

# *Renown* *HEALTH*

**Renown Health Master External Signage Plan  
Request For Proposal**

**May 22, 2015**

Attn: Michelle Czarka  
Renown Health  
1155 Mill St. (E-14)  
Reno, Nevada 89502

Presented by:





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Reno, Nevada 89502  
Attn: Michelle M. Czarka

May 22, 2015

Michelle,

Thank you for the opportunity to provide pricing on the current exterior signage program as detailed in the Request for Proposal. We have reviewed the bid package in detail and are confident that you will find the benefits of working with Image Group, both fiscal and professional, to be advantageous for the overall program. We are committed to building a strong relationship with the Renown Health organization in providing both aggressive pricing and unsurpassed industry expertise.

As you peruse the following materials, please note that we have provided a Base Bid Proposal which addresses specifically the rebranding of the Renown Health logo as detailed in the RFP. In addition, we have created two Alternate Proposals which reflect an escalating level of design and enhanced imaging on all large monument signage elements at each location. Accompanying the Bid Forms is a written description of our concept vision.

As an introduction, Image Group was founded on the belief that good design is a catalyst for clear communication that allows a business to thrive from the inside out. The crux of our talent lies in the ability to uphold the integrity of our client's artistic vision while successfully managing a complex design build process. We provide a collection of talented individuals with combined experience in the signage industry that spans decades.

With a dedicated focus on major healthcare facilities, our mindset provides a holistic approach to the design and application of signage in ever changing environments. We are able to directly immerse the core team's expertise in the client's vision at every touch point, from concept to delivery, as our staff constantly optimizes situations to provide the best innovative solutions available.

We look forward to meeting soon and further explaining our capacity to support your team and present our methodology in providing the highest caliber signage available.

Regards,

Rebecca Redmon

**Image Group Brand, Inc.**

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- Lean Project Delivery

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- Bid Form Spec Sheets
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## **COMPANY PROFILE**

Image Group is a full service signage solutions provider specializing in the design, manufacturing and supervision of brand communication and conversion management. We provide a collection of talented individuals with combined experience in the signage industry that spans decades. Our team operates as a collaborative group which includes highly skilled consultants and strategic partners. We provide a holistic approach to the design and application of signage in ever changing healthcare environments.

We provide single source responsibility and complete onsite management of all field services. Choosing Image Group offers a collective business model which sustains effective project management and ensures successful implementation that is on time and cost efficient. Image Group incorporated in 2012 to provide a singular focus on branding continuity, simplified project management and seamless implementation of signage programs.

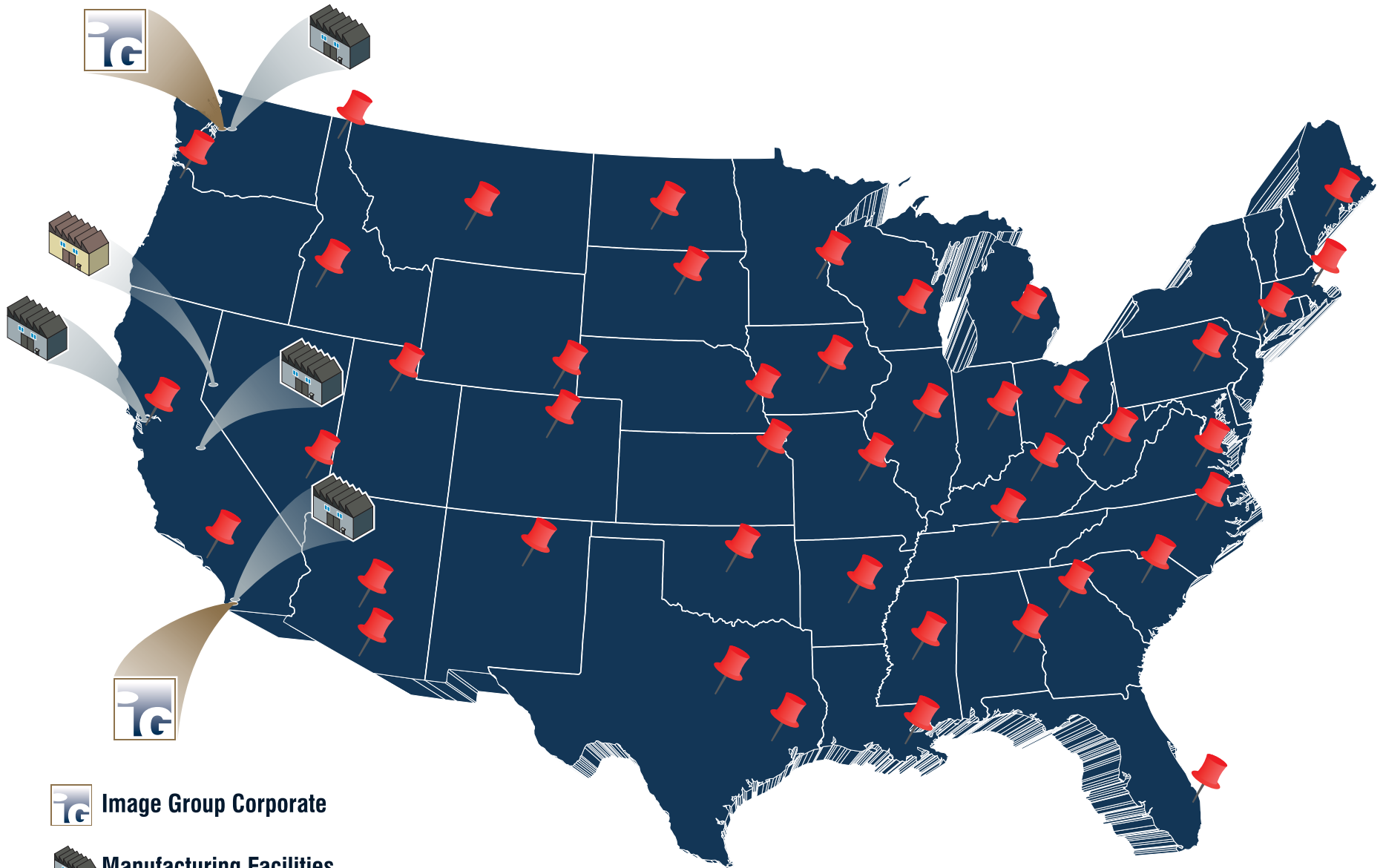
We are a customer centric organization with impeccable customer service as our number one goal. We provide a dedicated project management staff including account managers, plant and field managers who provide daily major milestone reports. This allows full project transparency and control over the entire project evolution by means of our internal production review committee and established quality control benchmarks.

Working closely with our customers, Image Group manages all phases of a signage program from budget analysis and planning to design, project management, engineering, fabrication, permits, installation and preventative maintenance. This holistic approach ensures efficient work flow, adherence to schedules, respect for budget and the timely delivery of quality product and service.

Our in-house design staff is unsurpassed in their ability to create conceptual design renderings and provide a freshness and creativity rarely found in the signage industry. As you will find in the attached resumes, our design team possesses the imaginative skills necessary to bring the best possible graphic elements to life and incorporate them into a custom signage program. In addition, we utilize 3-D modeling programs that allow us to demonstrate to our clients an unsurpassed visual imagery.

We have allowed our design staff to create their own particular areas of focus which has unbridled their respective imaginations and ingenuity. We have several dedicated designers covering each area of focus. This begins with the initial creative/conceptual work which is then handed off for a complete wayfinding analysis and appropriate messaging on each sign display. Subsequently full production shop drawings are created which are then reviewed to provide the necessary engineering calculations. This provides clarity in our construction methods and the integrity of our products. We work with licensed engineers to ensure that all products are built and permitted properly and employ a proactive approach to pre-engineering which saves time and money for our clients.

In addition, Image Group maintains a process referred to as Tailored Company Integration (TCI) where our internal team of specialized individuals interacts with the corresponding team members within our client's organization. At the onset of the onboarding process, we meet individually and collectively to eradicate any concerns or potential issues. Your project will be supported by professionals throughout our offices in conjunction with our partner alliance network that are fully committed to providing their expertise in facilitating the timely and proficient completion of your project.



**Image Group Corporate**



**Manufacturing Facilities**



**Installation / Field Support**



**National Alliance Network**

Our dedicated signage team includes an alliance of field offices that provide seamless implementation nationwide.



## Organization Chart

