

Proposal for a Comprehensive Branding & Visual Identity System

*Submitted by Courtney Walsh
For the Town of Casco, Maine*

Introduction

Casco is a place defined by its natural beauty, rich history, and strong sense of community. This rebrand goes beyond creating a logo — it's about telling Casco's story in a clear and inspiring way. A thoughtful visual identity will strengthen how we see ourselves, invite others to experience our town, and give us a cohesive look and feel that will serve us well for years to come.

As both a designer and a resident, my vision is to create a system that reflects where Casco has been, honors who we are today, and sets the stage for an even brighter future.

A Note from the Designer

Casco is more than where I live — it's the place I'm proud to call home. I believe in its potential, which is why I'm dedicating my skills and time to this project. This proposal reflects the true value of the work, not as an expense to the Town, but as a measure of the care and impact being invested.

Casco deserves a brand that represents more than just Casco Days. We are a community rooted in families, shaped by a long tradition of summer camps and seasonal visitors. With a cohesive identity, we can highlight what makes Casco unique and position ourselves as one of Maine's premier destinations for recreation and the outdoors. As the heart of the Lakes Region, we deserve to shine.

This identity will be built with intention, designed to foster pride, welcome visitors, and reflect the spirit of our community. The process will invite participation and create opportunities for connection. Even if resources are limited, I am committed to bringing this vision to life with creativity and heart. Thank you for trusting me with Casco's story.

Project Goals

- Define Casco's unique story, values, and personality
- Create a flexible, modern, and authentic visual identity system
- Ensure consistency across signage, print, digital, and environmental applications
- Foster pride and unity among residents
- Provide tools for Casco to market itself confidently to visitors, families, and businesses

Scope of Work (Phases)

Phase 1 – Discovery & Strategy

- Stakeholder interviews (town leadership, residents, businesses)
- Community brand workshop(s) to gather input
- Research: peer communities, tourism trends, Maine regional context
- Brand positioning document: Casco's brand values, narrative, and personality

Deliverable: Brand positioning & strategy report

Value: \$7,500 (est. 75 hrs)

Phase 2 – Visual Identity Development

- Design of primary logo and lockups (horizontal, vertical, icon mark)
- Alternate variations (1-color, reversed, simplified for small-scale use)
- Typography system (headline + body fonts)
- Comprehensive color palette with accessible pairings
- Supporting design elements (patterns, illustrations, textures)

Deliverable: Full logo suite + visual system

Value: \$12,000 (est. 100 hrs)

Phase 3 – Brand Guidelines & Toolkit

- Digital brand guidelines manual (usage, spacing, do's/don'ts, voice, and tone)
- Ready-to-use templates:
 - Letterhead + business cards
 - PowerPoint/Keynote deck
 - Social media graphics
 - Newsletter/email header
 - High-resolution files in all formats

Deliverable: Comprehensive brand toolkit

Value: \$8,000 (est. 70 hrs)

Phase 4 – Collateral & Environmental Design

- Wayfinding & signage mockups (welcome signs, directional signs, banners)
- Marketing collateral: brochures, rack cards, visitor maps
- Branded merchandise mockups (tote, mug, t-shirt)
- Website design support (homepage layout, style guide)

Deliverable: Environmental + marketing collateral package

Value: \$10,000 (est. 90 hrs)

Phase 5 – Launch & Community Engagement

- Create launch campaign
- Branded launch campaign materials (social media rollout, community event branding, press kit)
- Community presentation of the new identity (public event or digital reveal)

Deliverable: Launch plan + creative assets

Value: \$6,500 (est. 60 hrs)

Estimated Project Value

- **Total Professional Value:** \$44,000 (approx. 395 hrs @ avg \$110/hr)
 - A full-town visual identity from a professional agency could cost \$75,000–\$100,000 or more. By working directly with a local designer, Casco receives the same strategic and creative expertise, with the added value of local knowledge, care, and community connection.
- **Proposed Town Investment:** \$12,000
- **In-Kind Creative Donation:** I am committed to bringing this project to life for Casco, regardless of budget availability. This proposal outlines the *true worth* of the work, so the Town understands the depth of what is being delivered.

Timeline

- Discovery & Strategy: 4–6 weeks
- Visual Identity Development: 6–8 weeks
- Brand Guidelines & Toolkit: 4–6 weeks
- Collateral & Environmental Design: 6 weeks
- Launch & Engagement: 4 weeks

Total Duration: ~6–7 months (phased rollout possible)

Why Invest in Branding?

- **Tourism & Economic Growth:** Strong branding attracts visitors and small businesses.
- **Community Pride:** A shared identity fosters belonging and civic pride.
- **Consistency & Efficiency:** A visual system saves time and money for years to come.
- **Longevity:** A well-built identity lasts 15–20 years, paying dividends far beyond the initial investment.

Next Steps

If approved, we will begin with **Phase 1 (Discovery & Strategy)** to ground the identity in authentic community values. From there, we will proceed phase by phase, building a brand that Casco can be proud of.