



Veugeler Design Group

LOGO AND STYLE GUIDE PROPOSAL FOR:
CITY OF DACULA

PREPARED BY:
VEUGELER DESIGN GROUP

JANUARY 2023

CITY OF DACULA LOGO AND BRAND STANDARDS

The City of Dacula is seeking a new logo and identity. This identity should position Dacula as a sought-after community, one that fosters a desire for people to want to live or visit and businesses to want to have offices in Dacula.

At its most fundamental level, all that matters, is what your brand means to the target consumer, and in turn how the consumer acts on that meaning. **It is who you really are... why that matters to your target audience... and how you deliver that value to them.**

THE BRANDING PROCESS:

1. Research/Discovery

- a. Market & Competitor Research
- b. Stakeholder Interviews – VDG will interview members of the City Council, Key City Employees and Key Influencers to get a sense for what's uniquely Dacula

2. Creative/Branding

- a. Creating new logo – VDG will create 4-5 different logo concepts for the City of Dacula with up to 2 hours of revisions.
- b. Development of brand standards - **Brand standards** are a set of **guidelines** for the colors; photography and **graphic** elements; **logo** specs; fonts and messaging that comprise your **brand**. They're the glue that holds your **brand** together and help to create and protect your firm's **brand** identity.

3. Brand Identity Refresh

After we've decided on the new Identity for the City of Dacula, there are many pieces of supportive marketing collateral that will likely need to be refreshed with the new logo and brand standards. These items could include:

Corporate Identity

- Business cards
- Letterhead
- Envelopes
- Thank You cards
- Apparel (t-shirts, collared shirts, hats, etc.)
- Office signage
- Signage around the City
- Newsletter
- Print Collateral

Digital Marketing

- Website
- Social Media
- Email Marketing

SERVICES / DELIVERABLES:

LOGO DESIGN

4 – 5 logo concepts based on the inspiration and details provided by the client.

BRAND STYLE GUIDE

Once the logo is finalized, VDG will create a Brand Style Guide for the City of Dacula. The style guide will be a one to two-page snapshot and will include digital and print guidelines for correct logo usage, color palettes and fonts.

CORPORATE IDENTITY AND DIGITAL MARKETING

Corporate identity items, website and digital marketing initiatives may be developed once the logo and style guide are finalized.

FEES AND PAYMENTS

FEES:

Logo Design.....\$3750

Includes stakeholder interviews, research, and development of 4-5 logo options.

Includes 3 – 4 rounds of revisions.

Brand Style Guide.....\$1250

Includes logo variations and requirements, color palette, preferred fonts (print and digital).

PAYMENT TERMS:

\$1500 deposit due up front, remaining balance due when logo and style guide are complete and approved by client.

PAYMENT METHODS:

We accept payment via check or credit card.

ABOUT VEUGELER DESIGN GROUP:

Our Company:

Veugeler Design Group is an award-winning boutique marketing firm, based in the Metro Atlanta area that was founded in 2006. ***VDG specializes in branding, print and digital solutions for a diverse local, national and international clientele.***

Our Vision:

Our clients have come to expect exceptional work and outstanding service. Your story begins with a first impression and that first impression stems from the design of your brand. Every client has a unique story to tell, and we are passionate about bringing that story to life.

Our Goal:

Our ultimate goal is our client's success; and their success is derived from having a growing and increasingly loyal customer base. Our designs create lasting impressions and help your target audience understand what your brand is about, what your story is, who you are and what value you're offering.

Core Services:

Branding/Corp ID
Web Design &
Development
Email Marketing
Social Media
Event Marketing
Event Planning
Magazine Publishing
& Production
Copywriting
Print Design
Billboard Design

DEMONSTRATED EXPERIENCE:



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DEMONSTRATED EXPERIENCE:



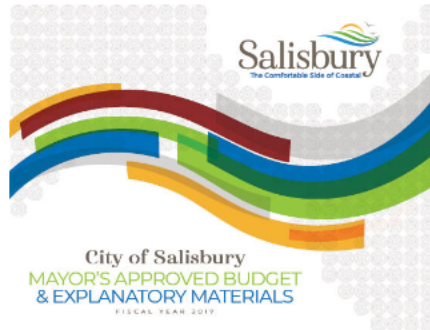
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Talent that gives your business an edge.

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