

Brand Discovery Workshop and Creative Services Proposal

PREPARED FOR:

City of Lindström

Updated August 4, 2020



OLIVE & CO
STAND OUT AND CONNECT

Project Overview

Stakeholder

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Description

The city of Lindström is at an important point in their evolution as a community. Their Swedish heritage and civic identity as “America’s Little Sweden” is being challenged by the need to evolve and attract new generations residents.

The brand workshop is intended as a concentrated starting point to explore various ways that Lindström can best meet the needs of current and future residents, visitors, neighboring Chisago Lakes communities, and business development leaders.

Project Goals and Objectives

- Explore and define community mission, vision, and values
- Identify and refine key messages and value proposition for relevant audiences
- Better communicate key differentiators and community benefits
- Define areas of critical influence to shape future commercial, residential, and civic perceptions
- Create a comprehensive visual identity system

Scope of Work

City Branding Workshop

Project Component	Scope Details
Project Kickoff and Immersion Meeting	<p>The focus of this ninety-minute meeting is to:</p> <ul style="list-style-type: none">• Verify the goals and timing of this initiative.• Meet team members and define roles and responsibilities.• Process overview• Our understanding of the desired outcomes• Discussion of team expectations for the brand exercise
Brand Discovery Workshop	<p>Olive will lead a one-day (9 a.m.–3 p.m.) workshop to be attended by all internal (client) stakeholders. Those unable to attend in person may contribute via video conference (no dial-in/audio only).</p> <p>Objectives:</p> <ul style="list-style-type: none">• Define potential approaches to evolve city branding and strike the proper balance between residents, businesses, tourism and economic development.• Provide an opportunity for internal stakeholders to articulate key brand attributes from their perspective.• Use the team’s combined knowledge, experience, and creativity to generate new marketing/communication ideas <p>Deliverable:</p> <ul style="list-style-type: none">• Civic Brand Platform Documentation<ul style="list-style-type: none">◦ Key Influencer Personas◦ Community Brand Purpose◦ Community Brand Vision◦ Community Core Values◦ Community Brand Position◦ Community Brand Attributes• Key Messaging Copy Snippets<ul style="list-style-type: none">◦ A brief set of copy blocks suitable for use on the website and other marketing communications• One brand persona to be used as a template for further creation
Analysis and Key Findings Report	<p>Olive & Company will compile and analyze all insights from client discovery sessions, brand and competitive reviews, and internal/external research. Olive will also review your previous research documentation as part of this process, clarifying and preserving areas deemed relevant to future efforts.</p>

	<p>Olive & Company will then develop a key findings report focusing on current internal and external perspectives, and gaps and opportunities to meet your overarching goals. This report will establish a shared understanding of the current situation while setting a foundation for work through the remaining project phases.</p> <p>Deliverable:</p> <ul style="list-style-type: none"> • Key Findings Report and Recommendations
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Visual Identity System

Project Component	Scope Details
Creative Development	<p>A series of conceptual mood boards will be developed to inspire the corporate brand direction and tone of the master brand logo and visual brand identity. These will include the inspired theme, a description of the approach, keywords, and supporting inspirational visual elements (such as photography styles, iconography styles, and/or patterns and textures) to help define and articulate the overall vision for the logo and brand identity as a whole.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Two (2) mood boards demonstrating unique visual identity approaches • Please note there are no revisions to mood boards as they are intended to guide the next phase of creative development
Master Brand Logo and Identity System Design	<p>This will be the process to create and define your primary, master brand mark and overall visual identity system components.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Three (3) master brand logo concepts • Two (2) rounds of revisions on the chosen logo direction • Final EPS files of logo, including all variations deemed necessary, which may include: <ul style="list-style-type: none"> ◦ Horizontal/vertical orientations ◦ Tagline lockup ◦ Secondary brand lockup ◦ Social media lockups ◦ Primary and secondary color palettes ◦ Typography guidelines ◦ Photography and iconography guidelines ◦ Approved graphic elements and how to use them

Brand Style Guidelines	<p>Once the messaging, logo, and overall brand identity have been established, we will develop a brand identity guidelines document to support a consistent implementation of all materials. This will include:</p> <ul style="list-style-type: none"> • Audiences • Editorial guidelines • Logo usage guidelines • Primary and secondary color palettes • Typography guidelines • Photography and iconography guidelines • Approved graphic elements and how to use them <p>Deliverables:</p> <ul style="list-style-type: none"> • Documentation of all messaging and visual brand guidelines (PDF)
Brand Training	<p>After the brand guidelines document is approved, Olive will schedule a one (1) hour brand training session that can be attended by local team members and joined via GoToMeeting by remote teams. The goal will be to communicate the spirit of the brand and demonstrate relevant guidelines. We will also share ideas to make the most of creative flexibility within the core brand visuals.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Brand training supplemental documentation (PDF) • Brand training session

Operations

Account and Project Management	<p>Olive & Company will provide account and project management services for the duration of our work. These services include:</p> <ul style="list-style-type: none"> • Project setup • Creative brief development • Meeting conference notes • Client communications • Oversight of project goals, resources, and budgets
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Fee Estimate

City Branding Discovery Workshop <ul style="list-style-type: none">• Project Kick-Off and Immersion Meeting• Brand Discovery Workshop• Civic Planning and Messaging Documentation• Analysis and Key Findings Report• Key Messaging Snippets	\$9,160
Visual Identity System <ul style="list-style-type: none">• Creative Development• Master Brand Logo and Identity System Design• Brand Style Guidelines• Brand Training	\$12,500
Total	\$21,660

Notes and Assumptions:

- This proposal includes all costs/fees for strategy, account management, and project management for the above deliverables. It does not include out-of-pocket costs for custom research, legal services, printing, videography, photography, audio processing, illustrations, travel, or shipping other than what is noted above.
- The project timeline is dependent on prompt client reviews, feedback, and meeting availability. Delays in any of these areas will result in the extension of the project schedule.
- (2) rounds of revisions are included unless specifically noted; additional rounds of revisions are \$720 per round.
- The client will provide Olive & Company with access to all necessary brand and website assets (logo files, fonts, photography, research, brand guidelines, current content management system, analytics accounts, hosting, etc.).
- All design and content files will be the property of the client.

Terms

Olive & Company provides this estimate based on our understanding of the project scope at the time of presentation. If approved as is, we will notify you if we anticipate costs will exceed 10% above stated prices.

Terms:

This estimate is based on listed specifications and is valid for thirty (30) days. Changes to project specifications will require a revised estimate. Client agrees to indemnify Olive & Company and hold Olive & Company harmless against any and all claims, demands, suits, expenses, losses, and damages incidental to or resulting from any injury or alleged injury caused by any product manufactured, distributed, or sold by the client or attributable to any information, data, or material provided by the client, which Olive & Company uses or relies upon in performing their responsibilities.

Payment Terms:

Upon contract approval, Olive and Company will invoice for the amount listed. If the project is canceled before completion, client agrees to pay all fees and expenses as agreed upon by both parties incurred up to the cancellation date. A project will be automatically canceled if it is on hold for more than sixty days. A canceled project constitutes an end to the project agreement and any continuation of work will be estimated upon separately at the time of continuation.

Client Approval Signature:

Approval Date:

Please sign, date, and email to your account lead or to approvals@oliveandcompany.com.

About Olive & Company



The team at Olive & Company has been providing finely-tuned marketing solutions that drive brand goals and deliver business results since 2003. The tools and tactics have changed over the years, and our capabilities have evolved along with them.

We combine exceptional design and content with robust strategies to deliver creative that engages and influences. In our experience, the best results are built on a strategic vision, exceptional creative, innovative technology, and performance-focused analytics. We balance our expertise across all four areas in order to deliver effective, inventive marketing solutions.

Our Solutions:



Marketing Strategy
and Research



Brand Strategy and
Identity Development



Website Design
and Development



Digital Marketing Strategy
and Implementation



Content Strategy and
Copywriting



Print Design
and Production

OLIVE & CO

Thank you!