Request for Proposal for Design and Development of
The Liberty Trail Website

INTRODUCTION

The American Battlefield Trust with its partner, South Carolina Battleground Trust (the Trusts), is requesting proposals from qualified firms to design, produce and deliver a website for The Liberty Trail.

The website, to be parked at the URL, thelibertytrail.org, and hosted by the American Battlefield Trust, shall be an expansion of the current content found at that URL and produced in Drupal, the CMS that is used to manage battlefields.org. In creating a new presence for the program we seek a new design and various enhancements to the existing website (https://www.battlefields.org/learn/revolutionary-war/libertytrail).

A. ORGANIZATIONS BACKGROUND

The American Battlefield Trust, a nonprofit 501(c)(3) organization based in Washington DC, is dedicated to preserving America's hallowed battlegrounds and educating the public about what happened here and why it matters today. The nonprofit organization has protected tens of thousands of acres of battlefield land associated with the Revolutionary War, War of 1812, and Civil War. The Trust also has a strong online presence with more than 900,000 followers on its social media accounts, such as YouTube, Facebook, and TikTok, and more than one million visits to its website each month. Nearly 80% of those visits are by students and teachers. Learn more at www.battlefields.org.

The South Carolina Battleground Preservation Trust (SCBPT) is a nonprofit established in 1991 and dedicated to the preservation of South Carolina’s historic battlegrounds and military sites. SCBPT preserves South Carolina's military heritage employing a variety of tools from conservation easements and land acquisitions to high-tech ground-based laser scanning surveys and public interpretation. For more information, visit www.scbattlegroundtrust.org.

The Liberty Trail is a joint effort of the South Carolina Battleground Preservation Trust and the American Battlefield Trust, assisted by numerous partners at the local, state, and federal levels. The statewide driving tour functions as a one-of-a-kind educational and heritage tourism resource through which key battlefields of the Southern Campaign of the American Revolution will be preserved, interpreted, and promoted. For more information on The Liberty Trail initiative, including historic background and a list of those sites that are part of the Initial Phase of the project, visit www.thelibertytrail.org.

B. PROJECT DESCRIPTION

The objective of this work is to design and produce a new website on the Drupal platform that features content about The Liberty Trail and the history of the American Revolution. The website shall include, but not be limited to, the following:
• Homepage primarily consisting of a map of Liberty Trail sites. It would allow for other content, such as news about land acquisition and research, as well as the promotion of The Liberty Trail app and the Trust’s Revolutionary War e-newsletter, The Powder Horn.
• Details on each stop on the trail and a way for visual exploration of the trail.
• A “People page” type, made up of simple bio pages.
• Articles on the history of the American Revolution.
• News, including press releases and blog-like pages.
• An “About” section.
• Opportunities to promote land preservation and accepting donations.

We anticipate the top-level navigation to be something like this:

Explore the Trail | People of the Revolution | History | News | About | Support

All content is to be added by the Trusts using the Drupal CMS. It is the task of the vendor to build out systems that allow the addition of content that adheres to an agreed-upon design.

General Requirements Include:

• Intuitive, mobile responsive design for simple navigation and search functionality.
• A unique and consistent look that is consistent with The Liberty Trail branding guidelines (see attached).
• ADA compliance
• A video/photo slideshow header on the home page, or some other visual display, with ability to change out photos as needed. Photo headers on other sections of the webpage with ability to have different photos for each section/department and the ability change out photos as desired.
• Ability to integrate photographs, audio, and video anywhere on the site.
• Easy maintenance by a variety of stakeholders across institutions, and allowing multiple roles, such as “admin,” “editor,” and “intern.”
• Ability to plug in future technologies.
• Search engine and web crawler optimized, allowing for metatags and social media hooks.
• Must integrate Google Analytics reporting (actual reporting done by the Trust).
• Functionality to subscribe to an e-newsletter. Newsletters to be delivered by a separate system.
• Hosting on Pantheon.

The American Battlefield Trust’s budget for this project is not-to-exceed $50,000.

C. DELIVERABLES

Working closely with the Trusts’ project team, the vendor shall design and produce a website including a staging and a production site that meet the specifications above.
D. SCOPE OF WORK

The selected firm will be responsible for the design, production, and delivery of The Liberty Trail website. The work includes a new design, website structure, and Drupal-based CMS. A final scope of work will be developed by agreement with the Trusts and the winning vendor. The following acts as a preliminary scope to generally communicate the Trusts’ expectations. Proposals for redesign of the website and CMS should include or account for, but not be limited to, the following:

- Creation of an easy-to-use website using contemporary design and organization that will allow users to easily find information.
- Convey a sense of place and organizational culture consistent with the brands of the Trusts.
- Demonstrate the Trusts’ commitment to land preservation, park creation, education, and research.
- Act as a marketing tool for The Liberty Trail, providing users with news, research, projects, and events.
- Consolidate and migrate existing content to the new website.
- Incorporate various specific needs of the Trusts and the target audiences into the overall design.

E. PROPOSED SCHEDULE

Request for proposal distributed 8.18.2023
Proposals Due 9.15.2023
Contract awarded 10.15.2023
Concept Design & content selection 10.2023 – 11.2023
Final Design 12.2023
Production 1.1.2024 – 4.1.2024
Website delivered 4.15.2024

F. PROPOSAL SUBMITTAL

Proposals are due by 12:00 pm on September 15, 2023. Proposals shall be digital and delivered to Lawrence Swiader, Chief Digital Officer, at lswiader@battlefields.org. No late proposals will be accepted.

Please include the following in your response to this RFP:
- Firm background
- Why your firm is the right fit for this project
- Your firm’s development approach to complete the scope of work
- Three examples of similar projects
- Resumes for each team member assigned to the project
- At least three client references
- A detailed schedule, including time for client review
- Pricing broken into phases
• Disclosure of any conflicts of interest

The American Battlefield Trust is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

G. SELECTION CRITERIA

The proposals will be reviewed and evaluated based on the following factors. The factors will be evaluated through a balanced combination of all of them together and, overall, the selection will hinge on the Trust’s judgment of best value, defined as most likely to produce high-quality results not necessarily the fastest or the least costly.

• The vendor should have a proven track record of developing successful and attractive websites. Please share links, references, and/or case studies to demonstrate relevant prior experience.
• The following factors will also be considered when evaluating the applicants submitting their qualifications:
  o Demonstrating an understanding of the purpose and scope of the website.
  o Creative vision: ability to envision, articulate, and design high quality websites.
  o Client references, relevant projects, company background, tentative timeline, and your development approach.
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Brand Architecture
The Liberty Trail is a journey through place and time that gives curious explorers an unforgettable historical experience, inspiring them to build an emotional connection with South Carolina’s pivotal story in the American Revolution.

Positioning Statement

The positioning statement outlines your value proposition or your unique offering to your target audience.
Core Brand Values

Core values are the guiding principles that articulate what The Liberty Trail stands for. They are the “North Star” for the brand.

— We believe in the birth story of our country. We tell the stories of our past because they are relevant and impactful today.

— We believe in the power of a physical place: Walking through the sites of our shared history inspires an emotional response and lifts up our communities.
Brand Legacy

The brand legacy outlines the impact of The Liberty Trail today and for all future generations.

**OUR LEGACY IS:**

— A deeper understanding of our nation’s past

— The creation of local pride

— The preservation of landscapes for future generations

— An ongoing, inspired curiosity to learn about our country’s shared history
Brand Personality

These traits identify the attributes that should be captured in all brand communications and the overall experience for visitors on The Liberty Trail.

- Laid-back, yet polished
- Accessible
- Future-focused
- Earnest
- Reliable
- Knowledgeable
- Amiable
- Encouraging
- Adventurous
- Inspiring
- Family-friendly
- Welcoming
Visual Identity
Primary Mark
The primary mark is the principle logo treatment for your brand. It is the foundation for all other lockups, wordmarks, and branded collateral.
Type Lockup and Wordmark

These two design elements are the alternate forms of your brand’s logo, with the goal of maintaining a consistent, cohesive reference to your brand. They can be used in situations where the primary mark doesn’t provide enough flexibility: on websites, app headers, and/or signage engravings.
Usage —
Clear Space

Maintain adequate clear space around each of the brand marks.

For the primary mark, allow margins equal to half the height of the mark.

For the type lockup and wordmark, allow margins equal to the height of “L” in Liberty Trail.
Usage — Minimum Sizing

Scaling the logo depends on the application and should be determined on a case-by-case basis. The general guidelines on logo sizing ensure The Liberty Trail brand is not compromised. At smaller scales, elements of the marks are simplified and/or scaled up for optimal legibility.

A. OPTIMAL SMALL SCALE

Primary Mark Size
1 inch wide | 72 pixels wide

Type Lockup Size
1.25 inch wide | 72 pixels wide

Wordmark Size
2.25 inches wide | 162 pixels wide

B. MINIMUM SCALE

Primary Mark Size
.75 inch wide | 54 pixels wide

Type Lockup Size
.75 inch wide | 54 pixels wide

Wordmark Size
1.75 inches wide | 108 pixels wide
Usage — Brand Mark Don'ts

A. Do not stretch, crop, or transform the logo marks.
B. Do not re-color logo artwork.
C. Do not re-arrange elements of the logo marks.
D. Do not place logo marks on top of imagery or colors that compromise visual legibility.
Usage — Splitting the Wordmark

In certain instances (such as marketing campaigns), the wordmark can be split to frame imagery. In these cases, the word “The” is dropped from “The Liberty Trail” for visual simplification. The primary wordmark should always appear somewhere in the design for successful brand representation. Always ensure there is proper contrast between the wordmark and the image for maximum legibility.

Depending on the type of imagery, the split wordmark can be used in different ways: center-aligned on a square image (A), pinned to the top-left and bottom-right corners on landscape-oriented imagery (B), or placed next to each other on two separate images (C).
Usage — Relationship to Other Organizations

In brand communications, The Liberty Trail mark should take prominence over the marks of other agencies or sponsors.

In external communications not released by The Liberty Trail, the mark should appear at a scale equal to that of the other organization using the Clear Space guidelines.
Color

The Liberty Trail color palette is inspired by historical imagery from the Revolutionary War and the flora of South Carolina. This palette is achieved by utilizing a mix of bright, saturated hues combined with softer, more subtle shades that reference the beauty of the region as well as the state’s history.
Colorways

Brand colors can be used in combination with one another, provided there is enough contrast between the colors. The brand marks can be placed on top of color fields and imagery that have the proper contrast. Knockout or ivory brand marks can be implemented on darker, more saturated backgrounds, while full-color marks should be utilized on lighter backgrounds.
Typefaces
The typographic palette for The Liberty Trail includes Caslons Egyptian in Medium, Canela in Regular, and Calibre in Medium. We recommend the exclusive use of these typefaces for all print and digital brand materials.

CASLONS EGYPTIAN MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CANELA REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CALIBRE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Typography

A. HEADLINES
   Canela Regular, sentence case
   Use for headings and large display copy

B. SUBHEADS
   Caslons Egyptian Medium, all caps
   Tracking +100
   Use for secondary headlines

C. CALLOUT, QUOTE, INTROS
   Calibre Medium, sentence case
   Tracking +20
   Use for callout sentences, short intros, or pull quotes

D. BODY COPY
   Calibre Medium, sentence case
   Tracking +20
   Use for longer text or paragraphs

E. CAPTIONS AND SMALL DESCRIPTORS
   Caslons Egyptian Medium, sentence case
   Use for captions, annotations, and small descriptors

An unforgettable journey through place and time.

UNTOLD STORIES

South Carolina’s pivotal story in the American Revolution

Soon, The Liberty Trail will be a unified path of preservation and interpretation across South Carolina, telling this remarkable story.

Lithograph print of Francis Marion, 1876.
Formatting
“The Liberty Trail” vs “the Liberty Trail”
For primary branding and in most cases where you see the trail referenced, “The Liberty Trail” functions as a proper noun/name, and is thus the preferred casing structure.

A. HEADLINES
B. ACTION-ORIENTED COPY
C. DESCRIPTIONS OF THE TRAIL
D. CALLS TO ACTION

There are design examples where the removal of “The” is appropriate for branding purposes. Reference the Splitting the Wordmark section of these guidelines for more details.

Blaze The Liberty Trail

Sign up to receive email updates about our efforts to preserve The Liberty Trail.

Soon, The Liberty Trail will be a unified path of preservation and interpretation across South Carolina, telling this remarkable story.

Visit The Liberty Trail today >
Pattern
The brand pattern for The Liberty Trail is a topographic contour map of South Carolina studded with redoubt stars. It can be used on a variety of applications: marketing materials, digital platforms, and/or signage engravings.
Historical Imagery — Engravings

Historical engravings can be used in branded materials. Colorizing with one of the brand palette hues contemporizes engravings. Masking the figure and breaking it out of the image edges gives the figure a dynamic, lifelike quality.
Historical Imagery — Paintings

Historical paintings can also be used in branded materials. Masking the figures and placing them in front of the headline copy brings the figure to life.
Photographic Imagery
At times it may be appropriate to pair historical imagery with contemporary photography. This creates a striking relationship between the past and the present.
In certain cases, contemporary imagery can be used alone to draw attention to the beauty of the battlefield landscapes of The Liberty Trail.
Brand Applications — Advertisements

Advertisements should communicate the unique historical experience The Liberty Trail will provide visitors.
Brand Applications — Highway Signage

The primary brand mark should be used on highway signage for maximum brand recognition.
Brand Applications — Printed Material

The shield shape in the primary brand mark can be translated into a diecut shape on brand communications.
Brand Applications — Merchandise

Merchandising that uses the brand marks and historical imagery can create a personal connection to The Liberty Trail experience.