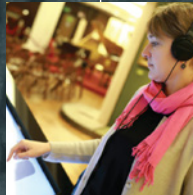
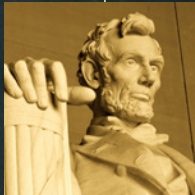
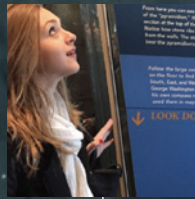


TELL YOUR **STORY**. BUILD YOUR **LEGACY**.

Discover, preserve, and illuminate
your organization's history for
generations to come.



Historic research, content, and design services provided by:



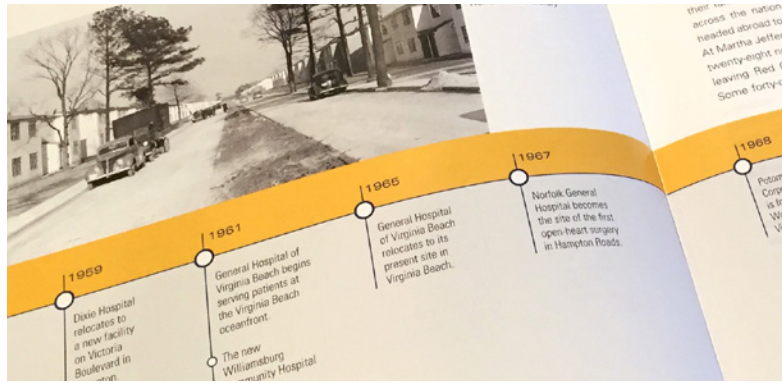
The Research, Discovery,
and Experience Company





PRESERVE YOUR

STORY



Our Stories Are Our Legacy

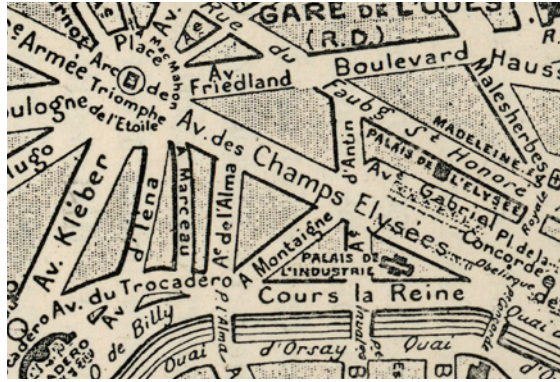
Individuals. Families. Organizations. **We all have a story.** A story of origin, growth, relationships, wins, losses, perseverance—and every milestone along the way. Your history is your legacy, and it should be preserved authentically, completely, and accurately.

When thoroughly researched, thoughtfully written, and professionally presented, our stories become a valuable organizational asset, that can be delivered across multiple channels.

A close-up, black and white photograph of a typewriter keyboard. The keys are slightly raised and show signs of wear. A horizontal line with small yellow dots runs across the middle of the image, passing behind the text.

KNOW AND

TELL



Discover. Preserve. Share.

Whether you're approaching a company milestone, opening a new exhibit, or planning for future audience engagement—you have a rich and unique story to tell.

Our services position you to answer critical research questions, craft compelling content, and develop a product that will preserve and share your story for years to come. We are committed to delivering projects that make a meaningful difference to your organization—inspiring employees, engaging the public, and framing your vision for the future.

Whether you're a curator, an educational publisher, or a marketing director, our multidisciplinary content, design, and technology teams will deliver engaging on-brand communications and experiences tailored to your organization's needs.



CRAFT AND

PROCESS

The Art and Science of Storytelling

It takes creativity as well as careful study to meld seemingly unrelated events into a seamless narrative with dramatic appeal. There are a series of steps that we follow to build up the essentials of your story, carefully consider them, and then create an engaging and authoritative account.

1. Discovery and Planning

An initial dialog to determine audience, scope, and many other considerations.

2. Research

Information gathering, reviewing records, conducting interviews, and plotting key events and milestones.

3. Image and Media Acquisition

Gathering available visual assets such as photos, drawings, and videos. Scanning or acquiring new assets when needed.

4. Writing

The creative craft of producing a compelling and accurate narrative with a logical flow and story arc, with a voice that's on brand with your organization.

5. Review and Revision

A thorough review of completeness, accuracy, tone, and voice.

6. Design

Design and layout of the final implementation or delivery method, which can take the form of printed piece, interactive, Websites, exhibits, and more.

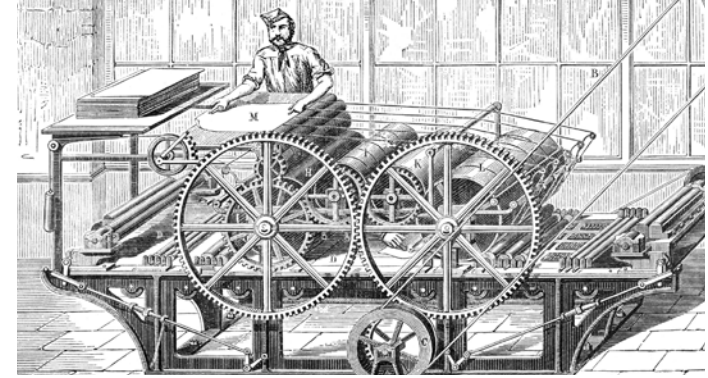
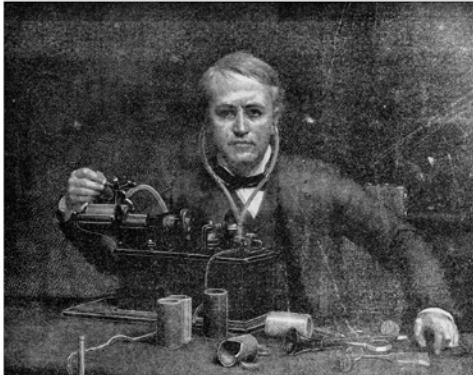
7. Implementation

Consulting and guidance through the production, fabrication, or installation of your project, from print production to technology deployment.



RETURN ON

INVESTMENT



Why Invest in “The Past”?

Recognizing and understanding your journey and evolution as an organization can also be an opportunity to reflect on your mission and values and communicate your vision for the future. Our stories are assets—put them to work.

When people ask about your company or organization, how do you answer? Most people will give a brief explanation of mission, products, or services, along with a thumbnail of the organization’s history or origin story.

Your story is the invaluable product of years of work, dedication, and expense. Like a fine work of art, it is your masterpiece and it should be documented, shared, and presented with pride.

Use Cases for an Organizational History

- Create a legacy for aging or retiring founders and executives, creating a keepsake for their families for generations to come
- Reinforce brand and communicate mission and vision
- Generate quality original content
- Give to employees, members, or investors
- Use for recruiting and Public Relations
- Generate revenue via retail sale



A HISTORY OF

TEAMWORK

A Partnership to Make History

HAI and 495 Digital have developed a partnership to provide comprehensive solutions for any Organizational History project, including research, project management, copywriting, cross-media design, and implementation.



HAI is a leading professional services firm offering research, discovery, and experience services to government, commercial, legal, education, association, and museum clients.

Headquartered just outside of Washington, D.C., HAI has served hundreds of clients across the United States and around the world since our founding in 1981.

Services Include:

- Content Assessment and Planning
- Exhibit Design and Development
- Histories and Heritage Planning
- Educational Content and Experiences
- Interpretive Planning
- Research
- Asset Acquisition and Licensing
- Archives Management and Preservation



495 Digital is a strategic branding and creative services agency providing design and marketing solutions that achieve proven results in an ever-changing media landscape.

495 Digital provides comprehensive cross-channel expertise and client support in all areas of marketing strategy, design, technology, and implementation.

Services Include:

- Marketing Strategy and Consulting
- Creative Services and Graphic Design
- Website and Interactive Design
- Application Design and Development
- Exhibit Design
- Publication Design
- Print Management

A History of Performance

Our team has developed creative and engaging content for dozens of clients:

American Battle Monuments Commission

Audi USA

American Battlefield Trust

America's Black Holocaust Museum

Arlington House, The Robert E. Lee Memorial

Bausch & Lomb

Capitol Museum Services

Everglades National Park

Fordyce Bathhouse Visitor

Center at Hot Springs National Park

Franklin D. Roosevelt Presidential Library & Museum

Gallagher & Associates

Gerald R. Ford Presidential Library & Museum

Gettysburg College

GlaxoSmithKline

Gonzaga High School

Gwynnie Bee

HealyKohler Design

Jean Lafitte National Historical Park

Jimmy Carter National Historic Site

Lake Mead National Recreational Area

Lyndon B. Johnson Presidential Library & Museum

Meijer Heritage Center

Mississippi Arts and Entertainment Experience

Monmouth Battlefield State Park

Museum at Bethel Woods

National Center for Civil and Human Rights

National Institutes of Health

National Museum of American Jewish History

National Museum of Health and Medicine

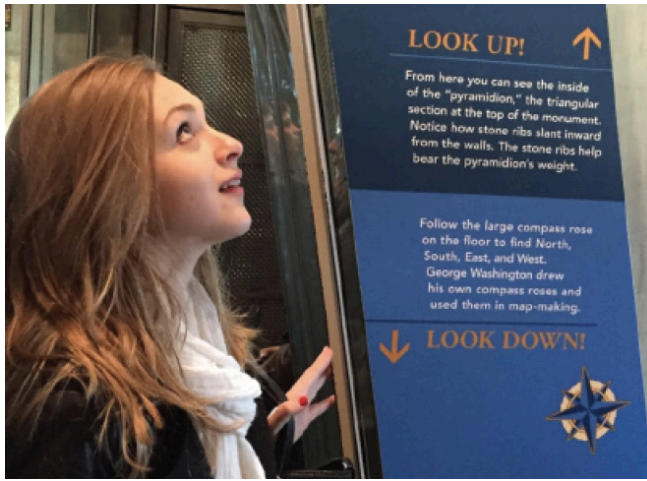
National Museums Northern Ireland
National Philanthropic Trust
National Purple Heart Hall of Honor
National Soccer Hall of Fame
National WWI Museum
National WWII Museum
Olympic National Park
Pikes Peak Summit House
Porsche Motorsports
Project Imagine, Pearson Education
Ronald Reagan Presidential Library & Museum
Sequoia & Kings Canyon National Parks
Smithsonian Institution Traveling Exhibit Services
Soldiers Memorial Military Museum
Statue of Liberty Museum

Tennessee State Museum
Trust for the National Mall
United States Coast Guard
United States Holocaust Memorial Museum
Washington Monument
White House Visitor Center
World of Coca-Cola

A black and white photograph of a blacksmith in a workshop. The blacksmith, a man with curly hair, is wearing a sleeveless shirt and a leather apron, holding a hammer. He stands in front of a large anvil. The background is filled with various tools, including hammers hanging on a rack, and a furnace. The text "YOUR STORY AT" is overlaid in white, sans-serif font. A horizontal line with yellow dots runs across the middle of the image.

YOUR STORY AT

WORK



Projects and Implementations

Quality content can be repurposed in short- and long-form for use across multiple communication channels—providing long-term value to the organization. Our work is manifested in high-quality products that you'll be proud to share—from coffee table books, to interactive timelines.

- Books of all types (print and digital)
- Museum and event exhibits
- Lobby and wall graphics
- Websites and digital timelines
- Mobile applications
- Interactive kiosks
- Infographics
- Videos and Documentaries

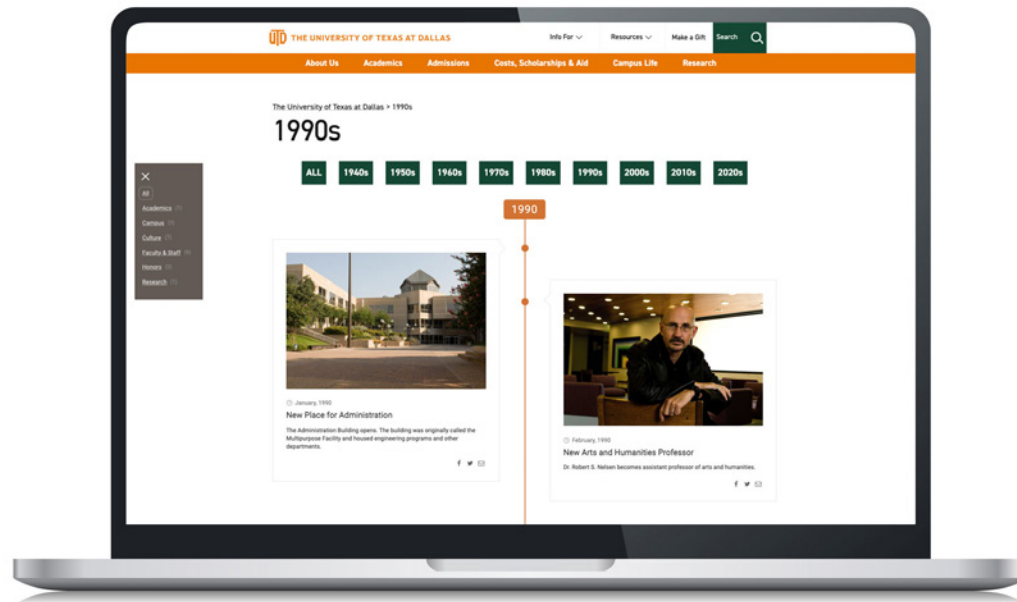
Reliance Steel

- 12 x 11 case-bound book, 184 pages
- Cloth-covered board cover with foil stamp, full-color text pages with metallic accents
- Research, copywriting, image acquisition
- Graphic design and layout
- Digital photo editing
- Print management and consulting



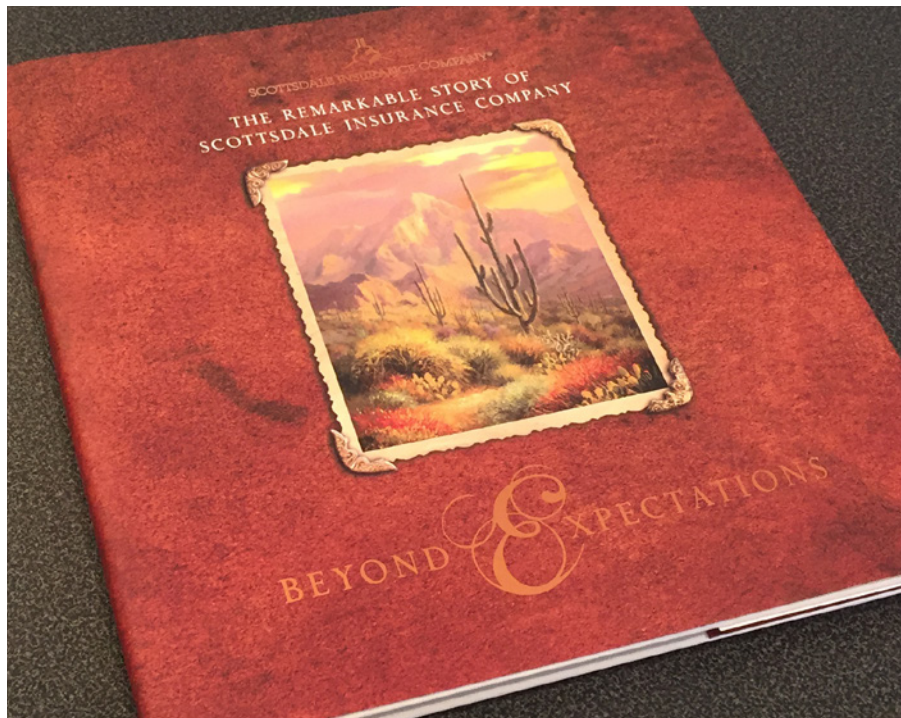
University of Texas at Dallas

- 9 x 12 case-bound book with laminated dust jacket, 224 pages
- Cloth-covered board cover with foil stamp, full-color text pages
- Research, copywriting, image acquisition
- Graphic design and layout
- Digital photo editing
- Print management and consulting
- Digital timeline development



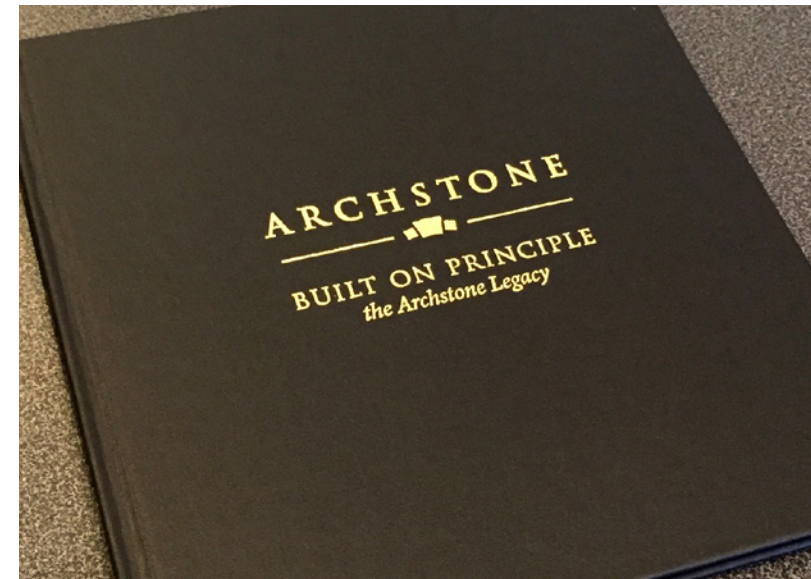
Scottsdale Insurance

- 9 x 9 case-bound book with laminated dust jacket, 88 pages
- Cloth-covered board cover with foil stamp, full-color text pages
- Research, copywriting, image acquisition
- Graphic design and layout
- Digital photo editing
- Print management and consulting



Archstone

- 9 x 9 case-bound book with laminated dust jacket, 80 pages
- Cloth-covered board cover with foil stamp, full-color text pages
- Research, copywriting, image acquisition
- Graphic design and layout
- Digital photo editing
- Print management and consulting



Ready to Make History Together?

Contact us today with any questions or to set up an exploratory call.



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