

Buchanan Downtown Brand Strategy & Identity Foundation

Buchanan Downtown Development Authority | Prepared by Destination by Design

Purpose of this revised scope

Destination by Design understands that the Buchanan Downtown Development Authority is pausing immediate marketing implementation and wants to put the right brand foundation in place before launching new marketing work. This revised scope outlines two investment options:

- A focused \$25,000 virtual process with foundational strategy, up to two creative directions, a final primary DDA logo/identity mark, and a one-page brand guide
- An expanded \$45,000 process with in-person immersion, photo documentation, up to three creative directions, a final DDA logo/identity mark with additional alternates or subbrand considerations as appropriate, and a more complete brand guide.

Both options are intended to help the DDA clarify how downtown Buchanan should be positioned, described, and visually expressed before moving into future marketing, website development, signage, campaign execution, or agency-of-record support.

The larger scope adds the parts of DbD's process that are hardest to replicate virtually: on-site discovery, broader stakeholder understanding, expanded creative exploration, and more practical tools for implementation.

Investment Options at a Glance

Option 1: Foundational Brand Strategy - Virtual Process | \$25,000

A focused, all-virtual process designed to establish strategic clarity, audience direction, messaging, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide. This option suits the DDA best if it primarily wants a foundational visual identity and brand direction before committing to a larger implementation program.

Option 2: Expanded Downtown Brand Strategy and Identity Development | \$45,000

A fuller process that includes a two-day site visit, photo documentation for discovery and brand development, stakeholder and business input, up to three creative directions, DDA logo/identity development, a foundational brand guide, sample brand applications, and an implementation roadmap. This option is the stronger fit if the DDA wants a brand system that can move more directly into downtown marketing, website, signage, events, and partner communications.

Optional Add-On for Option 1: One-Day In-Person Site Visit | Estimated \$5,000

The \$25,000 option is structured as an all-virtual process. A one-day in-person site visit may be added as an optional enhancement for an estimated \$5,000. This add-on would include downtown immersion, staff coordination, up to 2–3 in-person stakeholder or partner conversations as schedule allows, ordinary travel expenses for up to two DbD team members, and a site visit summary.

Cost Breakdown

Option 1: **\$25,000**

Project Initiation and Virtual Discovery	\$5,000
Downtown Positioning and Brand Strategy	\$6,000
Creative Direction, Logo, and One-Page Brand Guide	\$9,000
Foundational Brand Strategy Summary	\$5,000

Option 2: **\$45,000**

Discovery, Site Visit, Photo Documentation	\$12,000
Downtown Brand Strategy	\$9,000
Creative Direction, Logo, and Identity Toolkit	\$15,000
Brand Application and Implementation Roadmap	\$9,000

Option 1 — Foundational Brand Strategy - Virtual Process | \$25,000

Approach

This focused, all-virtual process helps the Buchanan DDA clarify the foundation for future downtown branding and marketing. The scope defines downtown positioning, priority audiences, messaging direction, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide without moving into campaign launch, website development, or ongoing marketing management. It is intended to give the DDA a practical starting point before larger implementation decisions are made.

Phase 1 — Project Initiation and Virtual Discovery | Weeks 1–3 | \$5,000

Task 1.1: Kickoff and Project Alignment

Destination by Design will facilitate a virtual kickoff meeting with DDA and City representatives to confirm project goals, decision-making structure, schedule, available materials, and expectations for the branding and strategy process.

Task 1.2: Existing Materials Review

DbD will review existing downtown materials, prior marketing content and research, photography, event information, business district resources, social media presence, and related community materials to understand how downtown Buchanan is currently presented.

Task 1.3: Focused Virtual Stakeholder Input

DbD will conduct up to 3–5 virtual stakeholder conversations or small-group discussions with DDA/City representatives and selected downtown stakeholders to better understand current challenges, opportunities, perceptions, and desired outcomes for the downtown brand.

Task 1.4: Discovery Summary

DbD will prepare a concise discovery summary outlining key themes, initial opportunities, audience considerations, and early direction for the downtown brand strategy.

Deliverables: Stakeholder research; discovery summary, and strategic direction.



Phase 2 — Downtown Positioning and Brand Strategy | Weeks 3–5 | \$6,000

Task 2.1: Audience and Opportunity Definition

DbD will identify priority audiences for downtown Buchanan, including local residents, regional visitors, nearby destination travelers, event attendees, and business district users.

Task 2.2: Downtown Positioning Framework

DbD will develop a downtown positioning framework that defines what makes Buchanan's downtown distinct, relevant, and marketable within the regional context.

Task 2.3: Messaging Foundation

DbD will develop core messaging themes, tone of voice direction, and sample language to guide future downtown communications.

Task 2.4: Strategic Priorities

DbD will identify near-term priorities for how the DDA can begin using the brand foundation across communications, events, business support, and future marketing efforts.

Deliverables: Audience and opportunity framework; downtown positioning statement; core messaging themes; tone of voice direction; strategic priorities.

Phase 3 — Initial Creative Direction and Logo/Identity Development | Weeks 5–8 | \$9,000

Task 3.1: Visual Identity Direction Development

DbD will develop up to two focused visual identity directions that establish an initial look and feel for the Buchanan DDA brand. These directions may include mood boards, color inspiration, typography direction, visual references, example applications, and preliminary logo/identity concepts.

Task 3.2: Brand Personality, Tone, and Basic Usage Guidance

DbD will define the personality, tone, and visual qualities that should guide future identity and campaign development, including basic guidance for logo use, color, typography, and tone.

Task 3.3: Review and Refinement

DbD will present the creative directions to the DDA for review and refine the selected direction into a final primary DDA logo/identity mark, completing one round of refinement based on consolidated feedback.

Deliverables: Up to two creative directions; selected direction refinement; final primary DDA logo/identity mark; mood board; visual style references; brand personality and tone guidance; one-page brand guide; one round of refinement.

Phase 4 — Foundational Brand Strategy Summary | Weeks 8–10 | \$5,000

Task 4.1: Strategy Summary Document

DbD will compile the discovery findings, positioning, messaging, logo/identity direction, and creative direction into a concise foundational brand strategy summary.

Task 4.2: Implementation Recommendations

DbD will provide recommendations for next steps, including how the DDA could move into visual identity development, website planning, campaign development, photography, signage, or downtown marketing as future implementation phases are authorized.

Task 4.3: Virtual Handoff Meeting

DbD will facilitate one virtual handoff meeting to walk through the strategy summary, recommendations, and suggested next steps.

Deliverables: Foundational Brand Strategy Summary; final primary DDA logo/identity mark; one-page brand guide; recommended next steps; implementation priorities; one virtual handoff meeting.

Option 1 Timeline

Timeline Chart

Phase | Timing | Workstream

01 | Weeks 1–3 | Project Initiation and Virtual Discovery

02 | Weeks 3–5 | Downtown Positioning and Brand Strategy

03 | Weeks 5–8 | Initial Creative Direction and Logo/Identity Development

04 | Weeks 8–10 | Foundational Brand Strategy Summary

Timeline, Investment, and Conditions

Proposed total fee: \$25,000. Estimated duration: approximately 10 weeks from kickoff, assuming timely access to materials and consolidated feedback from the DDA. All meetings are virtual. The DDA supplies existing content and images, recruits interview participants, and returns consolidated feedback within five business days. This option does not include an in-person site visit, original photography, a comprehensive brand standards manual, website development, marketing implementation, media buying, or ongoing agency services.

Optional One-Day In-Person Site Visit Add-On | Estimated \$5,000

A one-day in-person site visit may be added to the \$25,000 scope as an optional enhancement. This would include downtown immersion, staff coordination, up to 2–3 in-person stakeholder or partner conversations as schedule allows, ordinary travel expenses for up to two DbD team members, and a short site visit summary. Photo documentation, if captured, would be for internal discovery and visual reference only and would not constitute a marketing photography deliverable. This visit would improve DbD's understanding of downtown conditions and stakeholder priorities, but it would not replace the deeper two-day immersion and photo documentation included in the \$45,000 option.

Option 2 — Expanded Downtown Brand Strategy and Identity Foundation | Two-Day Site Visit + Photo Documentation | \$45,000

Approach

This option provides a fuller brand strategy and visual identity process for the Buchanan DDA. It adds in-person discovery, photo documentation, expanded stakeholder and business input, broader creative exploration, logo/identity development, and a foundational brand guide to support future marketing, website development, signage, events, and business district communications. It moves from field understanding into strategy, creative direction, identity development, sample applications, and implementation guidance.



Phase 1 — Discovery, Site Visit, Photo Documentation | Weeks 1–4 | \$12,000

Task 1.1: Kickoff and Project Alignment

Destination by Design will facilitate a kickoff meeting with DDA and City representatives to confirm goals, schedule, decision-making structure, key audiences, available materials, and intended uses for the brand strategy.

Task 1.2: Existing Materials and Context Review

DbD will review existing marketing materials, downtown plans, prior promotional content, photography, event information, business district resources, tourism context, comparable community references, and related community materials.

Task 1.3: Two-Day Site Visit and Downtown Immersion

DbD will conduct a two-day in-person visit to Buchanan to experience the downtown district firsthand, meet with staff and stakeholders, observe visitor conditions, document key assets, and understand how the district functions on the ground.

Task 1.4: Photo Documentation for Discovery and Brand Development

As part of the two-day site visit, DbD will capture photo documentation of downtown Buchanan to support discovery, visual analysis, creative direction, and initial brand development. This may include streetscapes, storefront conditions, public spaces, signage, architectural character, visitor touchpoints, and other visual references. This effort is not a dedicated marketing photography shoot and is not intended to produce a polished image library for campaign, website, or advertising use.

Task 1.5: Stakeholder and Business Input

DbD will conduct up to 6–10 stakeholder, staff, business, and partner conversations or small-group discussions, coordinated around the two-day site visit and virtual follow-up as needed, to understand perceptions, opportunities, challenges, and aspirations for downtown Buchanan.

Task 1.6: Discovery Findings Summary

DbD will prepare a discovery findings summary outlining key takeaways, audience opportunities, downtown assets, visual themes, stakeholder input, and strategic direction.

Deliverables: Kickoff; materials and context review; two-day site visit; photo documentation for discovery and brand development; up to 6–10 stakeholder, staff, business, and partner conversations or small-group discussions; discovery findings summary.

Phase 2 — Downtown Brand Strategy | Weeks 4–7 | \$9,000

Task 2.1: Audience and Market Opportunity Framework

DbD will define key audiences and market opportunities for downtown Buchanan, including local residents, regional visitors, nearby destination travelers, event attendees, business patrons, and potential future audiences.

Task 2.2: Downtown Positioning Strategy

DbD will develop a clear positioning strategy that defines what downtown Buchanan can own in the regional market and how it should be presented to residents, visitors, businesses, and partners.

Task 2.3: Brand Story and Messaging Framework

DbD will develop a brand story, core message pillars, tone of voice, sample language, and calls to action that can guide future communications.

Task 2.4: Experience and Implementation Priorities

DbD will identify how the brand can be expressed through downtown events, business support, visitor communications, website content, signage, social media, and future campaigns.

Deliverables: Audience framework; positioning strategy; brand story; messaging pillars; tone of voice; implementation priorities.

Phase 3 — Creative Direction, Logo Development, and Identity Foundation | Weeks 7–12 | \$15,000

Task 3.1: Creative Direction Development

DbD will develop up to three creative directions for the Buchanan DDA. Each direction may include preliminary DDA logo/identity concepts, visual inspiration, color direction, typography references, graphic language, photography style, and example applications.

Task 3.2: Creative Direction Presentation

DbD will present the creative directions to the DDA and City team, explaining the strategy, visual rationale, and potential applications for each direction.

Task 3.3: Direction Selection and Refinement

Based on consolidated feedback, DbD will refine the preferred direction into a more complete identity foundation, including a final DDA logo/identity mark.

Task 3.4: Foundational Brand Guide and Identity Toolkit

DbD will prepare a foundational brand guide and identity toolkit that may include the final DDA logo/identity mark, core logo usage guidance, refined color palette, typography recommendations, graphic style, photography guidance, tone of voice, sample layouts, and example applications for downtown communications.

Deliverables: Up to three creative directions; creative direction presentation; refined preferred direction; final DDA logo/identity mark; logo alternates or subbrand considerations as appropriate; foundational brand guide and identity toolkit.

Phase 4 — Brand Application and Implementation Roadmap | Weeks 12–16 | \$9,000

Task 4.1: Sample Brand Applications

DbD will develop a focused set of sample applications to demonstrate how the brand foundation could appear in real-world use. Examples may include social media graphics, event promotion, website header direction, business feature templates, signage inspiration, or print collateral concepts.

Task 4.2: Implementation Roadmap

DbD will develop a practical implementation roadmap that identifies how the DDA can phase the brand into future marketing, website development, downtown communications, business engagement, and promotional efforts.



Task 4.3: Final Brand Strategy and Identity Foundation Package

DbD will compile the strategy, messaging, creative direction, sample applications, and implementation roadmap into a final package for DDA use.

Task 4.4: Handoff and Adoption Session

DbD will facilitate one virtual handoff and adoption session to walk through the final package and discuss recommended next steps.

Deliverables: Sample brand applications; implementation roadmap; final Brand Strategy and Identity Foundation Package; one virtual handoff and adoption session.

Option 2 Timeline

Timeline Chart

Phase | Timing | Workstream

01 | Weeks 1–4 | Project Initiation, Discovery, and Downtown Immersion

02 | Weeks 4–7 | Downtown Brand Strategy

03 | Weeks 7–12 | Creative Direction, Logo Development, and Identity Foundation

04 | Weeks 12–16 | Brand Application and Implementation Roadmap

Timeline, Investment, and Conditions

Proposed total fee: \$45,000. Estimated duration: approximately 16 weeks from kickoff, assuming timely access to materials, scheduling availability, and consolidated feedback from the DDA. This option includes one two-day in-person visit by up to two DbD team members, photo documentation for discovery and initial brand development use, a final DDA logo/identity mark, logo alternates or subbrand considerations as appropriate, and a foundational brand guide. Remaining meetings are virtual unless otherwise agreed. This option does not include a full professional photography campaign, video production, website development, paid media, marketing implementation, or ongoing agency services.

Scope Comparison Summary

Both options establish a strategic and visual identity foundation for downtown Buchanan. The \$25,000 option gives the DDA a focused brand foundation: positioning, messaging, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page guide. The \$45,000 option provides a fuller place-branding process: in-person discovery, broader stakeholder and business input, photo documentation, expanded creative exploration, a more complete identity toolkit, sample applications, and a practical implementation roadmap.



Simplified Option Comparison

\$25,000 Virtual Strategy Option

Best for establishing clarity and alignment before committing to a larger implementation phase. This option is fully virtual and focuses on positioning, messaging, audience direction, up to two creative directions, a final primary DDA logo/identity mark, and a concise one-page brand guide.

\$45,000 Expanded Strategy + Identity Foundation Option

Best for creating a fuller brand foundation with more direct implementation value. This option adds a two-day site visit, photo documentation for discovery and brand development, expanded stakeholder and business input, up to three creative directions, a final DDA logo/identity mark, logo alternates or subbrand considerations as appropriate, a foundational brand guide and identity toolkit, sample applications, and a more detailed implementation roadmap.

Primary Difference

The \$25,000 option establishes the foundation and one primary DDA identity package. The \$45,000 option builds that foundation into a more implementation-ready identity system through in-person discovery, broader input, a deeper guide/toolkit, sample applications, and roadmap.

Shared Assumptions and Scope Boundaries

The visual identity focus for this scope is the Buchanan Downtown Development Authority. The strategy and messaging will remain grounded in downtown Buchanan/Central Business District, with flexibility for future partner use if confirmed. A broader citywide brand, Chamber identity, tourism identity, or new Community Growth Alliance identity is not included unless expressly authorized.

The DDA will designate one project lead and one final approving body, consolidate partner comments, and approve the brand brief, strategy, creative direction, and final package at phase gates. Later decisions that change the approved name, geography, audience, identity direction, or partner structure may change the fee or schedule.

Fees cover the listed professional services and project coordination. Third-party licenses, paid fonts, printing, fabrication, survey incentives, advertising, hosting, commissioned photography/video, and extended content production are excluded unless expressly included in a final agreement. Photo documentation included in the \$45,000 option is part of DbD's discovery and creative-development process. Final marketing photography, lifestyle photography, edited image galleries, usage-ready asset libraries, video production, or formal content capture would be separately scoped if desired.

Deferred services include website construction/operation, media buying, publishing and social monitoring, ongoing content production, campaign execution, recurring performance reports, trademark/legal review, and expanded logo system development beyond the selected scope. Future agency-of-record support may be considered once partner roles, budgets, and implementation priorities are settled. No visitor, revenue, or business performance outcome is guaranteed by this initial branding phase.

Decisions Before Final Agreement

Confirm the selected budget; final DDA brand name and whether naming exploration is needed; participating partners and approval authority; kickoff date; travel assumptions; template/software platform; ownership and licensing terms; and payment schedule. These decisions will convert this discussion draft into a final scope.