

## Graphics increase understanding & retention by 85%

Graphics communicate a concept or idea up to 60,000 times faster than text and can increase the odds that your proposal will win by 43%. (Source: Mike Parkinson, Principal, 24 Hour Company)

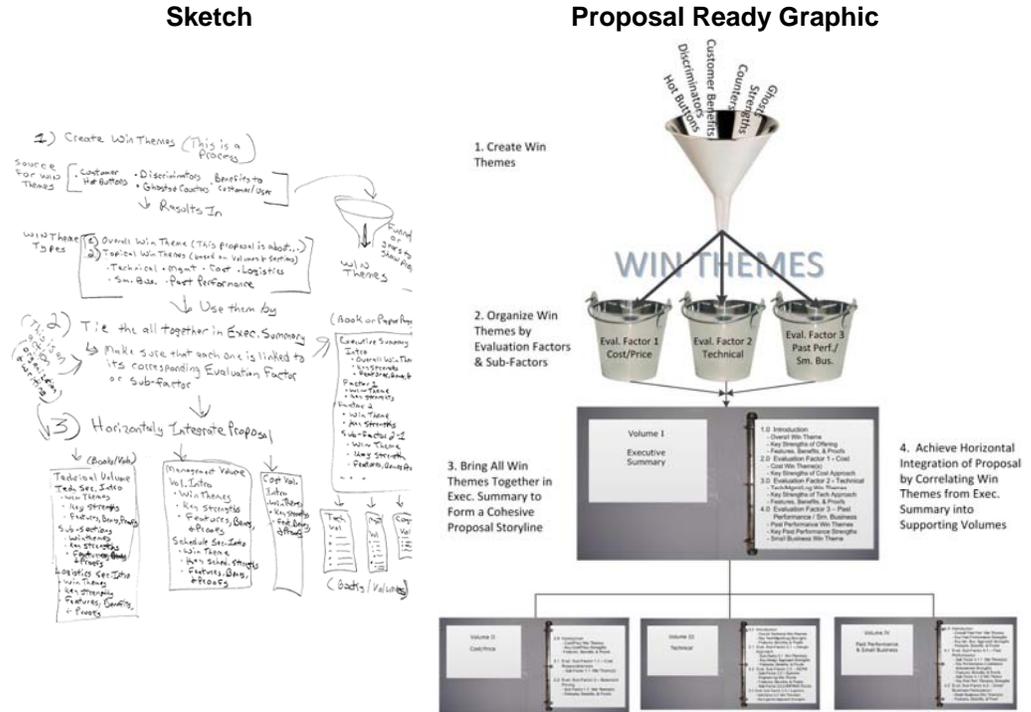
There are numerous benefits gained by using graphics design professionals on your proposal project. These include:

- Reduced proposal costs through fewer iterations/less rework of graphics
- Developing graphics that support text & increase evaluator's understanding of complex topics
- Saving you time in generating needed graphics
- Providing a professional look & feel across entire proposal
- Increased Probability of Win (Pwin)

**Can you afford not to put your company in its best position to win?**

## Graphics Design Support

Our graphics design consultants serve as both designers and conceptual artists, working collaboratively with your proposal team and subject matter experts to develop compelling illustrations supporting the proposal's text and messaging.



**Our design professionals move you from concept to final graphic much faster.**

Experienced consultants provide graphic design support ranging from simple illustrations such as organizational charts and flow diagrams to complex technical foldouts, proposal covers, CD labels, Microsoft® PowerPoint™ presentation slides to support your oral proposals, and overall proposal layout.

Our consultants support your proposal's graphics design needs by:

- Establishing the “look and feel” of written and/or oral proposals
- Working directly with proposal leadership and authors to understand the graphic need, improve its message and clarity, and produce the graphic
- Modifying pre-existing graphics and drawings found in previous documents and brochures
- Developing and maintaining a graphics library with up-to-date artwork for all graphics contained in the proposal
- Maintaining version control of all created artwork for proposal, to include revision information

Let us demonstrate the value of using professional graphics design consultants on your next proposal.