



Site Resources Builds Their Brand with Civil 3D

Templates and Content Styles Enable Firm to Focus on Great Design



The Organization

Site Resources offers comprehensive land planning and site design services. The firm unites landscape architecture and civil engineering, viewing these as integral and collaborative disciplines when developing a site design.

The Challenge

Site Resources prides itself on having very clear, recognizable and professional site plans. They had been working with AutoCAD® Civil 3D® for three years, but did not have a critical mass of people on staff who knew how to fully leverage the powerful 3D design engineering tool. In addition, because the team had varying levels of experience with the software, they were not using it consistently and the graphic quality of the drawings they created varied across the board. Many staff members continued to use the newer software as they had their traditional CAD system, which meant they were not taking full advantage of its capabilities. Bob Morelock, Associate Principal at Site Resources, knew they could automate and standardize some of the look and feel they needed, but wasn't quite sure how to begin.

"We design a lot of institutional and public spaces—especially for universities," said Morelock. "End user clients are asking for building information models from architects now. We know that we can produce 3D designs using Civil 3D, but we didn't have the right templates or content styles in place to ensure our drawings would represent our company's designs and brand consistently."

Bob understood the immense potential that Civil 3D contains, and he knew that the Site Resources designers and managers would benefit greatly if they had a standard set of styles and tools to use Civil 3D in a consistent manner across a range of projects.

The Solution

"As a manager, I saw some of our more advanced users not being as productive as they could be because they were constantly trying to get the software to mimic the drawings we produced in AutoCAD," said Morelock. "It is my belief that people should be more effective, not less with Civil 3D. While our designers were individually creating some of the necessary styles, not all were shared properly and—because settings are modifiable—there was a lack of consistency and drawing clarity, which we had to address manually before the plans went to the client."

The Site Resources team asked IMAGINiT for their in-depth expertise to develop a standard template from the ground up that incorporated Site Resources' graphic standards directly into the software environment. IMAGINiT's experts worked with Site Resources to create templates that the Site Resources team can use consistently, incorporating their corporate brand, their professional look and feel and their standard display of information which Site Resources' clients are accustomed to seeing.

"IMAGINiT's deep understanding of Civil 3D and our business provided the foundation we required to keep our exacting standards while taking advantage of the software. They knew exactly what we needed, and we simply could not have accomplished this inhouse."

*- Bob Morelock,
Associate Principal,
Site Resources, Inc.*

This consistency not only provides Site Resources' clients with a site design that is easily read and understood, it also means that all Site Resources team members now understand how plans need to appear, and they know that they have access to the tools they need to complete their designs without recreating or drawing from scratch each time. Having one unified standard keeps the Site Resources professional presentation style and their brand image front and center while showcasing the specific design solution.

Significant Rewards

IMAGINiT sorted through drawing styles and objects to provide a critical subset of symbols, line styles and other tools that are now used consistently by the design teams at Site Resources. Creating templates that incorporate these has allowed the designers to focus more on project design and less on the basics of graphic presentation, or which line style to choose when presented with the thousands available within Civil 3D.

"Working with a third-party like IMAGINiT was a huge benefit worth the investment," said Morelock. "The team there genuinely knows about land development and our business. With all the available style variables and settings within Civil 3D, if we had tried to do this in-house, we would never have known where to start or how to develop a single template efficiently and systematically. IMAGINiT's deep understanding of how Civil 3D can be customized provided the solid foundation we needed and was more effective than trying to do it ourselves. They knew exactly how to deliver what we needed."

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161 WORCESTER ROAD, SUITE 401, FRAMINGHAM, MA 01701

 [imaginit.com](mailto:info@imaginit.com)

 800-356-9050

 info@rand.com

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TECHNOLOGIES
A RAND Worldwide Company