RESPONSE TO RFP-2026-JAHM-01 · TRACK II AND TRACK III

INTERACTIVE VERSION
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jahm.devstudiocraft.com

ROUTE 66
1926–2026

JAHM
25 YEARS

Greetings from



Brand Study & Institutional Identity System

A proposal for Track II, the brand study and identity system for the Joliet Area Historical Museum and its seven places, and for three parts of Track III: exhibit graphics, 3D and digital interactives.

J · Old Joliet Prison
O · Gemini Giant
L · Joliet Railroad Museum
I · Planinsek Grocery
E · Joliet Arsenal
T · World's First Dairy Queen

SUBMITTED BY
DevStudioCraft

SUBMITTED TO
Greg Peerbolte, CEO
Joliet Area Historical Museum

LEAD CONTACT
Belal Soliman
contact@devstudiocraft.com

DATE
16 November 2026

16 November 2026

Greg Peerbolte, Chief Executive Officer
Joliet Area Historical Museum, 204 Ottawa Street, Joliet, Illinois 60432

Re: RFP-2026-JAHM-01, Track II: Brand Study & Institutional Identity System

Dear Mr. Peerbolte,

Thank you for the pre-proposal conference and for answering every bidder's questions in writing. Your answers confirmed that a Track II-only proposal is welcome, and that the new brand comes first and guides the exhibit planning. This proposal covers that work in full: audience research and a perception audit, positioning and brand architecture, three distinct visual directions, the final identity suite, the Brand Guidelines Manual, digital and print templates, and a launch plan. It also covers three parts of Track III that grow from the brand: the exhibit graphics and wayfinding system, 3D visualisation of the galleries, and digital interactive concepts.

JAHM now runs seven places, from an 1858 limestone prison to a roadside giant on Route 66. Visitors meet them one by one, under different names. The new brand has to make them one family, with room for each place's own story. It can be ready in June 2027, in time for the museum's 25th anniversary in October.

Team status. DevStudioCraft proposes as the prime firm for Track II and our part of Track III, and uses no sub-consultants. We do not propose Track I, or the interpretive plan, schematic design and cost estimating in Track III; we will work closely with the exhibit firm JAHM selects for them. **Conflict of interest.** We certify that no officer, trustee or employee of the Joliet Area Historical Museum holds a pecuniary interest in DevStudioCraft, directly or indirectly.

Our fixed fee, hourly rates and expenses are in the separate Cost Proposal PDF.

Sincerely,

Eng. Ayman Elbahrawy, Managing Director
DevStudioCraft · M2A Facility Management GmbH (DevStudioCraft is a brand of M2A Group), Bürgermeister-Smidt-Straße 116, 28195 Bremen, Germany. Amtsgericht Bremen HRB 40419, VAT ID DE369257816

AT A GLANCE

Scope. Track II in full. Track III: exhibit graphics, 3D and digital interactives. Track I not proposed.

Timeline. Kickoff early February 2027. Identity suite by June 2027 (Month 6); Track III July to September.

Way of working. Biweekly video meetings, workshops by video or on site, one named lead.

Lead contact. Belal Soliman, Project Lead, contact@devstudiocraft.com

DevStudioCraft is a brand of M2A Group. Contracts are with M2A Facility Management GmbH, Bremen (HRB 40419), represented by Managing Director Eng. Ayman Elbahrawy.

CONTENTS

One museum, *seven places.*

The proposal follows the order in RFP section 5. The fee proposal is a separate PDF.



02 What we learned

03 The brand today

04 The visitor's journey

05 Brand architecture

06 Three territories to test

07 How we work

08 Engagement and management

09 Deliverables

10 Work plan

11 Track III: our part

12 Track III: 3D visualisation

13 Team

14 Case studies and our work

15 DEAI statement

One museum, *seven postcards.*

JAHM is a family of places, each with its own story and its own colour. The proposal uses them as its chapters, the way a Route 66 postcard puts a whole town into one word.

Illustrations made for this proposal from our art direction, with AI image tools. They show the idea, not finished artwork, and no JAHM photographs are reproduced.



JAHM CITY CENTER
1909 · 2002



OLD JOLIET PRISON
1858



GEMINI GIANT
1965 · 2025



JOLIET RAILROAD MUSEUM
1913 · 2024



PLANINSEK GROCERY
1926



JOLIET ARSENAL
1940



WORLD'S FIRST DAIRY QUEEN
1940 · 2026



01

CHAPTER 01

Understanding *JAHM.*

What we learned

The brand today

The visitor's journey

Joliet is where *the roads meet.*

We read the RFP, your answers to bidders, and the Route 66 talk you shared, “From Gateway to Getaway”. We also looked at your websites and public coverage. Six facts shaped this proposal.

Sources: RFP-2026-JAHM-01; JAHM answers to bidders (November 2026); “It's Our Year!”, IAHE, 25 September 2026; jolietmuseum.org; Illinois Association of Museums; US Census QuickFacts. Full notes on request.

7

PLACES, ONE MUSEUM

City Center (2002), Old Joliet Prison, the Gemini Giant and the Landing Pad (2025), the Planinsek Grocery, the Railroad Museum (2024) in Union Depot Tower, the Arsenal guardhouse and the World's First Dairy Queen (2026).

So we will: One family system with a lockup for each place.

1858

THE PRISON'S FIRST STONE

Joliet is the City of Steel and Stone. The prison was built from the limestone under the city, and is now a National Register district (2023).

So we will: Use material and history as a source for the identity, not as decoration.

3

WAYS IN: WATER, RAIL, ROAD

Your own maps show the canal, the railroads and the highways meeting at one point. Your 2026 exhibit calls it “In the Center of Everything.”

So we will: Test the crossroads as the core idea in Phase 2.

2024

ILLINOIS MUSEUM OF THE YEAR

Named by the Illinois Association of Museums. Then 2026: the national Route 66 Centennial kickoff at the prison, 5,500 guests, and a PBS Route 66 film coming in spring 2027.

So we will: Build on strength: modernise, and keep what people already love.

25

YEARS IN OCTOBER 2027

The museum opened on 11 October 2002. A new identity ready in June 2027 can launch with the anniversary.

So we will: Time the rollout to 11 October 2027.

1 in 3

JOLIET RESIDENTS IS HISPANIC OR LATINO

About 35% (US Census). The research and the brand's voice have to reach them, in English and Spanish, as well as Route 66 travellers from around the world.

So we will: Run the survey in English and Spanish.

Good energy, *many voices.*

JAHM has done what most museums only plan: new places, national press, record events. The brand grew site by site. Today we count at least six visual voices:

Museum wordmark

A classic serif “Joliet Area Historical Museum” on the website and the street banners.

Centennial badge

A red JAHM sign with an Illinois 66 shield, 1926—2026, used across the Centennial year.

Route 66 Welcome Center

The museum hosts The First Hundred Miles Welcome Center, so a regional Route 66 brand lives inside it too.

Old Joliet Prison

Its own tours, merchandise and social pages. The best-known name in the family.

Anniversary seal

A laurel “25 years, 2002—2027” mark, prepared for next year.

Talk and social style

Cheerful illustrated road-trip scenes: warm and friendly, but not yet a system.

WHAT THE NEW SYSTEM MUST DO

- Hold seven places in one family, and let the strongest ones keep their own voice.
- Work on a highway sign, a ticket, a school worksheet and a phone screen.
- Meet WCAG AAA contrast (7:1) for text, as the RFP asks.
- Be easy for 30 staff to use, in the tools they already have.

Our view from public material only. Phase 1 checks it with your staff, visitors and partners before any design starts.

Six steps, *four looks.*

We walked through a visit the way a Route 66 traveller would, from the first search to the gift shop. Each step meets JAHM in a different look. The new system covers every one of them.

STEP 1

Find

Search and Route 66 guides. The regional brand “The First Hundred Miles” often reaches travellers before JAHM's own name does.

STEP 2

Choose

jolietmuseum.org shows four places with their hours. The Gemini Giant, the Landing Pad and the first Dairy Queen are not on the home page, and the place names sit inside photos, where search engines and screen readers cannot read them.

STEP 3

Book

“Book Tickets” opens FareHarbor: a different look, with a small logo. Tours, concerts and memberships share one list.

STEP 4

Shop

The gift shop lives on a separate Square site, in a third look.

STEP 5

Arrive

Street banners, a neon Route 66 shield, brown highway signs, and each place's own signs.

STEP 6

Return

Newsletter, membership and donations: the moments that turn a visit into support.

WHAT CHANGES

One name, one logo family and one set of templates across the website, FareHarbor, the Square shop, the signs and social media. Track II includes the booking and shop templates; a full website rebuild is not part of this RFP, and we would be glad to quote it separately.



UNION DEPOT TOWER · 1913

02

CHAPTER 02

Our *approach.*

Brand architecture

Three territories to test

How we work

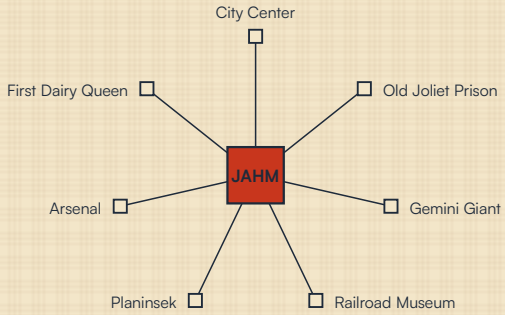
Engagement and management

Deliverables

Work plan

Seven places, *one family.*

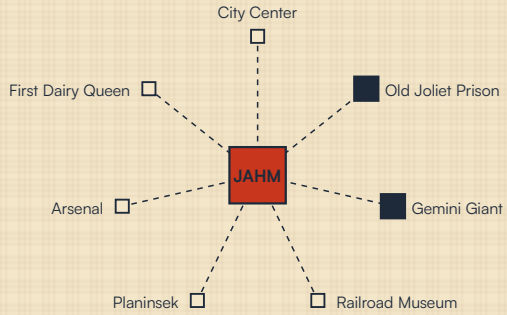
The biggest decision in Track II is how the places relate to JAHM. We will show three models on real uses (a highway sign, a ticket, a web page) and test them with the Board in Phase 2.



One JAHM

Every place carries the JAHM name: “JAHM Old Joliet Prison”. The strongest family, but the prison and the Giant lose some of their pull.

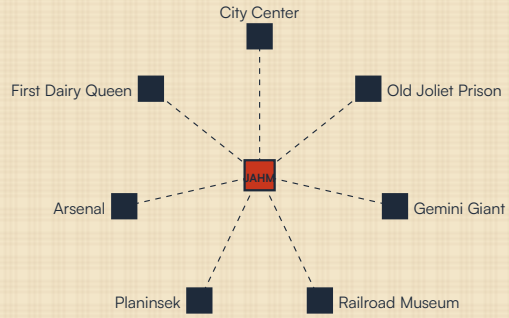
JAHM
Old Joliet Prison →



JAHM plus two flagships

One master brand. The Old Joliet Prison and the Route 66 sites keep their own marks, with a clear JAHM endorsement. Our starting hypothesis.

Old Joliet Prison
Joliet Area Historical Museum →



Seven brands, one signature

Each place leads with its own name and a small “a JAHM place” line. Most freedom, least family.

Old Joliet Prison →
a JAHM place

Signs drawn as brown attraction signs, the kind visitors meet on the highway. Sketches to explain the models, not designs.

Where the research *may lead.*

Early hypotheses, not designs. They give the Board something concrete to react to in Phase 1. The three directions in Phase 3 grow from the research, and may look nothing like these.

TERRITORY

Center of Everything

JOLIET



Joliet as the crossroads. A system drawn from maps and road signs: lines that meet, a clear wayfinding alphabet, made for highway signs and gallery walls.

Best for: Route 66 travellers, and wayfinding across seven places.

OLD JOLIET PRISON
1125 Collins St →

TERRITORY

Steel and Stone

Joliet



The material city. Limestone, iron and the 1858 walls. Cut letterforms, a grounded palette and quiet authority for research, donors and the prison.

Best for: donors, researchers and the prison's history.

Old Joliet Prison
Joliet Area Historical Museum

TERRITORY

Main Street Welcome

Joliet!



Roadside optimism. The Gemini Giant, the first Dairy Queen and the open road. Warm, playful and made for families, school groups and the gift shops.

Best for: families, school groups and the gift shops.

Gemini Giant
Route 66 · Wilmington →

Research first, *then design.*

Five phases, February to June 2027. Every phase ends in one approved deliverable, so the Board always knows where the work stands.

FEB—MAR

1 · Discovery and audience research

- Review your plans, studies and visitor research
- 10—12 video interviews: Board, staff, partners
- Perception survey in English and Spanish, by QR code at every site
- Audit of ~12 comparable institutions

◆ PERCEPTION AUDIT

MAR—APR

2 · Positioning and brand architecture

- Half-day workshop with Board and staff leaders
- Value proposition, voice, elevator messages
- Pillars for families, educators, donors, researchers
- Three architecture models tested

◆ BRAND STRATEGY BRIEF

APR

3 · Three visual directions

- Three distinct identities
- Each shown on six real JAHM uses
- Every palette tested for WCAG AAA
- Board review selects one

◆ DIRECTION SELECTED

MAY—JUN

4 · Identity suite and guidelines

- Logomark, lockups for each place
- Colour, type, icons, pattern, photography
- Signage standards for fabricators
- Editable templates and merchandise

◆ GUIDELINES MANUAL

JUN

5 · Launch and hand-off

- Rollout plan, timed to the 25th anniversary
- Brand-to-exhibit kit for the Track III team
- Staff training session
- Two coordination calls in Track III

◆ LAUNCH PLAN

People in, *early.*

JAHM chooses the stakeholders. We make it easy for them to take part, and we show the Board how every finding leads to a design decision.

HOW DECISIONS GET MADE

A brand working group of 5—7 people (the CEO, two trustees, staff leads) reviews every draft and sends one consolidated note within five working days. The Board approves at three gates: the Strategy Brief, the chosen direction, and the final suite. Two review rounds per gate.

Stakeholder engagement

- Short video interviews at times that suit Joliet.
- A phone-friendly survey in English and Spanish, promoted at all seven places.
- Public visitor reviews read for each place, in visitors' own words.
- Workshops with pre-reads, and captions on every video session.
- Findings shared back in plain language.
- All sessions by video by default. On site when JAHM asks, at the rates in the Cost Proposal.

Project management

- One named lead and biweekly 45-minute video meetings, which JAHM's answers accept.
- A shared folder and a one-page status note after every meeting.
- Two review rounds per deliverable, with set dates for JAHM's feedback.

Track II into Track III

The galleries are designed after the brand. We design the exhibit graphics, 3D views and interactive concepts from the exhibit firm's plans, and join their reviews, so the brand reaches every wall.

10–12
VIDEO INTERVIEWS

2
SURVEY LANGUAGES

7
PLACES REACHED

1
BOARD WORKSHOP

~12
INSTITUTIONS AUDITED

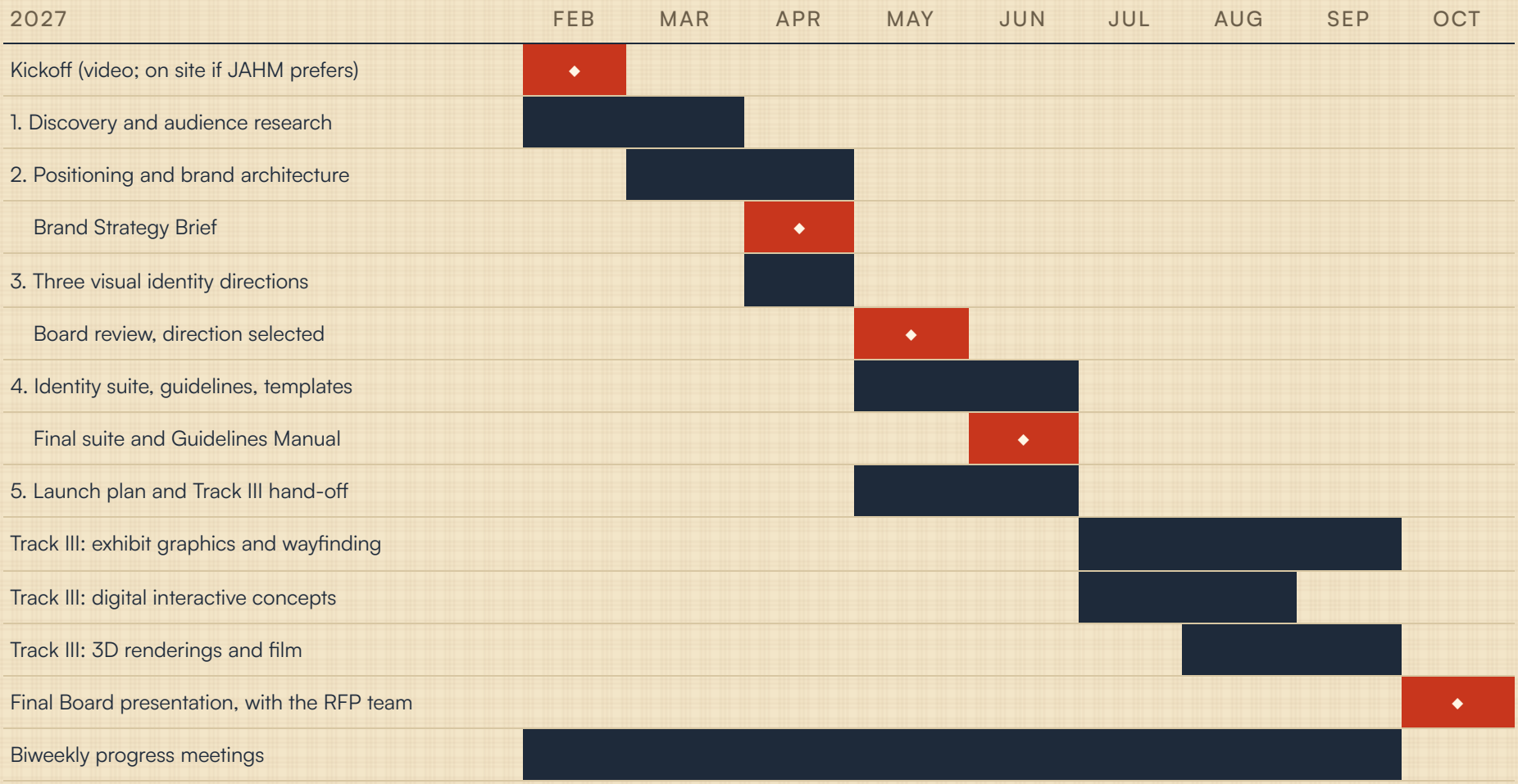
What JAHM *receives.*

Everything in the RFP's Track II row, in files your staff can open and edit. All rights pass to JAHM, as RFP section 8.4 requires.

Audience Research & Perception Audit	report and summary deck
Brand Strategy Brief	positioning, voice, messages, pillars, architecture
Three visual identity directions	each on six real JAHM uses
Identity suite	master logomark, secondary lockups, a lockup for each place, mono and reversed versions
Colour and type	AAA-tested palette, type system with licences in JAHM's name
Signage standards	exterior, wayfinding and gallery signs, sizes and materials
Template library	about 20 editable templates: social, slides, letterhead, newsletter, posters, labels, panels, donor pieces
Booking and shop templates	headers, colours and image sizes for FareHarbor and the Square shop, so booking and buying feel like JAHM
Merchandise applications	for the gift shops and the Landing Pad
Brand Guidelines Manual	about 60 pages, PDF plus editable source
Launch plan and hand-off kit	rollout schedule, Track III kit, staff training

February to October *2027.*

◆ milestone · solid: work in progress. Track III runs July to September, timed to the exhibit firm's plans (Months 7—9). Month numbers follow the RFP table, where January 2027 is Month 1, so the identity suite lands in Month 6.





WORLD'S FIRST DAIRY QUEEN · 1940

03

CHAPTER 03

Into the *galleries.*

Track III: our part

3D visualisation

The brand, *into the galleries.*

JAHM's answers say the new brand guides the exhibit planning. We carry it into the galleries in three parts of Track III, and work alongside the exhibit firm JAHM selects for the rest.

JUL—SEP

Exhibit graphics and wayfinding

- Panel and label templates in the new brand
- A family of gallery signs: titles, directions, rules
- Wayfinding plan across the galleries and the Route 66 Welcome Center
- Type sizes and contrast tested for ADA and WCAG AAA

AUG—SEP

3D visualisation

- Six 3D renderings of key gallery zones
- A 30-second walkthrough film for the Board and donors
- Built from the exhibit firm's schematic plans
- Brand, graphics and objects shown in place

JUL—AUG

Digital interactive concepts

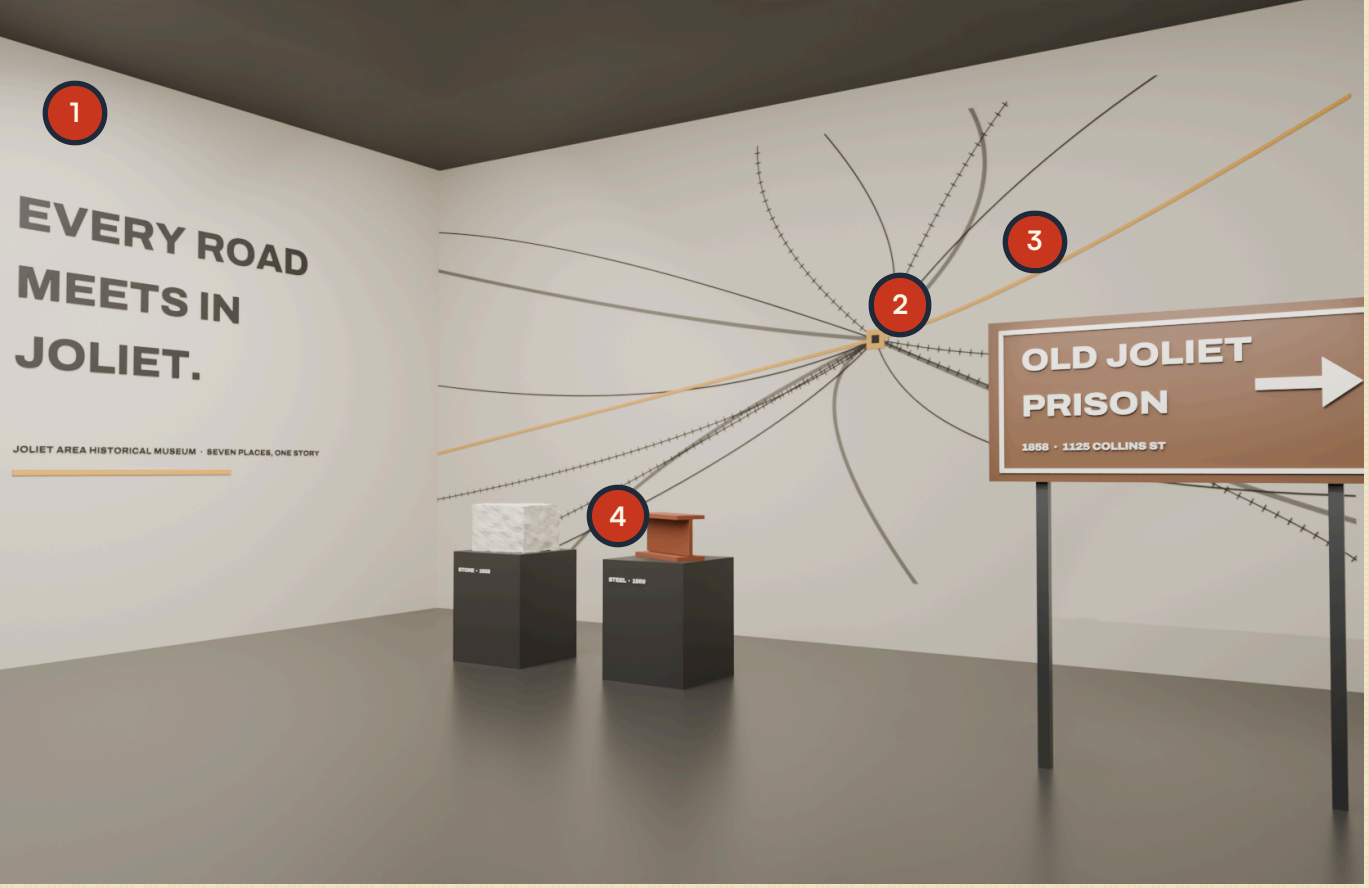
- Three concepts for touchscreens or tablets
- One clickable prototype tested with staff
- Content structure the exhibit firm can fill
- Bilingual-ready, English and Spanish

THE EXHIBIT FIRM LEADS

- Space audit on site (about 18,500—20,000 sq ft)
- Interpretive master plan and storylines
- Schematic floor plans and object placement
- Lighting and AV schematics
- Class C/B cost estimates and phasing

We work from their plans, join their reviews, and hand over every file they need. Nothing is designed twice.

We do not propose Track I, the Strategic Plan, which JAHM has made optional.



The galleries, *before they are built.*

We made the image on the left for this proposal, in Blender: an illustration of how we present 3D, not a gallery design. The route lines, the sign and the steel-and-stone plinths come from the research in this proposal.

1. Wall graphic: the routes meet in Joliet.
2. The hub: one point where every line meets.
3. An attraction sign as wayfinding.
4. Steel and stone plinths for objects.

Six 3D renderings

still views of key gallery zones, from the exhibit firm's plans

Walkthrough film

a silent 30-second camera move through the same scenes

360° web tour

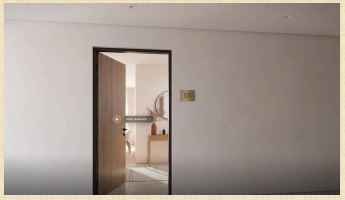
the galleries online before and after the build, like our APT-01 tour

3D objects for the web

an artefact or a building that turns and comes apart on screen



Lucido, a 3D building you walk into. Studio concept: a detailing house in Bremen, built in 3D for the web. lucido.devstudiocraft.com



APT-01, a 360° tour. Studio sample on one real apartment; AI-generated visuals. tour.devstudiocraft.com



PLANINSEK GROCERY · 1926

04

CHAPTER 04

Who *we are.*

Team

Case studies

More of our work

DEAI statement

One studio, *one system.*

DevStudioCraft takes organisations from brand to the finished thing people use: identity and guidelines, websites and apps, 3D visuals and film. The same people design every part, so the logo, the templates, the signs and the screens follow one system.

- **Company:** DevStudioCraft is a brand of M2A Group. Contracts are with M2A Facility Management GmbH, Bremen (HRB 40419, VAT ID DE369257816), represented by Managing Director Eng. Ayman Elbahrawy.
- **Team:** Bremen, Germany. We work with clients in Europe and the US by video.
- **Prime and sub-consultants:** DevStudioCraft alone, fully responsible for Track II and our part of Track III.

JAHM · Greg Peerbolte, CEO, and the brand working group JAHM selects

Project lead · Belal Soliman · schedule, meetings, single point of contact

Brand strategist	**Design lead**	**Designer**	**3D artist**
research, audit, positioning	directions, suite, guidelines	templates, signage, merchandise	Track III 3D and interactives

ROLE	RESPONSIBILITY
Project lead	Belal Soliman. Single point of contact for JAHM: schedule, meetings, reviews and quality.
Brand strategist	Leads the research, the perception audit, positioning, voice and brand architecture.
Design lead	Leads the three directions, the identity suite, the Guidelines Manual and the templates.
3D and digital lead	Leads the Track III 3D visualisation and the digital interactive concepts.

Named resumes for every role are provided with the shortlist presentation.



JOLIET ARSENAL
1940

14 · RELEVANT EXPERIENCE

The same work, *for other families.*

We have not yet completed a museum project, and we say so plainly. The next three projects show the work Track II asks for: research, positioning, an identity system, guidelines and templates. Each was for an organisation with several services or locations and more than one audience. All three are completed client work from 2026.

Full case-study PDFs on request.









14 · CASE STUDY 1 OF 3

Airyona

CLIENT · AVIATION PLATFORM · GERMANY · 2026

What we did. Brand identity, a 50-page brand book, 15 logo masters, a design system, the launch website, the mobile app interface, seven brand films, print, merchandise and out-of-home.

Why it matters for JAHM. One identity runs across signs, print, merchandise, web and app, and the guidelines let others apply it correctly. JAHM needs the same for seven places and their gift shops.

See it live. airyona.com

Client reference. Shared with JAHM at the shortlist stage.

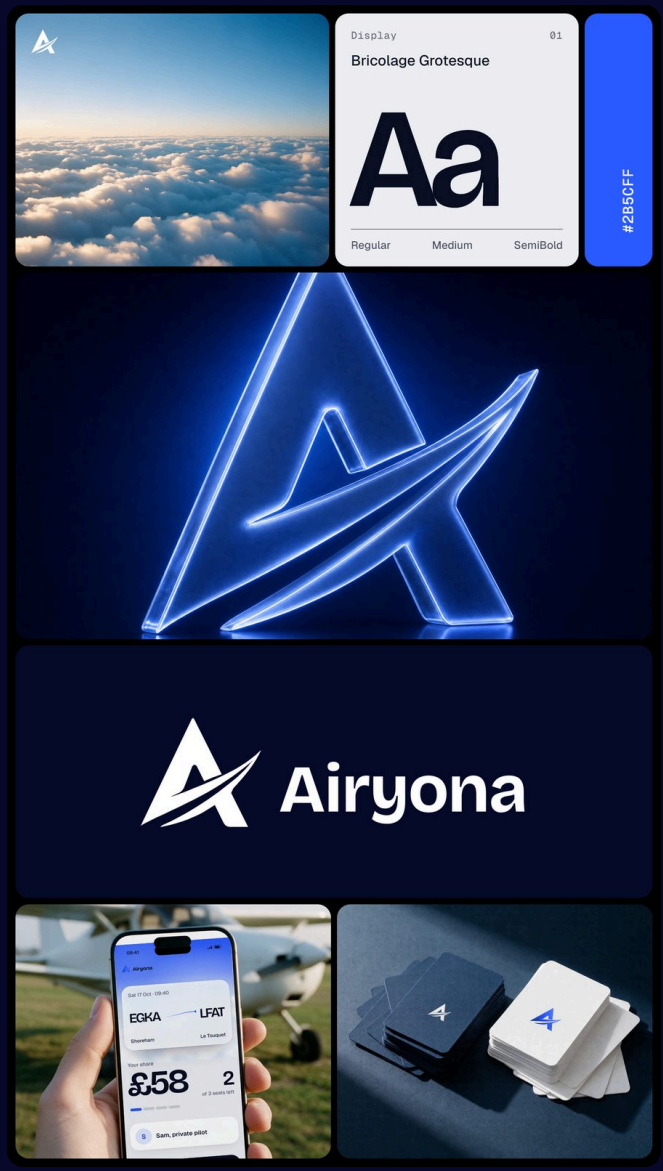
Airyona *in detail.*

15
logo masters

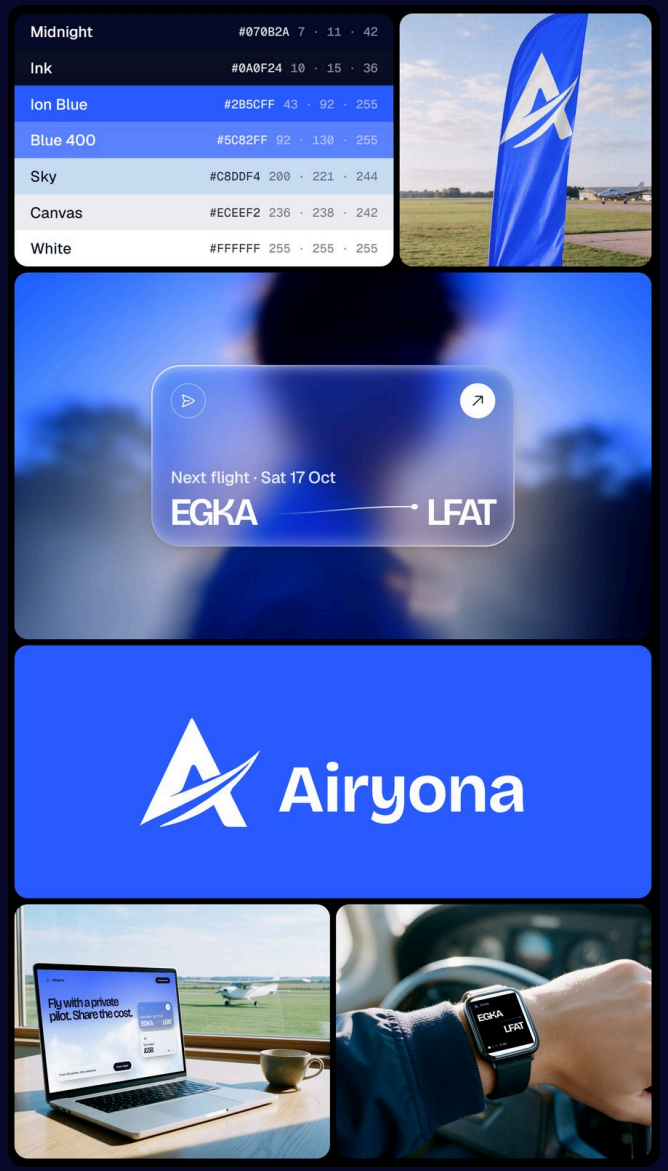
50
page brand book

7
brand films

1
design system for web and app



BRAND BOARD · MIDNIGHT



BRAND BOARD · ION







M2A Facility Management

CLIENT · FACILITY SERVICES · BREMEN, GERMANY · 2026

What we did. Rebuilt the logo as exact vector geometry, then a full identity: 17 logo masters, a 50-page brand book, design tokens, typography including Arabic, the website, workwear, vehicle livery, signage and seven brand films.

Why it matters for JAHM. An established organisation modernised its brand without losing recognition, across buildings, vehicles and print. JAHM faces the same task across its sites and signs.

M2A is our parent company. We show this in-house work as proof of craft, not as an independent reference.

See it live. m2a-fm.de

Client reference. In-house work for our parent company; shown as proof of craft, not as an independent reference.

M2A Facility Management *in detail.*

17
logo masters

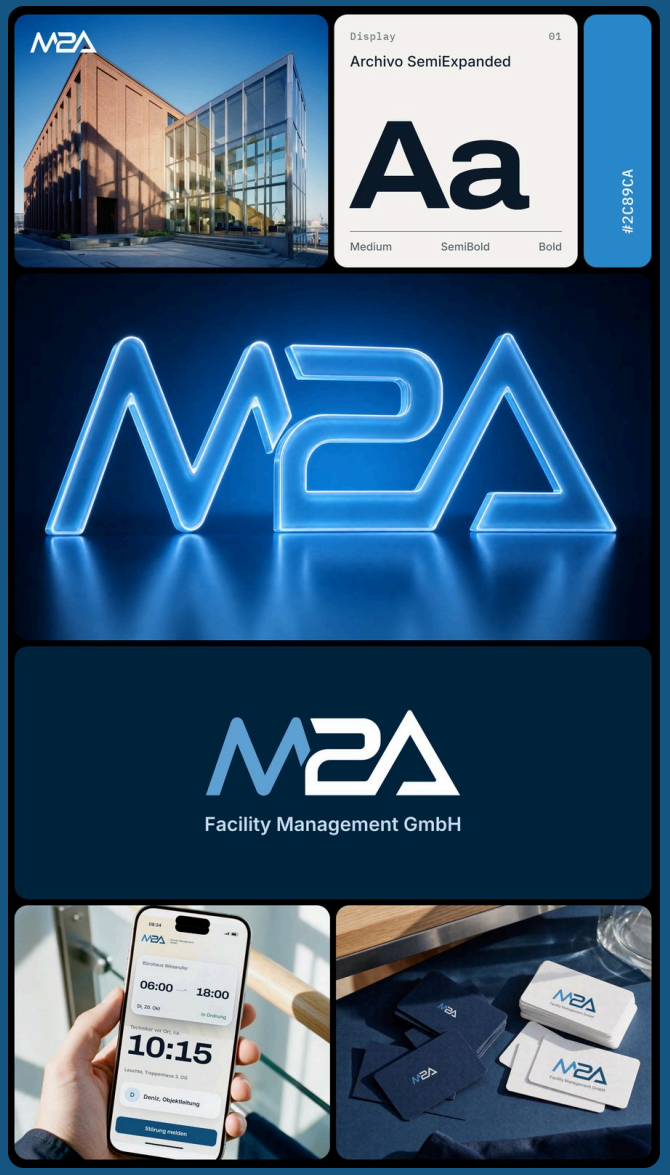
50
page brand book

2
scripts, Latin and Arabic

7
brand films



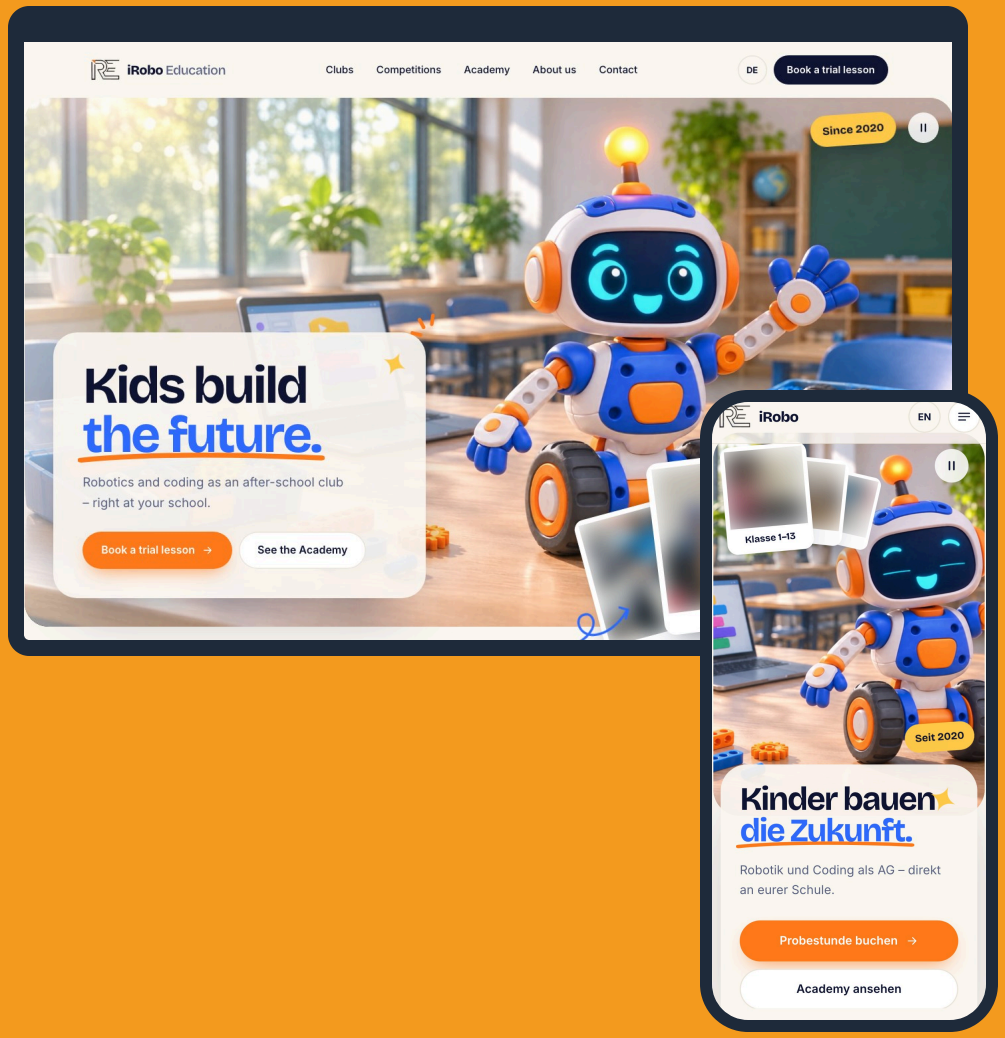
BRAND BOARD · MORNING



BRAND BOARD · NIGHT

iRobo Education

CLIENT · ROBOTICS AND CODING SCHOOL · BREMEN, GERMANY · 2026



What we did. Rebuilt the website in German and English for a school that runs after-school clubs at 33 schools: age-group pages, an academy waitlist, a competitions hub with a full rulebook, and contact forms.

Why it matters for JAHM. An education organisation speaking to families, teachers and partner schools across many locations: the same audiences as JAHM's school programmes.

See it live. irobo-edu.de

Client reference. Shared with JAHM at the shortlist stage.

iRobo Education *in detail.*

33

partner schools

2

languages, German and English

2

competition formats, iRobo Sumo and VEX IQ

1

academy waitlist and contact flow



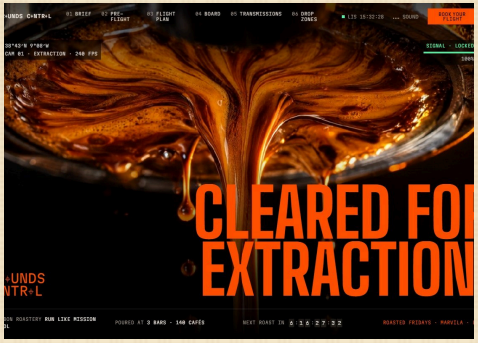
HOME · MOBILE



COMPETITIONS · MOBILE

Invented brands, *real working code.*

Studio concepts, not client work: brands we invented and built end to end to push our craft. We show them for the ideas a museum can use. More at devstudiocraft.com/work.



Grounds Control

Mission control for a coffee roaster: a split-flap departures board and a route map scrubbed by scroll. The wayfinding and map language a crossroads city could use.

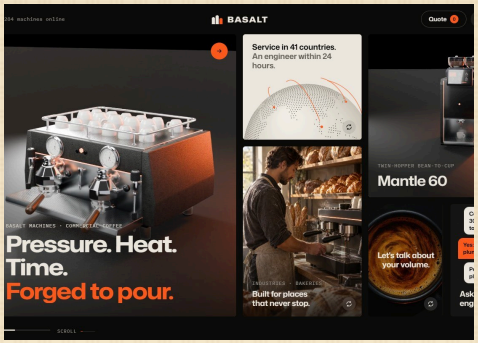
groundscontrol.devstudiocraft.com



Poste

A café in a 1924 post office: a handwriting engine writes every title, and a postcard writes itself. Heritage told with care and a little play.

poste.devstudiocraft.com



Basalt

Four machines modelled in 3D and an exploded viewer that comes apart on scroll: the kind of interactive a gallery could use.

Stills on request.



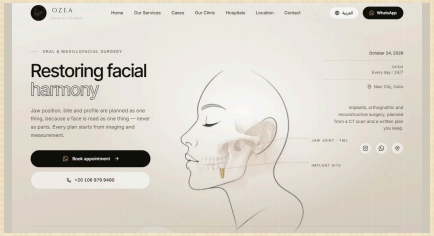
Lucido

A detailing house you walk into, built in 3D. Every bay is a lit room; a gallery could be visited the same way online.

lucido.devstudiocraft.com

Range, *in one studio.*

One more client (Ozea, a clinic brand and a bilingual English and Arabic website) and seven studio concepts. Concepts are brands we invented, labelled as such. Everything is at devstudiocraft.com/work.

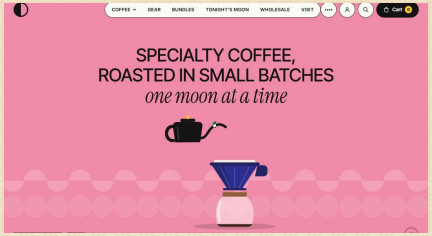


CLIENT · HEALTHCARE

Ozea Dental Clinic

Restoring facial harmony.

ozeamaxillofacialclinic.com



STUDIO CONCEPT · E-COMMERCE

Half Moon Roasters

One moon at a time.

Stills on request.

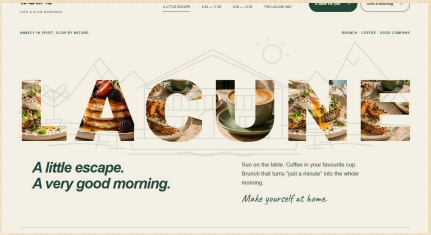


STUDIO CONCEPT · CAR DETAILING

KELVIN

Haze out. Depth back.

kelvin.devstudiocraft.com

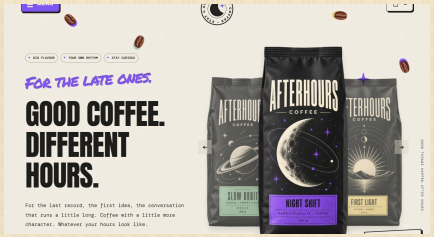


STUDIO CONCEPT · HOSPITALITY

Lacune

Café & slow mornings.

lacune.devstudiocraft.com



STUDIO CONCEPT · E-COMMERCE

Afterhours Coffee

Good coffee. Different hours.

afterhours.devstudiocraft.com

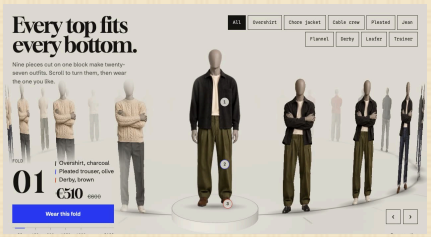


STUDIO CONCEPT · COMMERCIAL CLEANING AND FACILITY SERVICES

Vor Acht

Fertig, bevor Sie kommen.

voracht.devstudiocraft.com



STUDIO CONCEPT · MENSWEAR LABEL

EXQUIS

Every top fits every bottom.

exquis.devstudiocraft.com



STUDIO CONCEPT · MENSWEAR LABEL RECUT FROM UNCLAIMED DRY-CLEANING

UNCLAIMED

Coats nobody came back for. Recut.

unclaimed.devstudiocraft.com

Design for *everyone who visits.*

Our team works across countries and languages: based in Germany, with clients in Europe, the Middle East and the US. We design in English, German and Arabic, including right-to-left layouts. Working this way teaches us to check our own assumptions and to listen to the people who will use the work.

Research that reaches further

A phone survey in English and Spanish, promoted at every site, so the research does not rely only on members and donors.

Accessible from the first sketch

WCAG AAA contrast for every text colour, legible sizes for signs and labels, and templates that keep those rules.

Stories told with care

Incarceration at the prison, immigrant life at the Planinsek Grocery, wartime work at the Arsenal. The voice treats them with respect, and we test key messages with the people JAHM names.

Fair working practice

Clear briefs, paid work, credit for every contributor, and respectful reviews.

THANK YOU

See you *in Joliet.*

We would be glad to present this proposal to the Board in December, by video or in Joliet.



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