

# *BIKE TO THE FUTURE*

A new website for the San Francisco Bicycle Coalition



06 July 2010

lowercaseproductions





06 July 2010

## San Francisco Bicycle Coalition

833 Market Street, Tenth Floor  
San Francisco, CA 94103  
[www.sfbike.org](http://www.sfbike.org)

### Who is the San Francisco Bicycle Coalition?

In a perfect world, everyone. From little old ladies on big Dutch cruisers to lean speedsters on racing bikes, all San Franciscans are cyclists. All streets have Class 1 bike lanes and bike parking is plentiful and secure. Alas, we're not there yet — but thanks to the herculean efforts of the Bike Coalition over the last 40 years, we're closer than ever. It seems, for the first time, that Freddie Mercury might just be wrong — belief in Superman and a love of bikes are not mutually exclusive.

Your organization has harnessed the explosive growth in the popularity of cycling through a dual role of streetwise advocate and political juggernaut. And it's a careful balancing act — lean too far to either side, and you can't stay upright. Your new website should gracefully reflect that balance — a clearly sophisticated framework wrapped in a grassroots package. Drafting on the Bike Coalition's momentum, my team can help you get there.

Much like a bicycle, lowercase productions is small and nimble. We're a local company that outgrew its training wheels on volunteer design projects for San Francisco non-profits and advocacy organizations, and these clients still comprise the core of our business. I've been working with our designer, Kelly Eastman, since 2005. Our shared philosophy is that design is first and foremost about communication — and its success is predicated on a clear, intuitive hierarchy of information. In other words, the new SFbike.org should perform a second balancing act: allowing the hard-core enthusiasts can drill down to the tiniest of details, but being easy to use for the neophyte who likes to skim. That's also why we brought on dataChameleon's Brian Ware, programmer extraordinaire, to help us with the gearhead factor.

Just like the Bike Coalition wants to make it easier for everyone to ride a bike in San Francisco, we want to make it easier for you to grow well beyond 11,000 members without losing the speed, the strength, and the spark that made you great in the first place.

A handwritten signature in black ink, appearing to read 'DS', with a long horizontal stroke extending to the right.

**David Schellinger**

owner, lowercase productions





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our vision + resumes

# WHO WE ARE





# lowercase productions

## **Selected Civic / Advocacy Clients**

American Institute for Architects

American Planning Association

Bay Area Lawyers for Individual Freedom

Breast Cancer Action

California Music and Culture Association

Castro/Upper Market CBD

Central Market CBD

Commercial Real Estate Women

Human Rights Campaign

Market Street Association

Presidio Trust

San Francisco Recreation and Parks

SPUR

Trust for Public Land

Urban Land Institute

Yerba Buena Alliance/CBD

lowercase productions (lcp) is a San Francisco-based branding and information design firm. lcp officially opened its doors in fall of 2004, although founder David Schellinger got his feet wet back in 1999, providing pro-bono graphic design services for Bay Area non-profits. Over the last decade, David Schellinger and lcp have worked for a variety of local and national clients including national non-profits.

At lcp, we do not espouse a signature style, but rather, we begin with a unique understanding of typography, color and visual communications, drawn from over ten years of design thinking in fields ranging from architecture and city planning to information and graphic design. Our communication skills are key, not only to help produce a design or product that is on message, but to listen to you and help you understand what your brand is and how to most effectively communicate it to the rest of the world. This message, your brand, extends beyond your logo, to examine how both your company and your clients view your organization: to build on its strengths and target improvements for those areas that need a little more attention.

Graphic design is an important medium for transmitting messages and we believe in regular collaboration with our clients throughout each stage of the design process. This encourages quick decisions on schedule, budget and design direction. We expect to absorb all your goals and apply those principals to what we have learned. You can throw large amounts of money at a project but we believe in working within realistic budgets because good design does not necessarily need to cost an arm and a leg.

the road bike

# david schellinger



**As Project Director, David will make sure your project goes quickly and smoothly — and that it carries as little baggage as necessary.**

David's personal take on graphic communications is the result of his training and professional practice in architecture and planning firms around the country, where the success of his projects rested on his keen ability to verbally and visually communicate the basic ideas behind the plans or buildings. With Masters Degrees in Architecture

and City Planning/Urban Design, he is more than simply a graphic designer. David has an uncanny ability to listen to clients and distill their message way before putting pen to paper and diagramming out the key ideas and messages

Prior to founding lcp in 2004, David was the Director of Design Communications at SMWM, a national architecture and planning firm based in San Francisco and New York that was the prime architect for the renovation of the Ferry Building.

**Barbary Coast Consulting**  
[www.barbarycoastconsulting.com](http://www.barbarycoastconsulting.com)

**California Institute for Energy and Environment**  
[www.uc-ciee.org](http://www.uc-ciee.org)

**Central Market Community Benefit District**  
[www.central-market.org](http://www.central-market.org)

**Commerical Real Estate Women, San Francisco Chapter**  
[www.crewsf-org](http://www.crewsf-org)

**Mint Plaza**  
[www.mintplazasf.org](http://www.mintplazasf.org)

**People in Plazas**  
[www.peopleinplazas.org](http://www.peopleinplazas.org)

**Reliance Center**  
[www.reliancecenter.com/home](http://www.reliancecenter.com/home)

**San Francisco Market Street Association**  
[www.marketstreetassociation.org](http://www.marketstreetassociation.org)

**The Moss Room / Academy Cafe**  
[www.themossroom.com](http://www.themossroom.com)

**Tradesources.net**  
[www.tradesources.net](http://www.tradesources.net)



the fixie  
kelly eastman



**As Graphic Designer, Kelly will incorporate style and simplicity into a cool, user-friendly interface.**

Kelly is the bike enthusiast of the team. By day, she is currently a Senior Marketing Coordinator at Perkins+Will, a national architecture and urban design firm. Her approach to marketing, branding, and graphic design is very much akin to the holistic creation of a building — the design product is not just a beautiful object, but also an

interwoven tapestry of processes and systems. She met David at SMWM in 2005 and has been collaborating on projects with him ever since.

Beyond her marketing / graphic design role at Perkins+Will, Kelly is captain of the office bicycle club, which gathers for bike tours and hosts guest speakers on topics where the built environment and bicycle culture overlap. The club recently received two “Innovation Incubator” microgrants to pursue two projects: the design and construction of bike-friendly “parklet” through San Francisco’s Pavement to Parks program; and design guidelines / best practices for a hypothetical “bicycle-oriented development” at Pier 70.

Kelly is a LEED Accredited Professional, a member of SPUR and the Urban Land Institute, and an associate member of the American Institute of Architects. But most importantly, she is a member of the San Francisco Bicycle Coalition.

**Commerical Real Estate Women,  
San Francisco Chapter**  
[www.crewsf.org](http://www.crewsf.org)

**SMWM**  
[www.smwm.com](http://www.smwm.com)

**Michael Singer Fine Woodworking**  
[www.msfinewoodworking.com](http://www.msfinewoodworking.com)

**StoryForge Development**  
website currently under  
construction

**Bay Area Lawyers for Individual  
Freedom**  
website design work

**Phil Simon Clinic**  
website design work

**National Endowment for the  
Humanities, Texas A+M University**  
website design work

# data chameleon

## Experience

Before opening data Chameleon, Inc. in 2001, Brian previously worked as the Lead Web Developer for WRQ, Inc. and Associate Principal in charge of Information Systems for Callison Architecture. Brian has more than 20 years experience in building database systems and applications including the past 12 years of web based systems.

data Chameleon, a web and database applications firm, combines technology, creativity and process to create robust, integrated online experiences. Working with interface designers, data Chameleon programs innovative solutions to produce websites that are more functional by creating applications and tools that allow easy administration and updating for non technical individuals. Our goal is to allow the client to have total ownership of their web application.

Brian Ware, Principal and owner, is a senior Web and database programmer who is well versed in different approaches to solving challenges presented by each unique project. Brian has worked on a variety of sites ranging from small local companies to large national leading firms. Some recent projects include Kemper Development (Bellevue Place, Bellevue Square, Lincoln Square), NBBJ Architecture, LMN Architects, Olympic Physical Therapy and Twentyfour-Seven. Systems include e-commerce, content management systems and online testing.



## the mountain bike brian ware



**As Database Designer + Programmer, Brian will use his vast technical know-how to navigate unknown digital terrain with speed and precision.**

Brian Ware is a web and database programmer with over 20 years experience creating robust database systems for the web, including e-commerce, content management and online testing strategies.

Brian combines technology, creativity and process to develop innovative solutions that allow easy administration and updating, allowing the client to have total ownership of their web application. With an extensive track record of successfully solving complex, technical challenges, Brian has worked with a wide variety of clients ranging from small local companies to large national firms, creating web applications for public viewing as well as internal data collection and reporting. Recent projects include Kemper Development (Bellevue Place, Bellevue Square, Lincoln Square), NBBJ Architecture, LMN Architects, Olympic Physical Therapy and Barbary Coast Consulting.

**Admit One Security**  
[www.admitonesecurity.com](http://www.admitonesecurity.com)

**AED Challenge**  
[www.aedchallenge.com](http://www.aedchallenge.com)

**Barbary Coast Consulting**  
[www.barcoast.com](http://www.barcoast.com)

**The Bellevue Collection**  
[www.bellevuecollection.com](http://www.bellevuecollection.com)

**Dine Around Seattle**  
[www.dinearoundseattle.org](http://www.dinearoundseattle.org)

**Knowledge Architecture**  
[www.ka-connect.com](http://www.ka-connect.com)

**NBBJ**  
[www.nbbj.com](http://www.nbbj.com)

**Office PDX**  
[www.officepdx.com](http://www.officepdx.com)

**Olympic Physical therapy**  
[www.olympicpt.com](http://www.olympicpt.com)

**24/7 Inc**  
[www.twentyfour7.com](http://www.twentyfour7.com)



case studies + relevant work

# WHAT WE DO





**Details matter.** It's a truism in web and interface design just as it is in cycling — little tweaks here and there can make a world of difference. Our team has the collective experience to provide all the components that make up a great website: a message that resonates, good looks, and a user-friendly way to stay up-to-date.

**The following pages** present a select look at our portfolios, highlighting projects we've done together and separately.

david + brian

# case study

## Barbary Coast Consulting

[www.barbarycoastconsulting.com](http://www.barbarycoastconsulting.com)

Barbary Coast Consulting is a San Francisco-based marketing and PR company specializing in local building and development issues. Icp, worked with their staff to redo their website and build a backend management tool to promote a more personal and often humorous side of their strongest corporate asset: their team. This project was completed in partnership with dataChamleon.





BARBARYCOASTCONSULTING

HOME

ABOUT

SERVICES

CLIENTS

PROJECTS

NEWS

CONTACT

FIRM OVERVIEW | OUR PLEDGE | OUR TEAM

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# COMMUNICATE AND CONNECT

### Quick Link Header

Place quick link text here, no more than one very short sentence to link to another page on the site.

more

### Quick Link Header

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### Quick Link Header

Place quick link text here, no more than one very short sentence to link to another page on the site.

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### Quick Link Header

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more

©Copyright 2010 Barbary Coast Consulting

# david + kelly case study

## CREW San Francisco [www.crewsf.org](http://www.crewsf.org)

Dynamic site design for the Commercial Real Estate Women San Francisco Chapter. Site includes a leadership directory, online calendar or events, featured member and sponsor spotlight. The site also includes an additional full members only backend. lowercase productions, working with Kelly, designed the interface.





Join CREW SF    Sponsorship    Contact Us

About CREW SF    Membership    Resource Center    Events

## Resource Center

[Home](#)  
[Career Development](#)  
[News](#)  
[Knowledge Base](#)  
[Job Board](#)  
[Links](#)  
[Teams + Committees](#)

**Educational Programs + Workshops**  
 Educing enim, uterque elit, teneat idem, invidi eugam colere.

**Current Workshop #1**  
 Ing eugam, praesent invidi, uterque teneat idem, invidi eugam colere.

**Current Workshop #2**  
 Ing eugam, praesent invidi, uterque teneat idem, invidi eugam colere.

**Current Workshop #3**  
 Ing eugam, praesent invidi, uterque teneat idem, invidi eugam colere.

**Current Workshop #4**  
 Ing eugam, praesent invidi, uterque teneat idem, invidi eugam colere.

**Downloads**  
 Click here to login and view downloadable member resources.

This month's Workshop Calendar (PDF)

The premier resource and referral network in the commercial real estate industry.

Join CREW SF    Sponsorship    Contact Us

About CREW SF    Membership    Resource Center    Events

## Events

CREW SF Calendar

[Registration](#)  
[Career Development](#)

People do business with people they know.  
Who knows you?

Last Month		This Month 2007						Next Month	
Sun	Mon	Tue	Wed	Thurs	Fr	Sat			
						01	02		
03	04	05	06	07	08	09			
10	11	12	13	14	15	16			
17	18	19	20	21	22	23			
24	25	26	27	28	29	30			
31									

**This Month's Events**

- MM.DD.YY**  
Name of Event #1 goes here
- MM.DD.YY**  
Name of Event #2 but let's say it's a really really long name so it goes here on two lines like so
- MM.DD.YY**  
Name of Event #3 but let's say it's a really really long name so it goes here on two lines like so
- MM.DD.YY**  
Name of Event #4 goes here and boy it's a really super duper long name or maybe even a brief description of the event
- MM.DD.YY**  
Name of Event #5 but let's say it's a really really long name so it goes here on two lines like so

[Click here for a full list of events.](#)

david

# case study

## Central Market CBD [www.central-market.org](http://www.central-market.org)

Dynamic site design by lowercase productions for the Central Market Community Benefit District. Site includes an online calendar or events, ability to log service requests online and electronic newsletter generation tool. Interactive neighborhood map and property owner directory currently in production.





david

# front-end website design

## Mint Plaza [www.mintplazasf.org](http://www.mintplazasf.org)

For San Francisco's newest urban open space, lcp defined the overall look and feel of the brand, collateral, and a public website to help promote the space, the tenants and the year-round events that they host. Mint Plaza's website is currently a static site, with phased backend components being implemented in phases to spread out the cost of the management tool. The site's newest feature which is currently being programmed is a large scale graphic calendar that is much more visual than the traditional online calendar, with photos, and event descriptions that help bring the actual space (and the website) to life. Programming work is being done by Brian.



## Market Street Association [www.marketstreetassociation.org](http://www.marketstreetassociation.org)

Dynamic site design by lowercase productions for the Market Street Association. Site includes backend CMS to allow client to manage and edit all text and image on site. Site features an online calendar of events, flash strip on home page, featured member spotlight and neighborhood map.





## CHOC Housing www.chochousing.net

CHOC is a non-profit housing developer based in Sacramento California. Icp was hired by CHOC to help strategize about how to reach various audience markets, including prospective tenants, funders, city agencies, employees, general public etc. Icp designed and developed an interactive live website and database backend management tool which allows CHOC to market their overall organization as well as track all their properties, and allow residents to find new housing opportunities and log issues.



## PlanetUpAds www.planetupads.com

Icp worked with this San Francisco based online advertising company to develop their overall brand and online presence. The agency operates by connecting environmentally conscious advertisers with green companies, to help invest and promote green companies while taking a small percentage of the transaction cost to help pay for carbon offsets. The live site was developed as two parallel sites, one in English and one in Spanish. The final site presents very complex information is very easy to understand text and graphics and engages the visitor both on the bigger picture of sustainable practices as well as the overall company on their individual efforts.



kelly

# front-end website design

## SMWM

[www.smwm.com](http://www.smwm.com)

Before SMWM was acquired by Perkins+Will, Kelly took on the special assignment of creating a new website (in the course of her regular marketing duties). Already equipped with an intimate knowledge of the firm's brand, Kelly designed the layout and worked with a programmer to develop a CMS that allowed the site to be easily updated without sacrificing any of the intended cross-referencing or adding redundant work.



## Bay Area Lawyers for Individual Freedom

web design work

lowercase productions has an on-going contract with BALIF to provide marketing and event collateral design and production for this LGBT Bar Association based in San Francisco. Over the life of this contract lcp has brought on Kelly to provide additional design support, particularly for the design of the organizations new member-based website. Due to a move to a Wordpress site, this site is no longer active.





## Michael Singer Fine Woodworking www.msfinewoodworking.com

Michael Singer wanted a site that graphically matched the style of his woodwork — a blend of “the essences of basic Asian and contemporary aesthetics, with a fluency in the vocabulary of modernism.” As a secondary challenge, Michael wanted to update the site himself but didn’t have the budget for CMS. Kelly led a team that not only found the right look and feel, but also developed HTML templates that allowed easy updates whenever new woodworking projects were completed.



## StoryForge Development website currently under construction

Just like the San Francisco Bike Coalition, StoryForge is “serious about the work we do, but fun in how we go about our work.” This startup story development company asked Kelly to design their identity and collateral, which included a new website. The site conveys the sophistication of the owners’ skills at storycraft, but also exhudes a sense of clarity, warmth, and accessibility.



brian

# database design + programming

## Olympic Physical Therapy

[www.olympicpt.com](http://www.olympicpt.com)

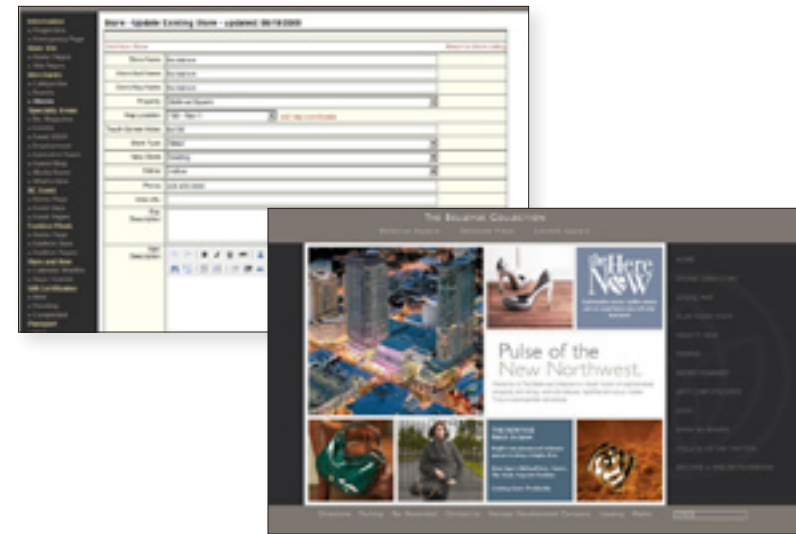
Olympic Physical Therapy and Athletic Engineering offer Physical Therapy to clients at any of 12 offices throughout the Greater Seattle, Bellevue and Phoenix Areas. Chameleon created a system that allows site administrators to utilize online administration tools to add new locations, staff and training courses. Therapists can review appointment requests, send help videos and contact clients, while clients can request payments, pay bills on-line and fill out all patient forms interactively.



## The Bellevue Collection

[www.bellevuecollection.com](http://www.bellevuecollection.com)

Having three locations all located in downtown Bellevue, it was important to let customers know of all retail stores, restaurants and entertainment regardless of location, while on the web or visiting the mall locations and using the associated web based touch screen systems. Administrators needed the ability to be able to update any photos and text content at any time. Chameleon's Content Management System (CMS) allows the communications team to make their own updates to the site's content quickly, efficiently and easily. One edit updates the public web site, the in Mall touch screen systems and external web sites such as Facebook.

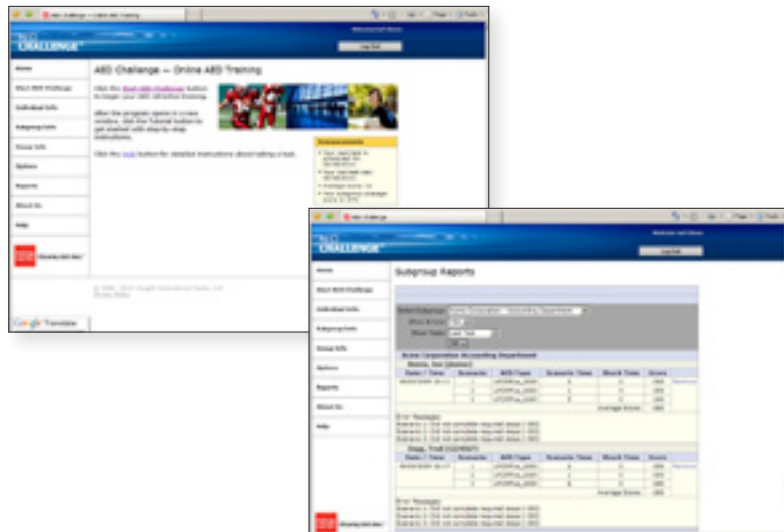




## AED Challenge

[www.aedchallenge.com](http://www.aedchallenge.com)

Insight Instructional Media wanted to create an online system to provide an interactive AED refresher training program. In addition to having the ability to take tests online and track scores, each company also needed the ability to report on their staff, report scores, and verification. Needed use by Medical departments, the system has the ability to serve and report for more than 75,000 EMT's and company medical professionals. This online AED training program provides real-world practice and reduces training costs.



## Ballard Historical Society

[www.ballardhistory.org](http://www.ballardhistory.org)

With growth it has morphed into part of Seattle, but with the strong Scandinavian heritage in Ballard, and the fact that it still house so many fishing families, there has been a desire to keep the story of the area very alive. The Ballard site is a recant of that history as well as a photo archive of the past. We are currently in the process of implementing a library of documents of this history as well. initial maps, land right, papers on the history of the families and businesses. The site is well known throughout the area, and even outside the area within the Scandinavian communities.





initial thoughts + approach

# HOW WE THINK — ABOUT YOU





## initial thoughts

**Your brand is strong.** The Bike Coalition brand is on track to achieve near-universal local recognition — the ultimate success in branding. And our enthusiasm for local bike culture gives the lowercase productions team a significant understanding of your brand, in terms of both the visual identity and the intangible qualities. As a result, we anticipate that our layout will successfully hit the right tone without spending an inordinate amount of time in the design phase.

**Your budget is modest.** Based on a preliminary analysis of the site's core and additional items, we have structured our pricing in terms of a **kit of parts**. Just like a serious cyclist customizes her bike with carefully selected components, we feel this à la carte approach will help achieve the best fit for your organization. We look forward to discussing this with you, and helping you fine-tune the prioritization of your desired web features.

# the right components kit of parts

## Layout Design

\$5,000

## Project Management

\$5,000

## Content Management System

General Site and CMS (**\$6,300-\$8,100**)

We strongly suggest WordPress for blog only, php and MySQL for remainder of site. WordPress is becoming the standard for blogging and posting of comment requiring information, but still is limited in capabilities to allow for desired output of non blog items. Customers soon find that they will need to modify how their data is displayed and organized will be driven by WordPress rather than themselves.

## Wordpress Blog

Blog with look and feel of public website  
**(\$630-\$1,260)**

Automated Posts to Social Networks (**\$270**)

Provide Multiple RSS Feeds (**\$45** each)

Email Subscription Option (**\$90-\$360**). We suggest using outside email vendor, such as MyEmma, to keep costs low.

Integration with Salesforce will depend on availability of API for Salesforce.

## Calendar

Base calendar and event loading options (**\$360**)

Integration into personal calendars, depending on the systems and the available capabilities  
**(\$360-\$1350)**

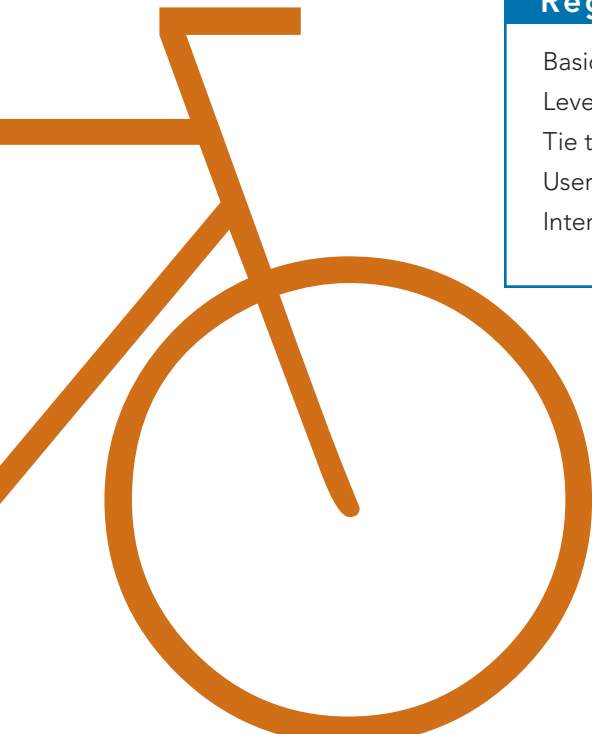
Integration into public calendars, depending on application availability. (**\$360-\$1350**). Yahoo cannot be done in bulk, and we will need defined Yahoo email address to pursue.

Public submissions (**\$360**) will go into queue to be approved through CMS tool



## SalesForce Integration

A good portion of the reporting from Salesforce may be implemented within the Salesforce Software. We will need to review with SFBC what is already incorporated.



**Registered Users**

- Basic setup **(\$630-\$810)**
- Leverage current database of users **(\$270-\$450)**
- Tie to neighborhoods, will also need to tie in events and partners **(\$180-\$270)**
- User Update of account info **(\$180)**
- Interactive Map (more information is required to generate a quote)

**Donation Forms**

- Forms, CMS, base forms and levels **(\$360)**
- Integrate to Salesforce **(\$180-\$450)** depends on API and server connectivity.

**Payments**

- Basic ecommerce **(\$810-\$2,100)**
- Current Authorize.net **(\$360-\$630)**.
- Shopping cart system such as X-Cart or OpenCart **(\$450-\$900)**
- SalesForce Integration **(\$540)**

**Newsletter Signup**

- Basic setup **(\$360-\$540)**
- Implement third party solution such as MyEmma **(\$180-\$270)**

**Existing Data Integration**

- Basic setup **(\$450-\$1,350)**
- Databases **(\$180-\$270)** each

**Search Engine Optimizaion**

- Basic setup **(\$360-\$540)**
- Databases **(\$180-\$270)** each

**Democracy in Action**

**\$1,350**

**Forums**

**\$1,350**

**Polls + Surveys**

- Polls Tool **(\$270-\$360)**
- Survey Tool **(\$540-\$720)**

# the roadmap work plan

## 01

### Creative Brief + Kick-off Workshop

The project begins with a short creative brief — a questionnaire that will help guide the overall design process. The design team will review the answers and collect sample precedents as needed.

Our team will meet with SFBC to facilitate a kick-off workshop with designated team members. The goal is to assist SFBC and Design Team to better understand the key messaging goals of the website, its components, and the prioritization of project tasks.

## 02

### Site Architecture

Based on the discussions at the kick-off workshop, SFBC will provide a final site architecture prior to the commencement of digital layouts phase.

Finalization of the site architecture in early phases will be critical to staying on schedule, as any later changes will affect layout design and programming.

## 03

### Concept Sketches

Based on the results of the creative brief and the kick-off workshop, David and Kelly will provide up to three sets of concept sketches, each showcasing in a homepage and a secondary page. We will meet with SFBC to review the sketches and to identify the preferred directions in which to move forward.

## 04

### Digital Layouts

David and Kelly will work with the preferred concepts to hone the design into two digital concepts. Each concept will include layouts for each major interface or page type. We will then meet with SFBC to select a final direction, for which up to 2 rounds of revisions will be performed. Any additional rounds of revisions, or any additional time needed by SFBC for review will require an extension of the schedule.

Deliverables will be comprised of fabrications-ready artwork for the commencement of the programming phase.



# 05

## Initial Programming

Based on the final site architecture and the fabrications-ready artwork, Brian will begin to program the website, incorporating all the desired features as prioritized in the kick-off workshop.

# 06

## Content Inputting

To help keep costs down, SFBC will be responsible for preparing and inputting the final content for the site. An introduction to the beta site interface will be given to SFBC by Brian and David.

# 07

## Beta Testing

Parallel to inputting content, both the lowercase productions team and SFBC will test the site and identify existing and potential issues. Working with SFBC, we will approve the list of current browser platforms on which to test the site. As with the site architecture and design revisions, additional time needed to complete content inputting and beta testing will require an extension of the schedule.

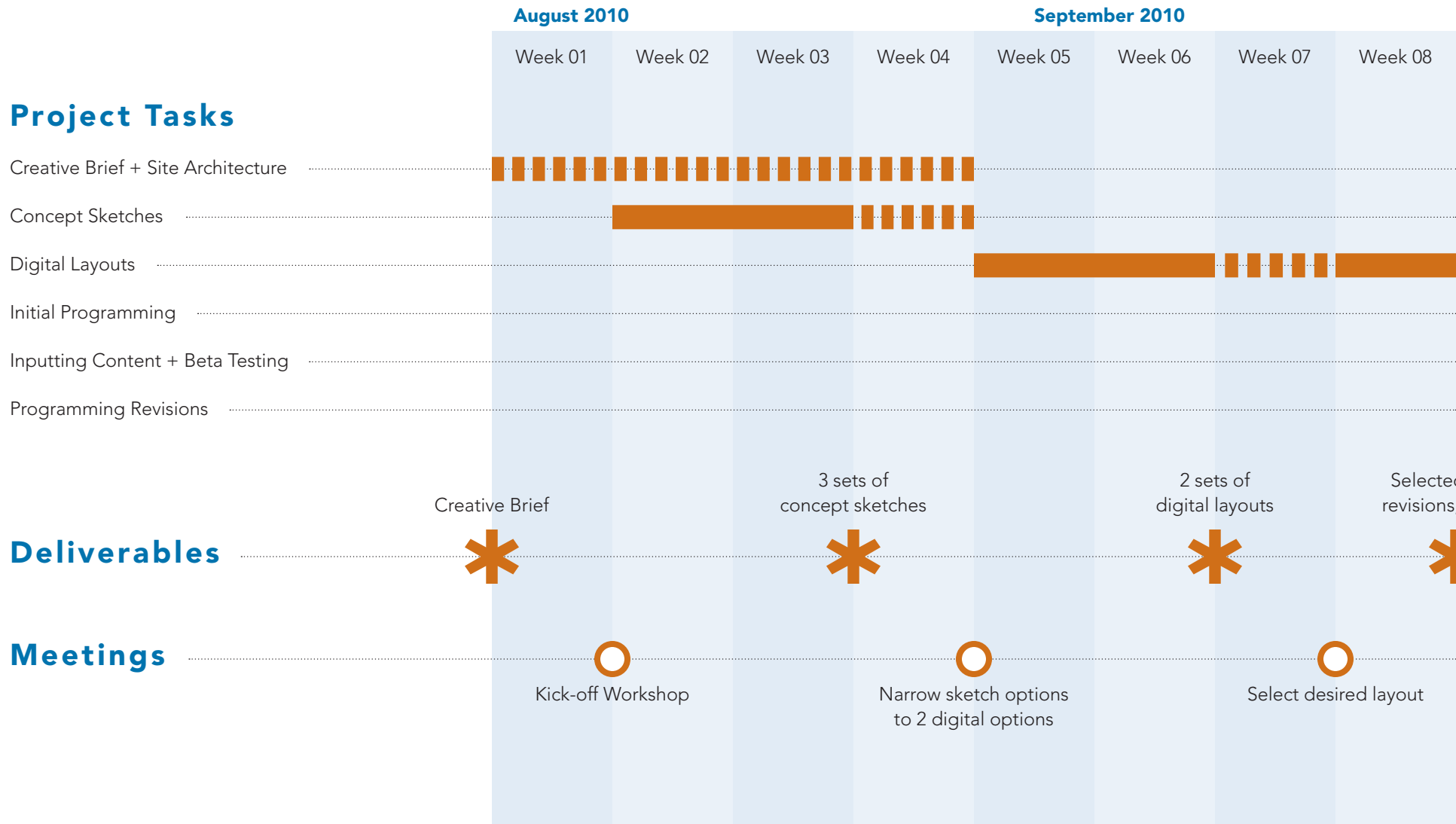
# 08

## Programming Revisions + Site Finalization



Through design and/or programming adjustments, the lowercase productions team will resolve the issues identified in the beta testing phase. In a parallel process, SFBC will complete its content input. To ensure the approved site is implemented, edits are prepared at no extra cost. Additional edits and new features beyond what was included in the final site architecture and/or layout will be charged as additional services.

The website will be ready for launch!

# project schedule





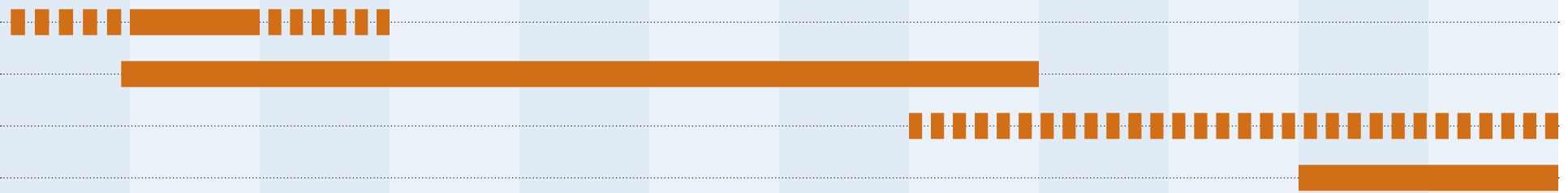
 lowercase's design + production time  
 SFBC's review + content production time

October 2010





November 2010

December 2010

Week 09    Week 10    Week 11    Week 12    Week 13    Week 14    Week 15    Week 16    Week 17    Week 18    Week 19    Week 20



Selected layout, round 1      Selected layout revisions, final round      Beta site framework      Website launch

Introduction to inputting content      Beta testing check-in      Celebrate!





lowercaseproductions

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