

DOUGLAS DDA

Brand Proposal

well

Created By
Tyler Doornbos

Created On
2026-03-14

Douglas is a wonderful spot. I've personally been coming to the area for many years, and though it is sometimes upstaged by its neighbor for those who don't know the area well, the downtown area has so much to offer – and a more creative, lower-intensity vibe than Saugatuck.

When promoting and growing a business district, we think an outstanding brand is critical to create excitement, drive traffic, and give visitors the vibe of the place before they come. Especially when you're in friendly competition with a neighbor, differentiating and amplifying what makes you special is so important.

well

That's where Well comes in. Our team will work with you to create a brand that you can afford, building on our years of working with promoting cities and neighborhoods to make something you truly love.

Well is different than many brand studios. We forego quantity for quality, giving you several highly-considered brand directions, built through a highly-collaborative process.

Our team works with nonprofits and municipalities that are focused on creating something better for everyone, and we think promoting the economic vitality of a historic and beautiful place like Douglas is right up our alley.

We'll also work with you in a special process to translate your Well brand into a beautiful Featherlight website. We've worked with a number of Well branding customers at Featherlight, and their work has come out top notch. Generally, the Well team will create a website visualization as part of the branding process, and Featherlight then interprets that into a full site.

We're honored that you'd consider trusting us with something as important as the brand for the Douglas DDA, and we hope to play an important role in building and promoting Douglas to those looking for a singular West Michigan coastal experience!

1.0

Project Overview

Why Well

Your brand is more than just colors and fonts - it's the story of who you are and where you're going. We partner with our clients to help them tell that story in a way that connects with their customers and shows the real value they bring to the table.

Our team has worked with organizations and municipalities of all sizes across the region, from growing counties to the DDAs of small but vibrant towns, helping them transform how they communicate. Whether we're designing election dropboxes with social sharing in mind or creating internal video campaigns to boost team morale, our focus is always the same: finding creative solutions to our clients' real-world challenges.



2.0

Project
Details

Phase One

Learning Before Building

CLICK TO VIEW

Check out our branding process.



Defining Your Vision

Before we create a single design, we need to understand your vision for the Douglas downtown and DDAs role in building realizing that vision. How do you want to relate to your businesses, visitors, and residents? What makes your cultural experience different? The better we understand the vision and approach, the more effectively we can align your brand with that vision and help potential people see what makes you stand out.

Brand Strategy

Unlike other branding firms that jump straight to logos, we take a more strategic approach. Should we emphasize creativity or friendliness? Position you as an alternative to your neighbor, or an extension of a visit there? Project a fresh, inclusive energy while maintaining your business-friendly credibility? We believe your brand should tell a cohesive story where every element works together as part of a larger system.

Phase Two

Brand + Asset Building

Brand Development

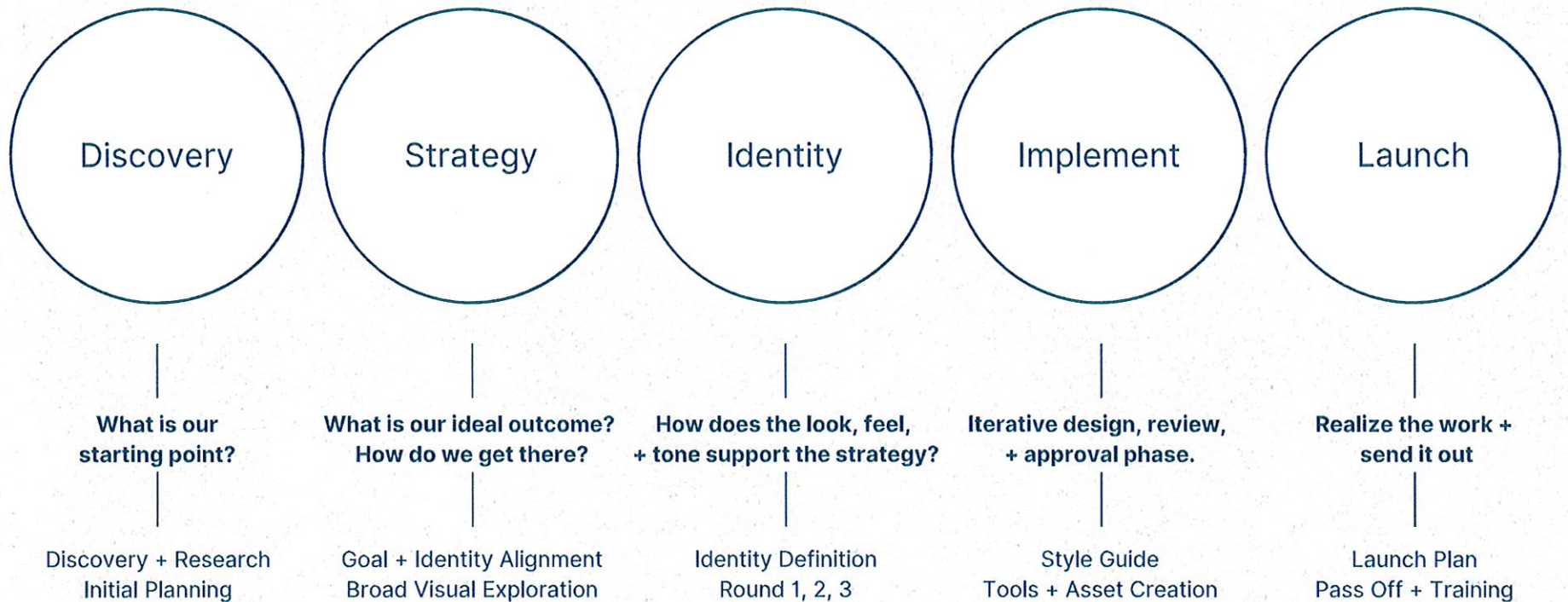
Our development process begins with concept boards - essentially the "vibe" of your brand. We'll explore different directions through carefully curated visual inspiration, organizing possibilities into three distinct approaches based on the brand pillars we discover together. From there, we'll develop our first complete brand version, with logos, colors, and design elements all working as a system. This first version isn't meant to be perfect - it's meant to spark discussion and be refined through conversation about what best represents the Douglas DDA's vision.

Brand Asset Development

The final phase focuses on turning our refined brand direction into everything you'll need to succeed. We develop a complete package of assets - from logos and colors to fonts and design elements - all working together to tell your story to potential partners and prospects. More importantly, we create a comprehensive brand guide that shows you exactly how to use these elements effectively. This ensures you're not just getting a collection of beautiful designs, but a complete, usable brand system. This is also where we begin executing the designs for business cards, templates, and more.

Logo + Brand Assets | Business Cards | Presentation Templates

Our Branding Workflow



3.0

Featherlight Website

Phase Three (Optional) Brochure Website Development | Featherlight

Website Overview

Through our sister company, [Featherlight](#), we create beautiful, high-performance websites that seamlessly integrate with your brand. Our recommended Advanced package (\$999 setup + \$99/month when paid yearly) gives you a professional website - a true extension of the brand we've developed together. Included in the monthly fee is comprehensive management: our team handles everything from content updates to technical maintenance, ensuring your digital presence remains as polished as your work.

Content + Management

The Advanced package includes up to 40 pages of expert-created custom content tailored to showcase both your technical expertise and your progressive culture. And, we don't just build it and leave - you get unlimited ongoing content updates to keep your site fresh and engaging. Our team handles all the technical details too - hosting, security, and software updates - letting you focus entirely on transforming your industry.

Phase Three

Brochure Website Development | Featherlight

Tools & Integration

Your website comes equipped with premium tools to enhance your professional presence and outreach efforts. From project galleries to team culture highlights, we've selected and incorporated tools that showcase your area and brand positioning effectively. These integrations are carefully chosen to support both your organizational development and recruitment needs while maintaining a clean, professional appearance.

Other Notes

We've streamlined the traditional agency process to deliver real value. Our sites are launch-ready from the first version, built using proven templates that we customize extensively to match your brand and industry needs. We work with a carefully selected software stack that ensures stability and security - crucial for maintaining a professional presence in the your space. Plus, you get unlimited email support for any questions or changes you need. It's agency-quality work made accessible and affordable.

4.0

Project
Leads

CREATIVE LEAD



AMAR DŽOMBA

Creative Director + Partner

Amar will oversee the project's day-to-day operations. They will ensure projects are planned to stay on strategy, on time, and on budget.

FEATHERLIGHT



TYLER DOORNBOS

Partner

Ty will work with you to translate the brand that we've developed into the website that drives your business forward. He will also be your point of contact for any account needs.

5.0

Budget

Total Branding Budget:

50 Hours | \$7,500

Website: Featherlight Advanced Package (OPTIONAL)

\$999 setup + \$99/mo

(when paid yearly)

6.0

Previous
Work

STUDIO M
ARCHITECTURAL INTERIORS



2025 GOLD ADDY AWARD WINNER

Studio M Interiors

Website + Brand

Studio M is known as one of Michigan's top luxury interior design studios, but their brand never lived up to the reputation they had developed. They had the work, they had the team, but they weren't always able to tell their story because they struggled with how best to showcase their work and their process.

Website: studiom-interiors.com

Well was able to work with them to build a brand that not only shared a story, but evoked the feeling of walking into a thoughtfully designed space. The cleanliness, but also the attention to detail, and the artist's signatures on a space. That's what the logo, the website, and all of the brand assets developed for this project were meant to evoke — your sense that, "it feels good to be here."



Previous Work

well

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ARCHITECTURAL
INTERIORS

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ARCHITECTURAL
INTERIORS

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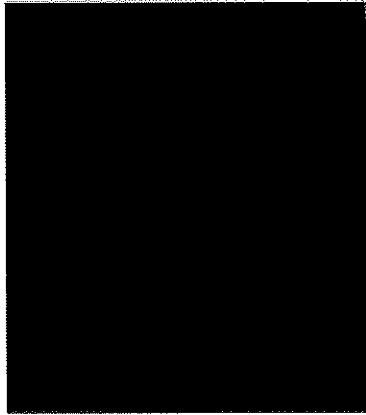
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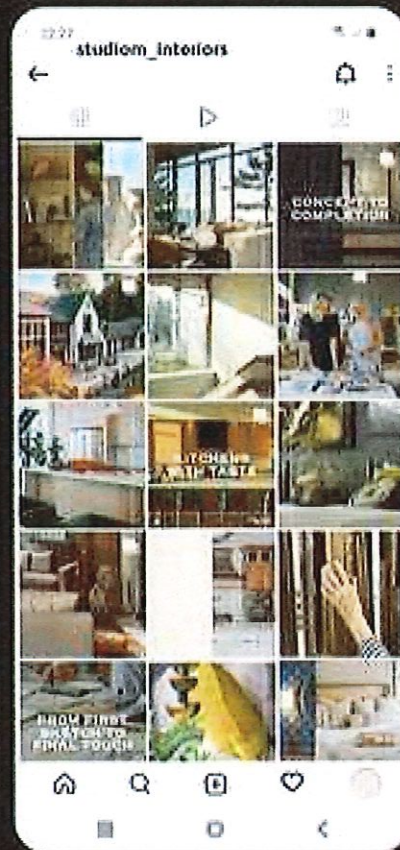
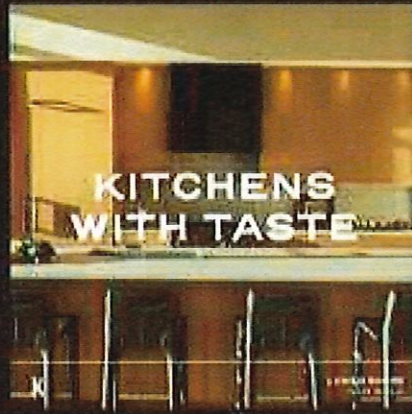
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M. STUDIO M
ARCHITECTURAL
INTERIORS

MISSY WALTERS
FOUNDER + PRINCIPAL INTERIOR DESIGNER

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M.



Clover

Clover REI

Branding + Featherlight

Clover Real Estate Investments came to us at a pivotal moment - transitioning from a side hustle into a full-fledged real estate investment company. Their goal wasn't just to look professional; they needed a brand that could grow with them and tell their story effectively to both potential investors and property sellers. The challenge was creating something that felt established and trustworthy while maintaining the personal, hands-on approach that set them apart in the real estate investment space.

Website: cloverrei.com

Our work with Clover REI centered on developing a complete brand identity system and digital presence that could support their growth. We started with deep strategic work to understand their vision, created a comprehensive brand system (including logo, color palette, and design elements), and built them a professional yet manageable website through our Featherlight platform. The result was a cohesive brand presence that helped position Clover REI as a serious player in the real estate investment market while maintaining the approachable, relationship-focused nature of their business.

Clover

Forging Partnerships



Clover.com

Clover

built on trust and mutual respect.

Clover

Your partner in real estate investing.



COMMITTED TO COLLABORATION

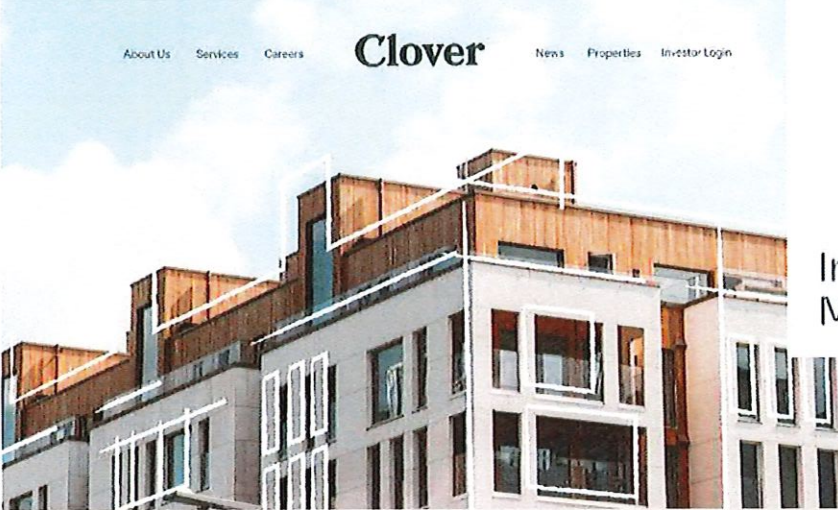
Clover

Kevin Schaeffer

PRESIDENT

Clover

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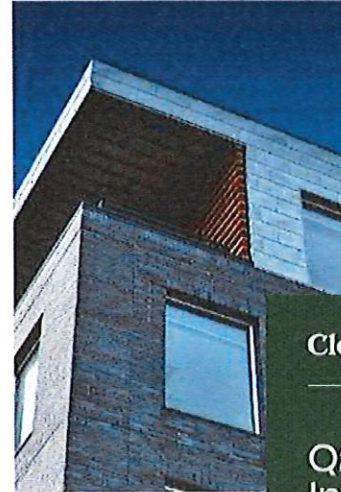
**Your partners
in real estate**

SEASONED
PROFESSIONALS

COMMITTED TO

Clover

ABOUT US
SERVICES
CAREERS
NEWS
PROPERTIES
INVESTOR LOGIN



**Investor
Memorandum**

Clover CALIFORNIA
CLOVERFLOOM

**Your partners
for meaningful
real estate
investing**

SEASONED
PROFESSIONALS

COMMITTED TO
COLLABORATION


FORWARD-THINKING
PARTNERSHIPS

Clover May 2024
Having trouble? We're in trouble.

**Q2 2024
Investment Breakdown**

Clover your partner in real estate investing. Founded on the principle that strategic investments pave the way for lasting success, our investment strategies empower both developers and investors alike to achieve their financial goals. Our approach is flexible, tailored to each unique situation, and we pride ourselves on our ability to bridge your needs as an investor with the complexities of the real estate market.

New opportunities on the horizon



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New opportunities

Business Organization Details

Business Organization:

Josh Leffingwell, LLC
D.B.A. Well Design Studio
Michigan S-Corporation.
E.I.N.: 47-2945233

Contact Details:

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www.welldesignstudio.com

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The logo for 'well' is written in a lowercase, red, italicized serif font.

Created By

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