



Roher|Sprague

P A R T N E R S

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www.rohersprague.com

Roher/Sprague Partners

HAS BEEN RESPONDING TO THE MARKETING AND COMMUNICATION NEEDS OF CORPORATIONS, NON-PROFITS AND MUSEUMS FOR MORE THAN TWENTY YEARS.

Our **experience** in design and strategic planning combined with our ability to **LISTEN** to our clients' needs result in *successful solutions* to brand identity and marketing issues.

CORPORATE COMMUNICATIONS

Corporate Identity, Trademarks, Visual Design Systems, Communications Programs, Signage Systems, Web Design, Sales and Capabilities Brochures, Annual Reports, Employee and Internal Communications

MARKETING AND PROMOTION

Strategic Marketing Programs, Promotional Materials, Publications and Informational Graphics, Employee and Recruitment Materials, Advertising and Direct Mail Marketing, Capital Campaign and Fundraising, Books and Catalogs, Product and Sales Development, Website Design

SIGNAGE, ENVIRONMENTAL AND EXHIBIT GRAPHICS

- Integration of images and typography with art or exhibit materials, design of interpretive graphics and interactive media
- Coordination of exhibit design and graphic materials
- Exhibit/Museum promotional, marketing, and educational materials (Posters, brochures, banners, catalogues, books, etc.)
- Wayfinding Systems and Identity Signage

Good design gets results.

We have developed successful design solutions that have achieved the strategic marketing goals of business and cultural organizations nationwide.

Melanie Roher and Sue Ann Sprague, principal partners of the firm, each have more than 25 years of marketing experience behind them.

Melanie has been a corporate identity/branding professional for clients as diverse as Mobil, The Metropolitan Museum of Art and Swissotel, NA.

As a marketing and advertising executive, Sue Ann managed campaigns for Perdue, Savarin coffee and Campbells. Charlie Allenson, principal writer for Roher/Sprague, is a Clio-award winning creative director who brings extensive concept experience to the firm. His work is varied, from Fruit of the Loom, Panasonic and Hewlett Packard to Bacardi, Jif Peanut Butter, and Emeril Lagasse and other culinary notables.

PROJECT:

Brand Name and Identity Program

CLIENT:

**Securities Industry Foundation
for Economic Education (SIFEE)** New York, NY



To create a stronger product/brand presence for The Stock Market Game and to position it as the market leader, a unique visual image for this

online educational program was developed. R/S created a new tagline and logo specifically for the web and extended the branding to a variety of print marketing vehicles. An Identity Guidelines Manual was written and designed for print and web. A multi-platform CD-ROM was produced to provide state and local coordinators easy access to these powerful marketing and communication tools.



PROJECT:

Global Identity for a Restructured Company

CLIENT:

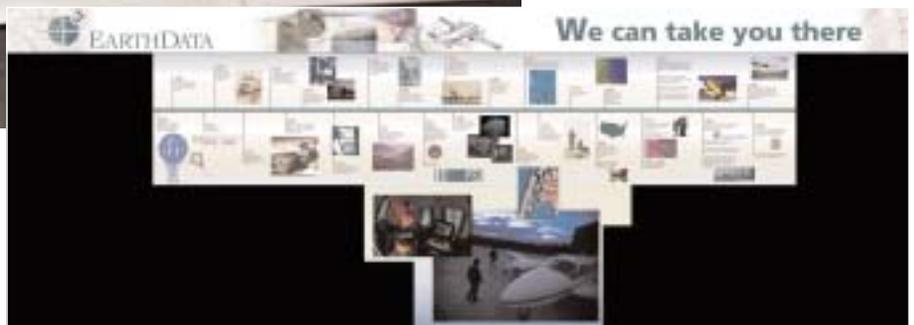
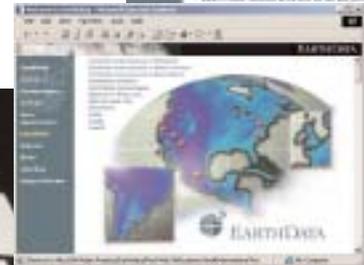
EarthData International

Washington, DC and Frederick, MD



EARTHDATA

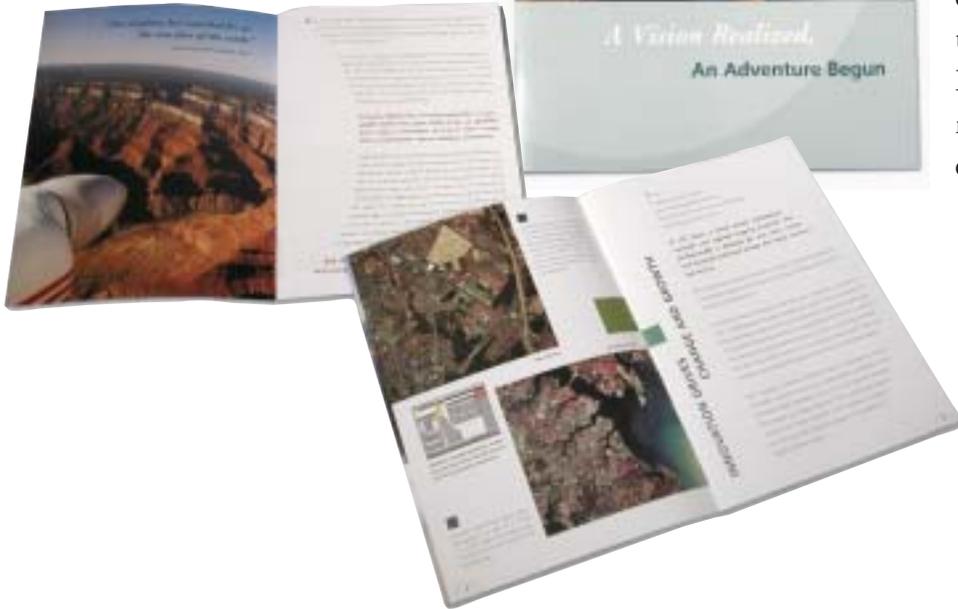
EarthData, a provider of digital imagery, data and programming, is a renamed entity that has acquired a diverse group of companies nationally. A new logo was created by R/S that visually represents the transformation of both the organization and the products and services it provides to clients worldwide. Together with an identity manual for management of the brand, a system of print marketing pieces and a new website, **EarthData.com**, all developed by R/S, EarthData's corporate presence in the global market is expanded and strengthened. Using this integrated marketing approach to design, R/S recently created graphics and promotional materials for a trade show exhibition booth.





BRAND EVOLUTION AS A COMPANY GROWS AND CHANGES

As EarthData has acquired more companies, and as new technologies and capabilities are developed, it's marketing needs have grown and changed. A comprehensive capabilities brochure was created to serve as an introduction to the vision and creativity of the company. Specific capabilities are addressed in a short complementary piece, and in project sheets produced in an ongoing basis.



Every form of communication from the company is an opportunity to build the brand image. Every printed or web message is clearly part of the EarthData brand.

PROJECT:

Branding for a Non-Profit Organization

CLIENT:

Classroom, Inc.

New York, NY

A capabilities brochure was developed to create a new visual identity for Classroom, Inc. and strengthen the equity of its existing franchise. The new visual vocabulary expresses Classroom's innovative computer programs that effect learning through simulated real-life work situations. Visual branding was extended to product packaging, fundraising and marketing communications print materials.



Classroom, Inc.



BRAND EXTENSION TO NEW PROGRAMS

An upbeat and stimulating logo was created for a special Summer School program. The following year an after-school program was developed, and this companion image clearly communicates the relationship to the summer program as well as identifying both as Classroom, Inc.



A TIMELINE AS A DEVELOPMENT TOOL

Classroom, Inc. had R/S create a timeline as a legacy of accomplishments as well as a promise of future development. A translucent fold-in with words from it's founding leader describes the vision for Classroom, Inc. and restates it's mission.

PROJECT:

Updated Marketing Graphics Program for a Respected Non-Profit

CLIENT:

American Red Cross in Greater New York

New York, NY

Over the past few years, Roher/Sprague Partners has created a new marketing image for the American Red Cross in Greater New York. We have developed a consistent and clear graphic image for a series of brochures describing volunteer opportunities, Red Cross services, annual reports and various fundraising pieces.



INFORMATION FOR DISASTER RELIEF

Since the World Trade Center disaster, R/S has produced an instant signage system for Respite and Service Centers at Ground Zero and all Red Cross Service Centers in the New York metropolitan area. R/S has created brochures describing disaster services available to all in more than a dozen languages for distribution at these service centers to a varied population. Posters and flyers, also produced in many languages, were designed and printed on a rush schedule to meet the immediate needs for the disaster response.



TEMPORARY SIGNAGE AND WAYFINDING

Banners and temporary signs identify the Red Cross Service Center at Harrison Street (*above*) providing aid for Tribeca neighborhood residents, and Ground Zero (*below*), where FEMA workers, military personnel, FBI, Firefighters, Police, and others involved in the round-the-clock disaster site work can receive first aid, rest and take a nap, shower, relax and play video games, get a massage, and have a hot meal. Red Cross volunteers have come from all over the USA and Canada to work at this critical service center.





ANNUAL REPORT POST 9/11

Although the events of September 11th were not part of the 2001 fiscal year, they could not be ignored. To address their magnitude and the response of the American Red Cross in Greater New York, the concept of a separate wrap-around cover/four-week timeline was developed by R/S. The following year, a year-long response/event insert into the annual was created. *Winner of the national American Graphic Design Award, 2002 and 2003.*



COMMUNICATING THE BRAND TO A POST 9/11 AUDIENCE

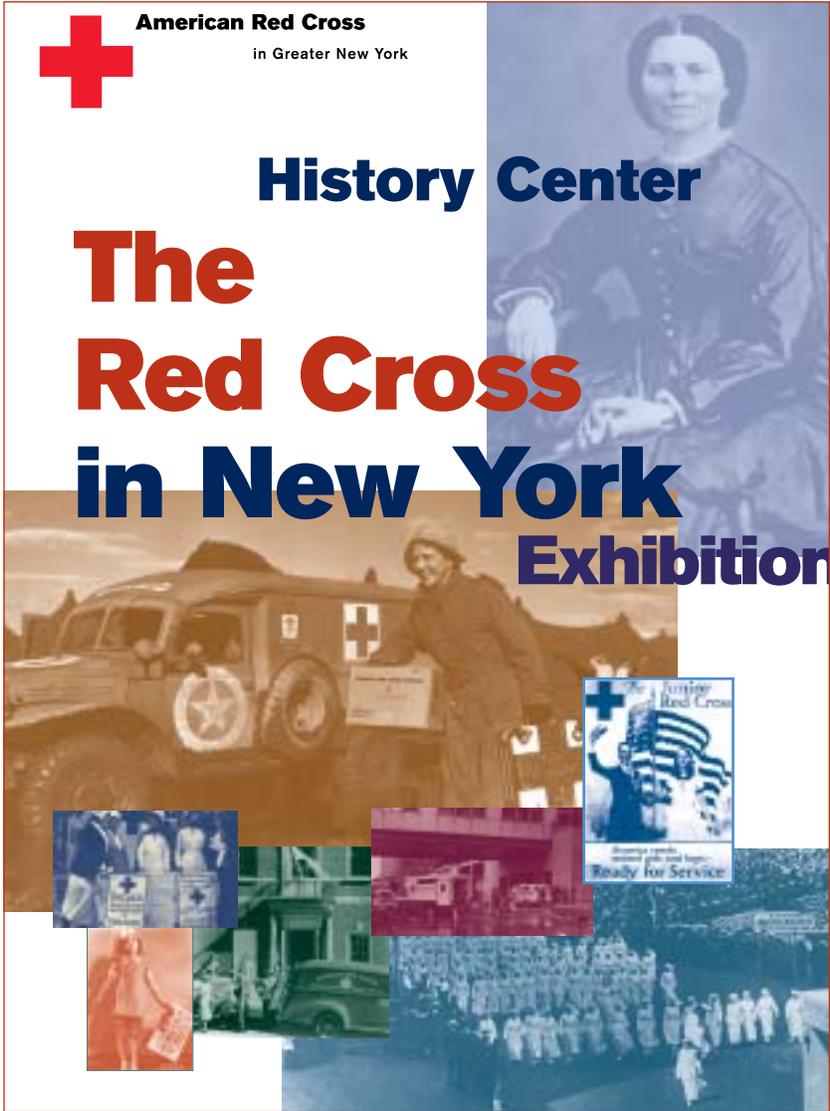
Letting New Yorkers know that the Red Cross is there to assist with trauma and compensation due to 9/11 has been an important mission of ARCGNY in the past two years. R/S has worked with the Red Cross to create communications aimed at reaching those victims who have not yet availed themselves of services. Posters in three languages, signage, enrollment and service brochures.



American Red Cross
in Greater New York

History Center

The Red Cross in New York Exhibition



HISTORICAL EXHIBITION

A mini-“Museum” was created from the archives collected over the years by Red Cross staff and volunteers. A room in the lobby of the New York headquarters was renovated, and the history of the Red Cross in New York was told through ephemera, artifacts and memorabilia in several graphic panels.



People Join the Ranks

The Red Cross helped during the outbreak caused by the first Pandemic of Cholera in New York Island in 1865. The year later the Red Cross was formed through the work of Dr. William McClellan, president of Young College, and J. P. Morgan, a partner in J.P. Morgan and Co. Red Cross supporters. The idea was that child and some funds, made useful some foodstuffs and the things that adult members had use of.

Terrible Disasters Keep Red Cross Busy

The war is busy period in disaster relief and fundraising efforts in New York. Support and financial assistance was provided through an Emergency Relief Commission to survivors and families of victims of several major disasters. In 1911, a terrible fire destroyed the Strong Brothers Factory for its Manhattan, killing 143 mostly young women. It was the first large scale food disaster relief effort by the New York Red Cross. The following year the ocean liner Titanic sank in the Atlantic Ocean, with 1,523 of the 2,204 aboard lost. New York Red Crosses met and raised money of the survivors when the rescue ship Carpathia docked in lower Manhattan. Eighteen months later the 988 survivors of the Titanic, which foundered at sea, also received care from New York Red Cross volunteers.

The Red Cross Enters World War I

New York volunteers played a critical role in World War I. The constant nature but address of their needs and care is they provided to French Civilian displaced persons and doctors, organized new war hospitals, supplied millions of surgical dressings, first garments for soldiers, and raised 17 per cent of the funds needed for the national organization. Through the American Red Cross organized committees as well as providing personnel and hospital care and training, their to support of the Army's medical program. Most of the World War I Red Cross service was done through New York. When the war ended, their Victory Relief Campaign continued to provide non-military aid. Many of these volunteers in military hospitals in the New York area.

In 1916 the New York Red Cross working system was spread to New York and Brooklyn. They sought to help the war-torn, America's surgical dressings and first aid.

Henry D. Erwin, of New York was appointed head of the Red Cross War Council to take charge of wartime operations of the Red Cross. Millions of dollars were raised to support Red Cross efforts. In 1917 25,000 Red Cross volunteers described in a parade on 10th Avenue to promote the Red Cross War Council.

PROJECT:

Museum Identity and Communications Program

CLIENT:

The Lower East Side Tenement Museum

New York, NY



The creation of a logo and visual identity for this new museum enabled fundraising and program development even before the museum had accreditation and a physical space. Work included the design of stationery, early development materials such as invitations to fundraising events, program and development brochures as well as all marketing publications were designed with a strong visual image that was consistent and compelling.

For over 15 years, our ongoing design direction of all communications for the



museum helped build public awareness of this important social history museum.



Donor Board for Visitor Center lobby.

PROJECT:

Unified Branding for a Major Consulting Firm

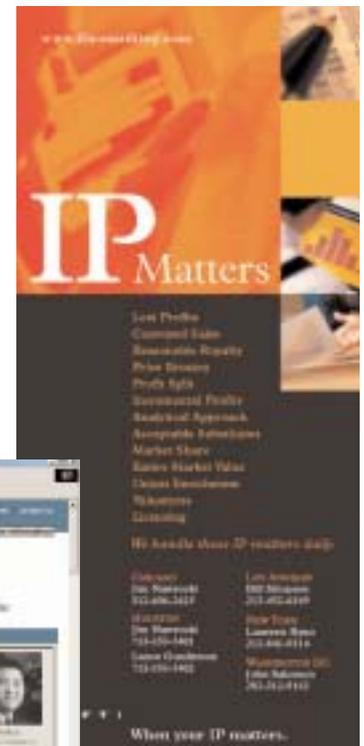
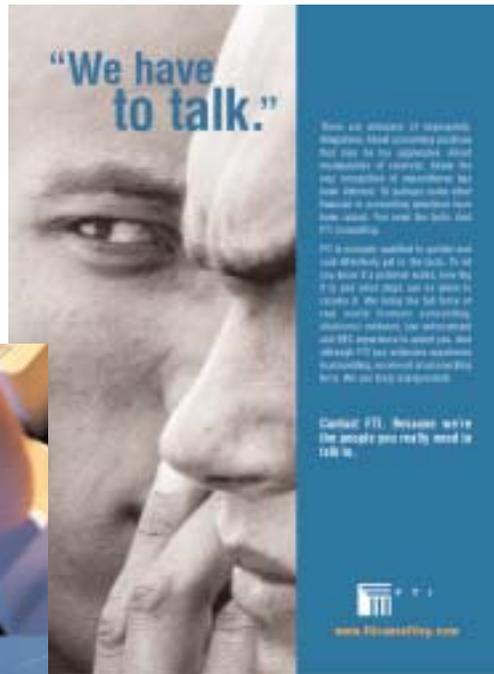
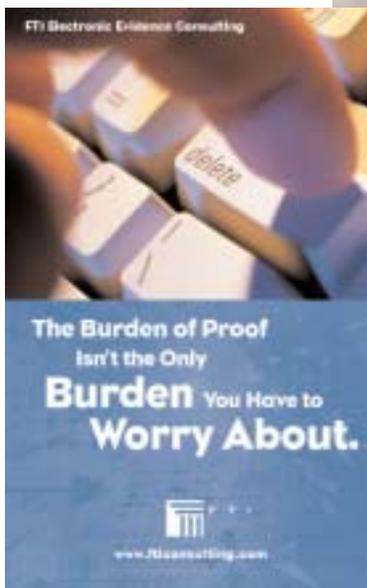
CLIENT:

FTI Consulting

New York, NY

FTI Consulting had a new name and a new logo and was rapidly expanding its client service expertise. The goal was to create a unified, branded family of marketing materials for the various practice areas in this multi-disciplined consulting firm.

Projects include capabilities brochures; employee announcement cards; special event invitations, advertisements and website development.



PROJECT:

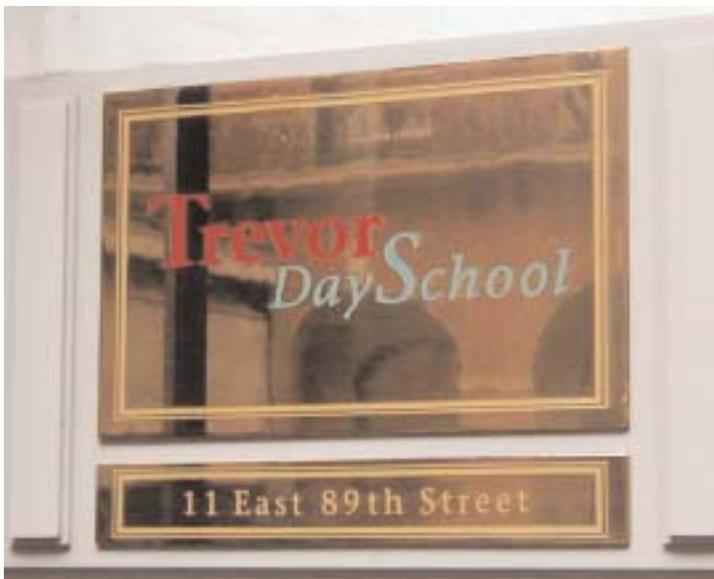
Identity and Wayfinding through a Signage System

CLIENT:

Trevor Day School New York, NY

Trevor Day School encompassed three disparate buildings on the east and west sides of Manhattan, all of which had interiors that were difficult to walk through. R/S Partners was asked to create a cohesive identity for the school through consistent signage and identification of interior spaces, as well as create a wayfinding system for students and parents. After the project was begun, the school changed its name from “The Day School” to “Trevor Day School” and so a new graphic identity was created in tandem with the signage development.

Trevor DaySchool



3

Early Childhood Division

← Classrooms
To 90th Street Bldg

↪ Classrooms
Administration

Trevor Day School

Please sign visitors' book

Trevor Day School

Elementary Division Upper Gym

Classrooms
Business Office
To 89th St Building

Lower Gym
Classrooms Gr 4 & 5
Common Room
Administration

1

Church of the Heavenly Rest

Nave
Choir Room
Parish Hall
Meeting Rooms

Faculty

PROJECT:

Graphic Identity for a New Resource Center and a Museum

CLIENT:

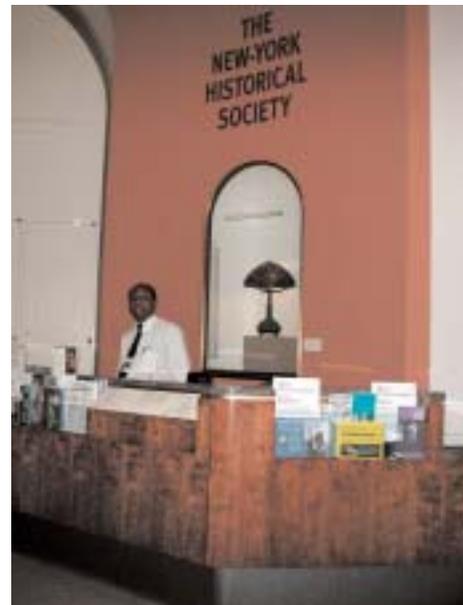
The New-York Historical Society New York, NY

THE HENRY LUCE III CENTER

for the Study of American Culture

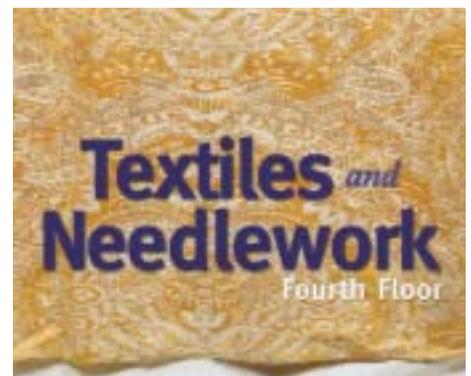
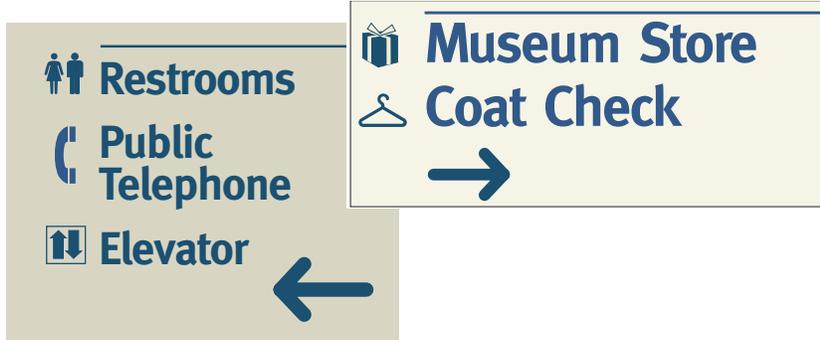
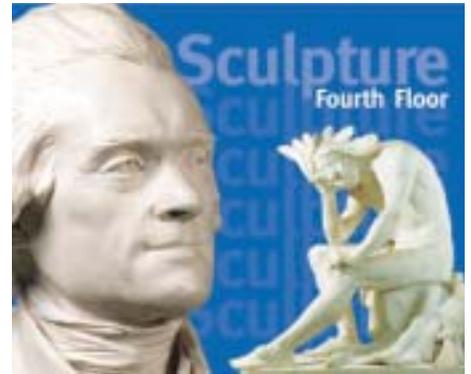
IMAGE: Working with American History Workshop, museum consultants, a graphic identity was created for the new Henry Luce III Center for the Study of American Culture that created a current, clean image as a counterpoint to what was previously known as “New York’s attic.” As an extension of this project, a new look was created for the Society itself.

ENTRY LOBBY: A facelift for the entry rotunda to the museum included the removal of existing signs and desk, a dramatic color for the walls and repainting of the lobby to accentuate the classic architecture. R/S designed a new desk that breaks apart on casters to roll away for special events.





SIGNAGE: Design of identification and wayfinding signage for the Luce Center as well as code signage for elevators and stairwells. Design of floor plans and maps for printed directories as well as signage.



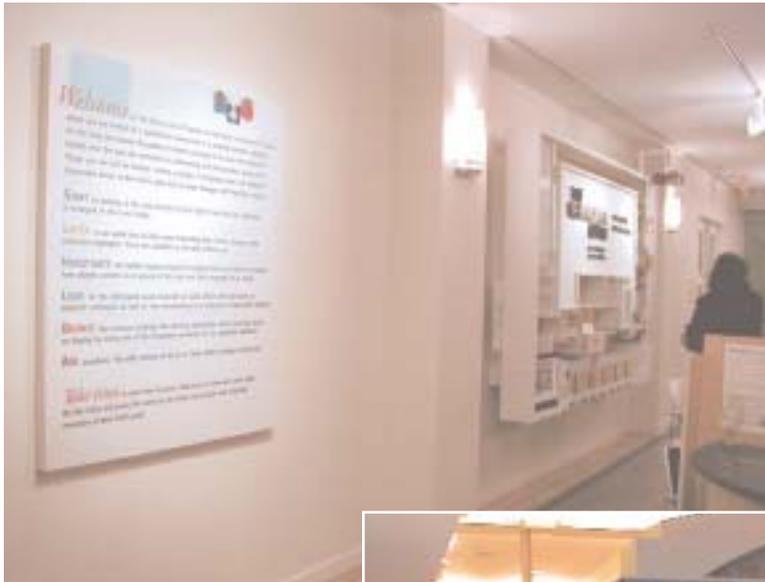


EXHIBIT STATIONS:

Graphics for interpretive exhibit stations invite the visitor to get involved as well as help create a distinct sense of place for each station within the Luce Center.

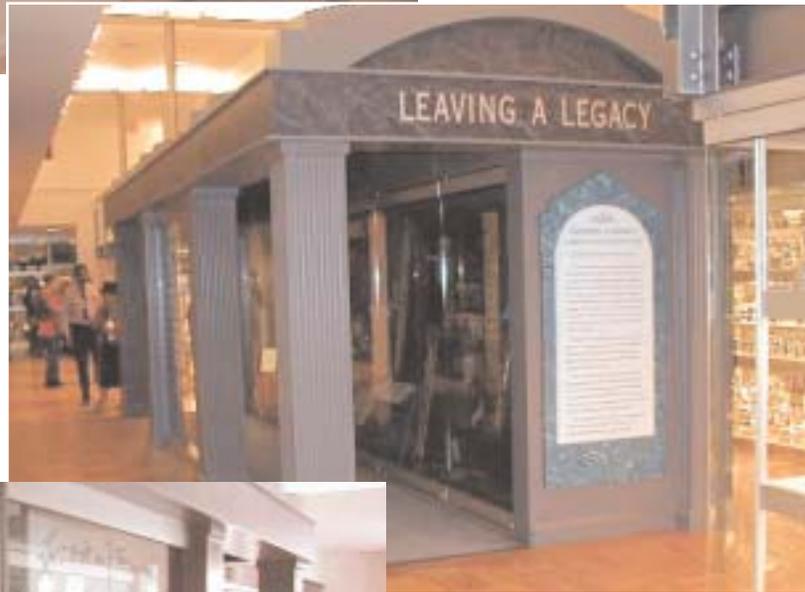




EXHIBIT GRAPHICS AND MAPS inform and direct the visitor as well as provide information in a design unique to each interpretive area.



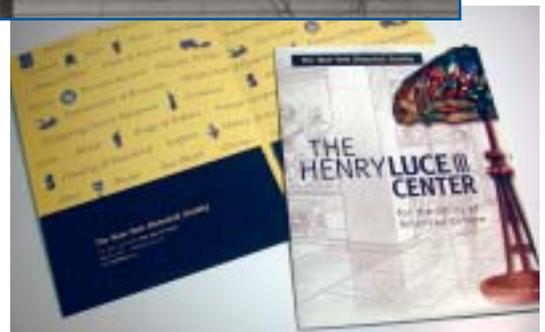


KIOSKS: An information kiosk system was designed that echoes the building interior. Changing graphics and directional signs are inexpensive to produce and easily installed. The kiosks are movable and either two or four-sided for flexibility. Their placement throughout the building gives the visitor a consistent source for directions and information.

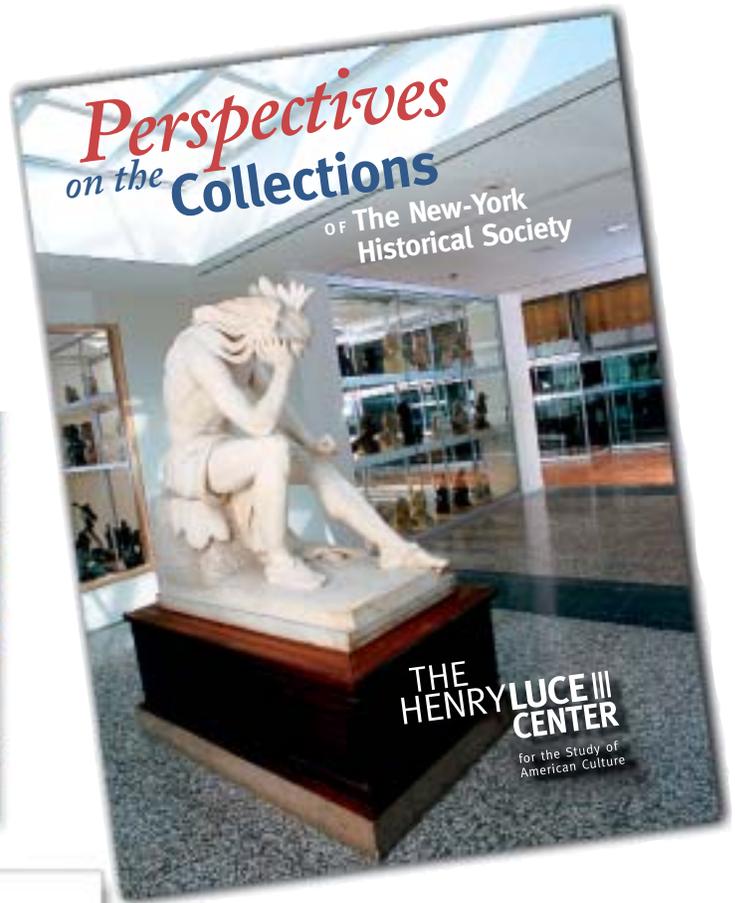


BROCHURES: Printed directories for the Museum and the Luce Center support the new graphic identity and make it easy for the visitor to find their way.

BANNER, POSTER, INVITATION: Promotional graphics designed to announce the opening of the Luce Center extend the new graphic identity, creates excitement and awareness of the collection.



BOOK DESIGN: Roher/Sprague designed a full color 160-page book, published by The New-York Historical Society, that tells the stories of many of the objects in the collection.



PROJECT:

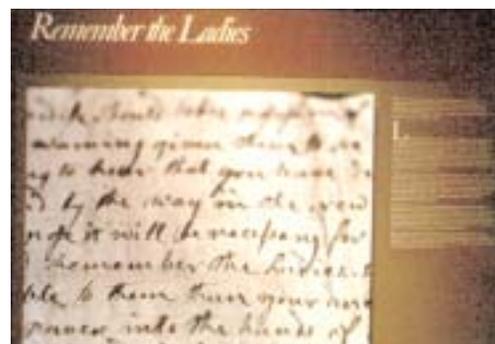
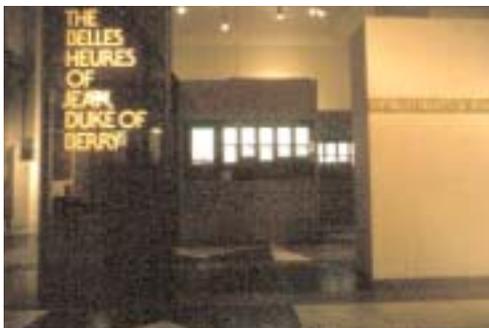
Exhibitions and Graphics for the Museum Audience

CLIENT:

The Metropolitan Museum of Art New York, NY



For a successful visitor experience, museum exhibit design includes marketing graphics as well as environmental design and directional signage.



PROJECT:

An Identity for a Special Needs Children Program

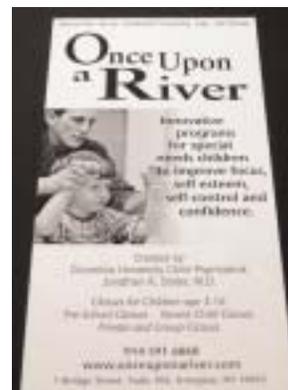
CLIENT:

Jonathan A. Slater, M.D.

Irvington, NY



R/S developed an identity for “Once Upon a River,” an after-school program featuring karate and art therapy for special needs children. Dr. Slater, a child psychiatrist and author of several books, needed a website for his private practice as well as this new facility. R/S designed both sites in tandem, as well as marketing brochures, stationery, advertising and signage for “Once Upon a River.” A clear, emotional image across all communications quickly established a professional, unified message to the public.



PROJECT:

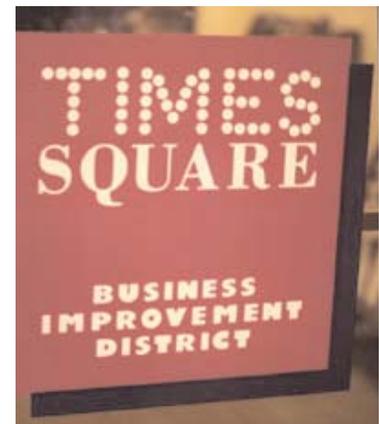
A Logo for a Neighborhood

CLIENT:

Times Square Business Improvement District

New York, NY

R/S created a versatile logo for the revitalization of one of New York City's most famous neighborhoods. The logo has adapted to work successfully in endless applications over the last 10 years.



PROJECT:

Marketing Graphics and Identity for a New Restaurant

CLIENT:

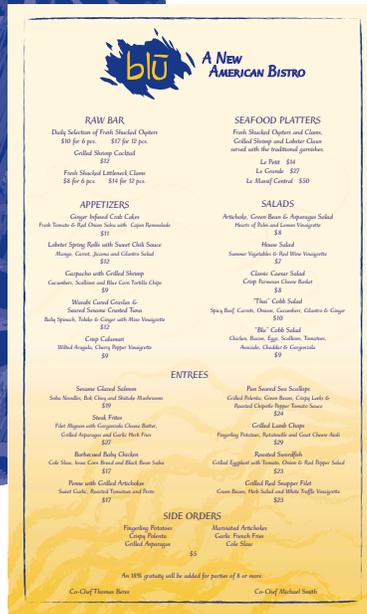
Sun, Moon & Spoon Restaurant Hastings-on-Hudson, NY

A graphic identity for this upscale new restaurant was designed to reflect the creativity of the chef. The brand was extended to waiters' shirts, menus, signage, print marketing and advertising. A web site was designed that supports the brand identity and includes photography of the river views from the dining room as well as the food presentation.





A NEW AMERICAN BISTRO



REBRANDING FOR THE SAME

LOCATION With the hiring of a new Executive Chef, the owners of Sun, Moon & Spoon took the opportunity to rename and redesign the entire restaurant. A more informal, bistro menu is implied in new graphics, signage and new menus.



PROJECT:

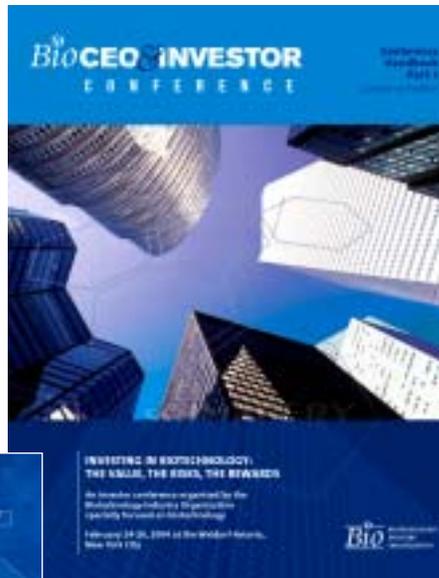
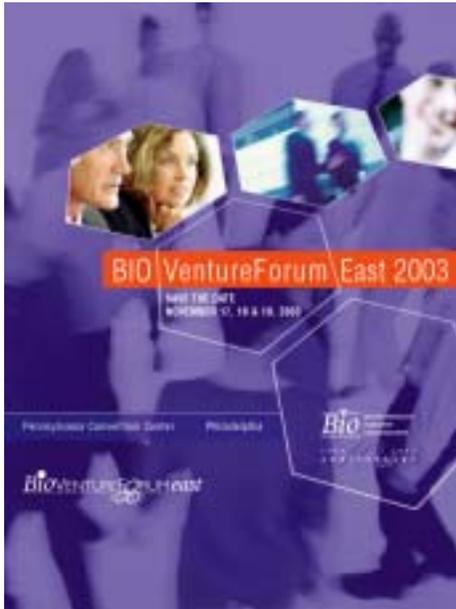
Compelling Marketing for Industry Conferences

CLIENT:

Biotechnologies Industry Organization

New York, NY and Washington, D.C.

Industry conferences require many levels of communications from invitations to programs, advertising, web communications, direct mailings and brochures. R/S created a strong visual vocabulary to identify all of these various events individually, while branding them as a family.



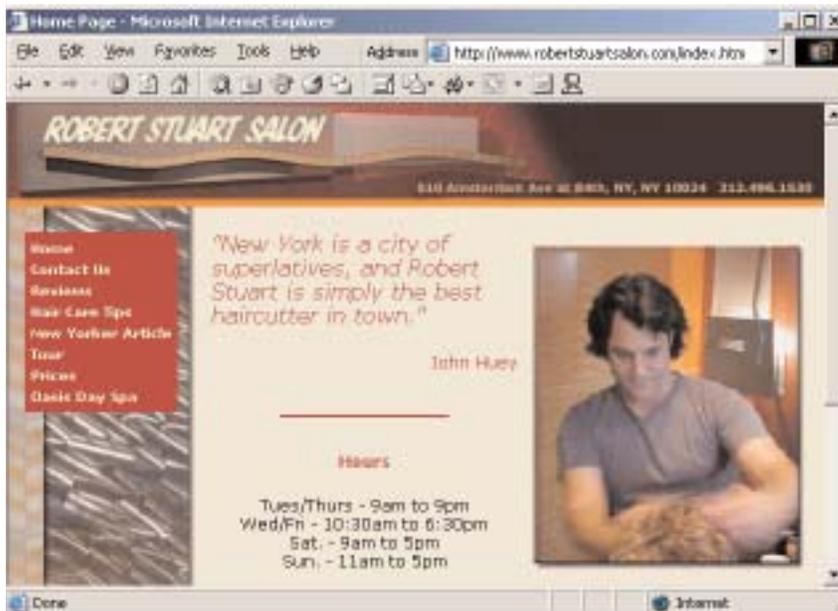
PROJECT:

Recreating an Environment in Marketing Communications

CLIENT:

Robert Stuart Salon

New York, NY



To recreate the experience of unique interior architecture with strong colors and style was the force behind the design of web and print marketing materials for Robert Stuart Salon on New York City's Upper West Side.

R/S's website for the salon has been a successful source of new business as well as the location of a scene for a "Law and Order" episode.



PROJECT:

Interpreting History, Telling the Story

CLIENT:

Bergen County Department of Parks

Hackensack, NJ



Together with Lucian Leone, who developed the exhibit concepts, R/S designed outdoor walking-tour panels that tell the story of the Baylor Massacre, a Revolutionary War battle and subsequent burials that took place on September 28, 1778 in what is now River Vale.



Gethsemene Cemetery in Little Ferry, NJ played a major role in New Jersey's early civil rights legislation when it was decreed the "Negro burial Hill" in March, 1884. Lucian Leone designed and interpreted the site with four meditation areas. R/S designed the panels that tell the story of the 300 African Americans buried there.



CLIENTS INCLUDE

Allerx Inc./ The Food Allergy Center
American History Workshop
American Red Cross of Greater New York
Amie Gross Architects
Anti-Defamation League
Association of Graphic Communications
Atos Origin, Inc.
Bayer HealthCare
Bio-Technology Industry Organization
Castrol North America
Carol Fass Publicity & Public Relations
Classroom, Inc.
COMSAT Corporation
Con Edison
Citibank, N.A.
Deloitte and Touche, LLP
Dance Theater Workshop
EarthData International
FTI/Kahn Consulting
Historic Hudson Valley
Gallery Association of New York State
Hudson Valley Health & Tennis Club
Lower East Side Tenement Museum
Mobil Oil Corporation
Millhiser and Company
National Gallery of Art
National Council on Economic Education
Village of Northport
Philip Morris Incorporated
Prentice Hall
Pragmatix, Inc.
Queens College
Rockefeller Risk Advisors, Inc.
Robert Stuart Salon
SIFEE (Securities Industry Foundation for Economic Education)
Swissotel, NA/The Drake Hotel
Times Square
Business Improvement District
The American Jewish Joint Distribution Committee, Inc.
The Brooklyn Museum
The Chapin School
The Jewish Theological Seminary
The Hudson River Museum
The New-York Historical Society
The New York United Hospital Medical Center
The Metropolitan Museum of Art
The Museums at Stony Brook
TLC/The Learning Channel
Trevor Day School
Upjohn
Workmen's Circle
Winding Road Entertainment
Woodlands Community Temple

BIOGRAPHICAL INFORMATION

MELANIE ROHER A graduate Cum Laude in Fine Arts of Pratt Institute, Ms. Roher also studied at Carnegie Mellon Institute and Syracuse University. In 1969 Ms. Roher joined the exhibition design staff at The Metropolitan Museum of Art where she designed exhibitions and graphics for five years. After a short term at Fulton + Partners, Corporate Identity Consultants, she became design director of the Bicentennial exhibit project, *Remember the Ladies*, from 1974-1976. In 1977 Ms. Roher became an Art Director for Mobil Oil Corporation, developing corporate communications as well as cultural event promotional materials.

Ms. Roher created Roher Design, Inc. in 1980, keeping Mobil as her first client. For more than eighteen years she has managed award-winning projects that respond to the marketing needs of corporations and museums throughout the United States. In 1996, Roher/Sprague Partners was created combining the design and strategic marketing capabilities of both firms.

Ms. Roher's personal work includes illustrations, watercolors and drawings/works on paper. Her design work has been exhibited in "New York: Art on the Road," curated by the Whitney Museum of American Art, and the Society of Illustrators' 29th Annual Exhibition, among others; and published in "Graphis Posters," 1981, "The Encyclopedia of Visual Ideas," (Van Nostrand Reinhold), "Made Possible by a Grant From Mobil," (Graphis Publishers), and "Clients and Designers," by Ellen Shapiro, (Watson-Guptill, 1989). In 1993 she conceived of and curated the exhibition "The Artist and the Computer," at The Gallery at Hastings-on-Hudson, NY.

PROFESSIONAL AWARDS

American Association of Museums
American Graphic Design Awards
AIGA (American Institute of Graphic Arts)
Art Directors Club of New York
Association of Graphic Communications
The Art Directors Club of Washington, D.C.
The Advertising Club of Westchester
Type Directors Club
Graphis Magazine
Communication Arts Magazine
The Society of Illustrators

SUE ANN SPRAGUE brings more than two decades of experience in agency operations, strategic marketing and campaign execution to all projects. Ms. Sprague has held key management positions at General Foods and at the advertising agencies of Scali, McCabe, Sloves and Backer & Spielvogel, serving such clients as Perdue Farms, Savarin Coffee, and Campbell Soup Company.

Ms. Sprague was a partner and principal in Larry Lee Design for ten years, and SAS Design, Inc., providing advertising, direct mail, radio, display and corporate image programs. Clients have included Kuhn, Smith & Harris Construction, Bowker Electronic Publishing, the NY State Department of Economic Development, TIAA/CREF, the Golden Tulip Barbizon Hotel, GreyCom, Upjohn Pharmaceuticals and the British Tourist Authority, The Metropolitan Museum of Art, the Anti-Defamation League, the Episcopal Church, The New York Philharmonic, New York City Opera, Pittsburgh Dance Council, Colden Center for the Arts and the Metropolitan Opera Association.

Ms. Sprague holds a Masters Degree in Business Administration from the University of Massachusetts.

CHARLIE ALLENSON has played his guitar and sung his heart out at New York's famous Bitter End Cafe. He's written the country hits, *All the Way to Crazy* and *Pale Circle*. He's written for Robin Williams. And when he's not doing that, Charlie is putting his wide variety of talents to work creating innovative advertising for a wide variety of clients in almost every product and service category imaginable. For almost every media vehicle possible.

Charlie's marketing philosophy is rooted in the idea that you have to have an idea, create a concept that is truly meaningful in a human way to the audience. And that concept will cause them to respond favorably to whatever is being marketed.

Over the years, his concepts and copywriting have successfully sold everything from Fruit of the Loom underwear (a Gold Effie winner) to Prudential Insurance (a Clio winner) to Panasonic (a Clio winner) to Levis, Bacardi, Jif Peanut Butter, Actifed cold medicine, Twinkies, OB Tampons, the country of Spain, Minolta business equipment, JFK/Solaris Medical Centers, St. George's University Medical School, and Hewlett Packard to name a few. His additional creative efforts include working with Emeril Lagasse and writing and shooting an award-winning short film shot in Indonesia.

Charlie has held executive creative positions with some of the most prestigious agencies in the world including Grey, Bozell and FCB, where he was creative director of FCB Direct West in San Francisco.

Charlie is an old Bronx boy who attended the Bronx High School of Science, and received his B.A. in Mass Communications from Hunter College. He's a Yankees fan, is married and fanatically devoted to his family.