



CITY OF DALTON, GA
BRANDING - DESIGN CONSULTING

DECEMBER 5, 2023



December 5, 2023

P. Andrew Parker, P.E.
City Administrator
City of Dalton, GA
PO Box 1205
300 W. Waugh Street
Dalton, GA 30722

RE: City of Dalton, GA – Branding Design Services

Mr. Parker,

Confluence is pleased to submit the following proposal for design services for the City of Dalton, GA Branding. This proposal will itemize design services relative to brand items that can be implemented across city communications documents, website, fleet graphics, merchandise, apparel, etc. Following is the outlined service list proposal with attached fees.

I. Understanding

Brand Status + Brief: While there is awareness of the City of Dalton the current brand does not strongly promote a sense of what the city is or what it has to offer. The existing brandmark is a highly literal interpretation of the industry connected to the city, but not the city itself. Further, there are various ancillary agencies with varying brand styles none of which align toward a larger group harmony. All these agencies support one place, yet they all feel very different.

The charge is to develop a brandmark that clearly reflects the culture of City of Dalton and encourages a more aligned vision between the varying disciplines allowing for a more united brand message.

Brand Plan: Our charge is to develop an overall brandmark with a focus on reflecting a broader vision of what the City of Dalton is. We will develop a visual approach to the brand and establish guidelines for brand application. This brand plan will include analysis of existing information, identification of communication objectives and development of graphic direction for all items associated with the brand. Last, we will apply the brand to key communication items arming the City of Dalton with base communication tools.

Results/Presentation of strategies:

The branding will be presented in the context of different applications to represent the design as it could appear in context of typical collateral/communications. These mockups will enable a clear visualization of how the proposed branding design will work in real-life situations. At this stage, we will not be designing the actual collateral, but demonstrating how the brand would work in the context of collateral.

The long-term success of a brand can only be assured when an on-going program that incorporates strong brand principles is developed and consistently applied. Consistency is paramount to successful branding.

Following is a list of deliverables as an outcome from this design effort. For the items outlined below, Confluence will follow the scope of services outlined in section II:

Task 1 – Brandmarks

Logo artwork

- City of Dalton lockup
- City of Dalton Departmental lockup (typical)

Task 2 – Brand style guide

Style guide providing branding standards including specifications of:

- Explanation of Brandmark
- Departmental lockups
- Color (PMS, CMYK, RGB)
- Typefaces
- Usage Rules
- Brand Assets

Task 3 – Communication Documents

Layout of base communication tools including:

- Stationery Suite (Letterhead, 2nd Sheet, Business Card, #10 Envelope)
- City Notecard
- Email Signature (Standard lockup)
- Powerpoint Template
- City Apparel (i.e. Embroidered Shirt) – typical
- Fleet Graphics / City Vehicle (i.e. Public Works Truck) – typical

II. Scope of Service

Design Process Summary

- Confluence will conduct two (2) “Discovery | Brand Definition” workshops to gain insight into the culture, history, voice of the City of Dalton. We will discuss goals & objectives, gather information with an ultimate goal to “define” the brand.
- Confluence will provide three (3) concepts (loose hand-sketches/rough type studies/comps) as needed to communicate ideas of which one (1) may be selected for development. This scope of work includes three (3) rounds of development to the selected concept.
- This will be a collaborative design process with Confluence and the City of Dalton team and clear decision making is critical to a timely and successful project.
- Confluence will review concepts with City of Dalton team via five (5) design development meetings. (3 on site and 2 remote)
- Confluence will provide developmental drawings (computer generated images) for presentation of design direction and execution within the contextual framework of example retouched imagery).

Design Scope Outline

• Phase One: Discovery | Brand Definition

- On site Discovery Worksession #1 to establish specific goals, discuss facets of the city, usage needs, etc.
 - o (Meeting #1)
- On site Discovery Worksession #2 to review initial meeting summary, and discuss additional elements relative to city and discuss brand voice, operational resources, outside agencies, etc.
 - o (Meeting #2)

• Phase Two: Design

Concept Design

- Development of three (3) high level conceptual landmark options
- Review concept package options with City of Dalton “COD” and obtain comments/directives
 - o (Meeting #3)
 - ***Owner to select one (1) conceptual option to proceed to design development***

Design Development

- Development to one (1) selected design option including hardlining concept in vector line format exploring more detail relative to lockup, typestyles, colors, etc. Showcase design in context via various application examples.
- Review developed concept and obtain comments/directives with COD
 - (Meeting #4 – via GoToMtg)
- Development Round #2 based on comments received
 - (Base comments on color, typestyles, etc.)
- Review developed concept and obtain comments/directives with COD

- (Meeting #5 – via GoToMtg)
 - Development Round #3 based on comments received and development of final approach
 - Review final development with COD
 - (Detailed comments for final adjustments)
 - Deliver final pdf of brandmarks for final approval/adoption by COD
- **Phase Three: Brand Style-guide / Brand Application / Artwork Preparation**
 - **A: Brand Guidelines:** Assemble brand guidelines document (pdf) outlining basic usage notes and specifications including color, typefaces, patterns, clear space requirements, do's and do-not's, etc. as necessary for typical user reference
 - **B: Communication Documents:** Final design and layout for items listed under Heading I-Task 3.
 - **C: Live Artwork/Templates:** Assemble live document templates for city use for communication documents listed under Heading I-Task 3. Prepare master artwork files for delivery to COD for ongoing usage. Electronic files for delivery including native vector-based files (.ai) as well as placement raster files (.jpg/.tif)

III. Compensation

Design fee for design services listed below is payable to **Confluence Enterprises, LLC** and will be billed percentage complete per month as follows:

DESIGN TASK & FEE ITEMIZATION

Ph. 1 - Discovery	\$5,500.00
Ph. 2 - Design	\$9,500.00
Ph. 3 – A: Style-Guide	\$6,500.00
Ph. 3 – B: Communication Documents	\$4,000.00
Ph. 3 – C: Live Artwork-Templates	\$4,500.00
Reimbursables (3%)	\$900.00

Design Total **\$30,900.00**

Out of pocket reimbursable expenses are included as noted. Reimbursables include any necessary out-of-pocket expenses primarily related to local travel mileage and parking but may include but not limited to: mock-ups, materials and supplies, copies/fax, prints, mock-up materials, in-house comp scans, typography, printing, long distance travel or any other incidental expenses incurred in connection with project responsibilities. Any reimbursable expenses over the value noted above must be approved in writing by owner of this agreement. Reimbursables are based on meeting schedule noted. Any change to meeting schedule could impact reimbursable value.

Assumptions + Notes:

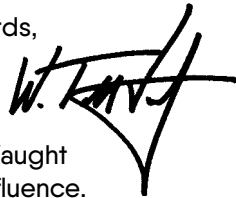
- Substantial deviation from the scope outlined in this agreement may require additional service fees.
- This agreement assumes owner will integrate new design formats into workflow (i.e. scope does not include setup/integration of email signatures for each city employee. It is assumed the owner's IT department will apply developed standards/layouts).
- This scope includes design services only. Scope does not include solicitation, production oversight, delivery coordination, etc. for any goods.
- This contract may be terminated by either party upon written notice. Confluence will be compensated for all work performed and/or reimbursable expenses incurred prior to receipt of written notice of termination. In the event of termination, ownership of all copyrights and the original artwork shall be retained by Confluence Design Consulting until receipt of payment in full of the fees earned prior to termination. Upon payment of all accrued fees, ownership of all copyrights and original artwork shall transfer to the City of Dalton.
- This does not include actual costs for production of goods, stationery, website hosting fees, stock imagery, etc. No third party costs are included in this agreement.
- This project does not include redesign of ancillary agency brandmarks (i.e. Dalton Chamber of Commerce, Dalton Convention & Visitor's Bureau, etc.).
- Stock imagery purchase costs and/or photoshoot direction is not included.
- Additional meetings requested by the owner in addition to what is outlined in the scope above may require additional service fees.

Invoices are due and payable 30 days from date of invoice.

IV. Acceptance

Execution and return of the enclosed copy of this proposal for design services shall constitute acceptance by Client of the terms outlined herein. I look forward to working with you on this project.

Best regards,



W. Todd Vaught
Dba/Confluence.

Accepted and Approved for City of Dalton, GA by:

Signature & Date

Printed Name & Title

THANK YOU

