North America

SKYCELL™ Satellite Telephone Service is AMSC's satellite-only mobile telephone service. A mobile phone provides cost-effective communications to boaters and shipping operators. An automobile phone allows direct outboard and inboard dialing with no separate container for corporate and general aviation aircraft users. A fixed-site phone provides home telephone service to rural homes with no landline services and can serve as an emergency backup for landline system outages.

Emergency services, and business-critical communications. A vehicle-mounted satellite phone ensures constant communication for transportation companies, construction companies, and service organizations. A transportable satellite phone ensures that individuals, corporations, and public safety agencies can always maintain contact.

The most powerful commercial mobile communications satellite ever deployed makes off-shore communications accessible and affordable. From casual boaters to commercial mariners, from cruise ships to Coast Guard cutters.

seamless

multifaceted

wireless

wireless

American Mobile Satellite Corporation

Print Collateral

Securicon
Informtional Graphics / Advertising / Marketing



Print Collateral

SAAB Aircraft
Corporate Aviation Brochure

THE
SAAB
2000
CORPORATE
SHUTTLE



PERFORMANCE
& EFFICIENCY
FOR
CORPORATE
AVIATION



PRODUCT

The Saab 2000 Corporate Shuttle is an extremely flexible aircraft that provides an ideal transportation tool. The Saab 2000 is a high speed aircraft with a lower fuel burn rate. Passengers will appreciate the spacious cabin complete with an Active Noise Cancelling system reducing sound levels below those of most jet aircraft. Operationally, the Saab 2000 is an extremely cost effective aircraft that can fly to airports that most jets simply cannot operate.

Executive Passenger Configuration

The Saab 2000 cabin has inherent advantages for meeting corporate travel requirements. This flexibility allows a wide variety of layouts ranging from a 35-50 seat configuration to a lower density interior for conference and work areas. The quiet cabin provides an excellent working environment with noise levels of 76dbA, the lowest of any aircraft in its class.

The Art Technology

From Rolls Royce/Allison 2100A engines to Collins Pro Line 4 avionics, the Saab 2000 incorporates the latest standard in commercial aviation technology. Simple maintenance and high reliability are proven characteristics of the Saab 2000 and provide for the efficient solution to high speed corporate aviation requirements.

PERFORMANCE HIGHLIGHTS

Speed: 370 kts (425 mph / 685 km phr)	Climb: 8 Minutes to 20,000 ft (6,560 m)
Range: 1,400 nm	CAT III Capability with HGS (Heads Up Guidance System)
Cruise Altitude: 31,000 ft (9450 m)	Steep Approach Capability
Airfield: 4,000 ft (1200 m)	



LEADING PARTICULARS

Length: 88ft 7in (27.03m)	Maximum Landing Weight: 48,500lb (22,000kg)	Operating Weight Empty: 31,000lb (14,043kg)
Height: 25ft 4in (7.73m)	Maximum Take-Off Weight: 50,700lb (22,999kg)	Maximum Payload: 12,570lb (5,698kg)
Span: 81ft 3in (24.76m)	Maximum Zero Fuel Weight: 43,370lb (19,599kg)	Fuel Capacity: 9,370lb (4,339kg)

Print Collateral

Bombardier Aerospace
Corporate Brochure

BOMBARDIER SERVICES

SEEING THE WORLD THROUGH YOUR EYES

BOMBARDIER SERVICES DEFENCE

At Bombardier Services, Defence, we go beyond providing services. We seek to create custom tailored solutions at reasonable prices. By working in close partnership with you, we are able to understand your unique requirements better and deliver higher added value.

Partnering for success

BOMBARDIER SERVICES DEFENCE

With today's limited defence budgets, extending the service life of costly military aircraft and keeping downtime to the minimum are vital concerns. Our expertise in life cycle support can cost effectively improve your aircraft availability.

Our capabilities cover a variety of disciplines, including maintenance, servicing and overhaul of operations, intermediate and depot levels. Our Military Aircraft specialists have extensive knowledge of aircraft types—from basic military trainers to advanced jet fighters, from lightweight helicopters to heavy transport aircraft.

As a result, we are uniquely equipped to take cost-effective solutions that keep your aircraft ready to fly.

MILITARY AIRCRAFT

While Bombardier Aerospace provides a wide range of aircraft systems to meet your needs, Bombardier Services, Defence offers significant expertise in modifying these aircraft for your special missions. We have built the skills and the experience to design, measure and test the modifications you require.

AIRCRAFT OPERATIONS

Through our Police Aviation Services and Medical Aviation Services, we provide you with fully equipped rotary and fixed wing aircraft, pilotage, engineering support and air conversion services. We are ready to support police forces and medical agencies 24 hours a day, 7 days a week.

AVIATION TRAINING

The effectiveness of an air force is directly related to the quality of its pilot training, but the costs involved in providing such training in today's capital-scarce world are rising sharply.

Bombardier Services, Defence has more than 50 years of experience in military pilot training. We cover all aircraft, helicopters and multi-engine planes, with pilot training services ranging from ab initio training right up to off-habitat refuel tankers.

Moreover, our international experience gives us a broad cultural perspective from which to create cost-effective training programs that can produce world class pilots from all corners of the globe.

UNMANNED AERIAL VEHICLES

Advances in system technology and the increasing cost and risk of manned surveillance missions have increased demand for unmanned Aerial Services (UAS), for both military and civil operations.

These vehicles can be used for a vast range of applications, including battle damage assessment, intelligence gathering, monitoring, fire detection, pipeline surveillance, maritime assets monitoring and maritime patrol.

Bombardier is at the forefront of development, integration and production of the latest generation of UAS and currently manufactures one of today's most advanced and fully automated vertical launch and landing surveillance systems.

The CS-127 Quantum™ is a versatile, high-technology UAS that can carry several types of sensors, making it a perfect solution for a wide variety of missions.

BOMBARDIER SERVICES DEFENCE

Print Collateral

American Petroleum Institute
Corporate Brochure

APIQR
ISO
9000

QUEST FOR QUALITY

Implementing an ISO 9000 quality system registered by APIQR, continuous improvement requirements. In turn, when your processes and implements improved procedures, the results often **REDUCTIONS**. An ISO 9000 quality system ensure that your company performs activities according to enable you to get the job done right the first time. As a improvement in operations is often experienced. is due to reduced cycle-time and waste.

REGISTERED FIRM. APIQR will conduct an quality system so you may keep your Certificate of ensure that you maintain your quality system in accordance them, this will lead to increased customer confidence, letting be met. These annual audits also **reduce** or and for clients to audit your company. And because your confidence in your capabilities, you can develop **PARTNERSHIPS** with your customers.

ISO 9000 is often a **CONTRACTUAL REQUIREMENT** in Europe, and now several North American industries are requiring suppliers to have an ISO 9000 registered quality system as part of their purchasing requirements. Deciding to become an ISO 9000 registered firm is an important first step into the future of your business. Registration can make the difference between **winning** and losing a contract.

ISO 9000

What's in it for you?

Increasingly, registration has become a prerequisite for achieving **preferred supplier status** by companies who do not want the quality of their output adversely affected by supplier input.

Once registered, your ISO 9000 Certificate can be a **POWERFUL MARKETING TOOL**. Registered status provides you with a prominent means of differentiating your company from your competition in a crowded marketplace. There are many **ADVANTAGES** to doing business with an ISO 9000 company, and the world knows it.

As an ISO 9000 registered firm, your clients can expect you to completely understand their needs, clearly identify those needs, and fully meet them with consistency.

These characteristics are recognized as critical success factors in **building and maintaining customer loyalty**.

From a corporate culture perspective, ISO 9000 registration can lead to a **paradigm shift** in your company. Frequently, companies adopt a team approach to obtaining and retaining ISO 9000 registration. Employees examine internal processes, then, utilizing **TEAMWORK**, develop and implement methods to comply with ISO 9000 standards. As a direct result, a positive cultural shift is often witnessed, because the people who make and deliver the goods and services are **EMPOWERED** to guarantee quality.

APIQR

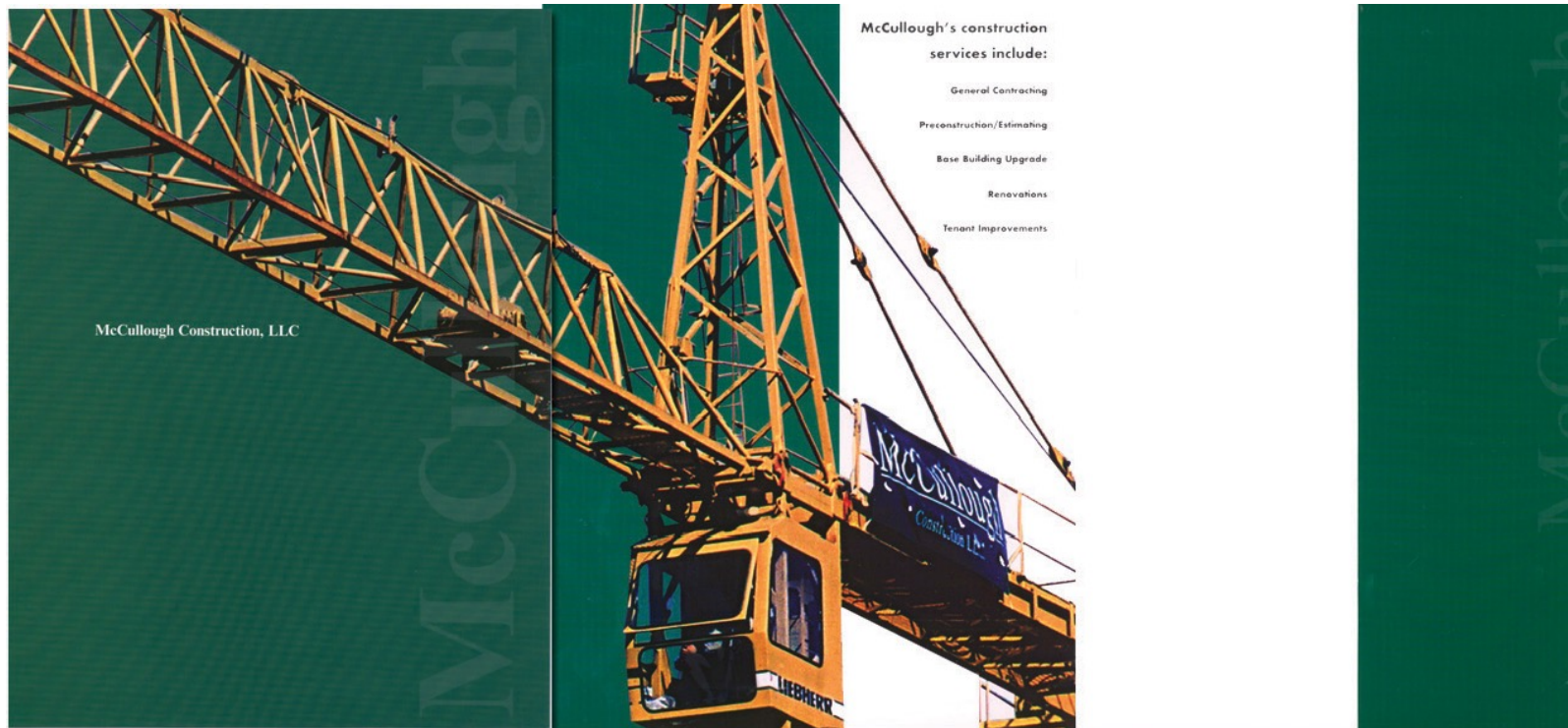
Print Collateral

National Registry Inc.
Brochure and Product Sales Inserts



Print Collateral


*McCullough Construction
Corporate Folder and Brochure*



Print Collateral

Smithsonian Institution
Corporate Fund Raising Brochure

WHAT'S IN THE MAIL FOR YOU?



**TELLING THE MODERN MAIL STORY:
TWO NEW EXHIBITIONS AT THE NATIONAL POSTAL MUSEUM**

MOVING THE MAIL TODAY

SMITHSONIAN INSTITUTION

businesses - a \$47 billion industry devoted largely to the nation's retail, publishing, financial and service-related institutions. America's postal system is exceptional for being both the world's most efficient and least expensive: 580 million pieces of mail are handled daily in the United States. These pieces reach more than 125 million destinations every day.



main themes: "What's In The Mail For You?" and "Moving The Mail Today."

many are unaware that at its heart is a vast...
...a monumental workforce of more than 700,000...
...alone. Most people are also unaware of the vital...
...commercial industries, and how it has contributed to...
...her questions often posed are "How on earth is all...
...happens to my letter after I drop it in the mailbox?"

as can be found...
...at the...
...National Postal...
...Using sophisti...
...to illustrate the...
...ing and postal

automation, these major exhibitions will...
...mark the first time that this

complicated subject has been...
...explored in a scholarly museum...
...setting. The exhibitions will...
...be located in two separate...
...galleries that highlight two.



**WHO'S INVOLVED?
THE DIRECTOR'S COUNCIL**

The Director and staff of the National Postal Museum have worked closely with a steering committee of thirty individuals who represent the nation's largest business mailers and mailing organizations. Selected subjects in the exhibitions have relied in large part on the input from members of the Director's Council, who have contributed professional expertise toward the development of key elements and ideas.

"What's In The Mail For You?"...
...scheduled to open in August 1996...
...will enable visitors to create and...
...send a direct mail piece from start...
...to finish. They will discover how to produce...
...effective marketing and business communications, as well as



learn the history of America's direct mail industry...
...Located in the museum's atrium, "Moving The Mail Today"...
...will trace the progress of mail once it has been deposited in...
...a mailbox. Also to be examined is the development and role...
...of automation in moving America's mail. This exhibit is...
...scheduled to open in 1998.

YOU CAN BECOME INVOLVED

The National Postal Museum is devoted to the proud history of the nation's mail service, providing the finest and most thorough presentation of this great chapter in history to be found anywhere. The two new exhibitions, "What's In The Mail For You?" and "Moving The Mail Today", offer a close look at our modern mail service. In a unique museum setting, these new exhibitions will provide an opportunity for today's mailing industry to tell its story.

However, the museum cannot carry out its mission without additional financial support from private organizations. In order to complete these major exhibit galleries, the museum is seeking sponsorship from corporations, associations and private individuals. It will cost an additional \$800,000 to fund the design and construction of both exhibitions, which will remain for ten years. Donors are entitled to all Smithsonian donor benefits including use of the museum for special corporate events. Full recognition will be granted to sponsors on a donor wall in the museum, as well as in all appropriate press materials and publications.

Exhibits Design

SAAB Aircraft
Trade Show Exhibits



Exhibits Design

Magellan GPS
50' x 50' Exhibit and 20' x 20' Exhibit



Branding / Identity



FACTORSIX



orcada: MEDIA

Let's create something
extraordinary together.

Ready to Grow?

"Let's connect today to turn your vision into reality!"