

DOUGLAS DDA IDENTITY

Brand Identity & Communications System Proposal

Kettlewell + co

Submitted by: Kettlewell + Co – Tom Kettlewell

INTRODUCTION

The Douglas Downtown Development Authority plays an important role in supporting local businesses, events, and communication within the community.

A clear and consistent visual identity helps strengthen that role—ensuring the DDA is recognizable, professional, and easy to engage with across all touchpoints.

OBJECTIVE

Develop a visual identity system for the Douglas DDA that is clear, flexible, and usable across digital, print, and all environmental applications.

UNDERSTANDING & ALIGNMENT

While this project is focused on developing a visual identity for the Douglas DDA, the strength of that identity depends on a clear understanding of its role and how it communicates within the community.

Before creative development begins, time will be spent aligning on:

- The DDA's role in supporting local businesses and events
- How it currently communicates and where clarity can be improved
- The tone it should carry – civic, welcoming, and practical
- How the identity will be used across real-world applications

This ensures the work is grounded, appropriate, and built for long-term use—not just visual appeal.

DESIGN PRINCIPLES

The identity system will be developed with the following principles:

- **Clarity** – immediately recognizable and easy to use across applications
- **Flexibility** – adaptable across signage, print, and digital formats
- **Appropriateness** – civic in tone; supportive of the community it represents
- **Longevity** – designed to remain relevant over time, not trend-driven

APPROACH

The process is structured to ensure clarity, alignment, and practical application from the outset.

Discovery

- Brief alignment with key stakeholders
- Review of current materials and how the DDA is represented today

Creative Direction

- Development of 2-3 focused identity directions
- Each direction grounded in tone and practical application

Refinement

- Selection and refinement of one direction
- Development of logo system and supporting elements

System Development

- Development of a identity system that ensures consistency across communications while remaining simple enough for day-to-day use by the DDA team

DELIVERABLES

- Primary logo
- Secondary logo variations (horizontal, stacked, simplified mark)
- Color palette
- Typography recommendations
- Basic brand guidelines (clear, usable reference document)
- Final files for print and digital use
- Includes organized file structure and formats for immediate use by the DDA and its partners.

All assets will be designed for consistent use across signage, communications, events, and digital platforms.

TIMELINE

Estimated timeline: 3-5 weeks from project start, depending on feedback and review cycles.



INVESTMENT

Fixed project fee: \$6,500

Includes full process from discovery through final delivery of a complete, usable identity system.

RELEVANT EXPERIENCE

Kettlewell + Co has developed identity systems for municipal and organizational clients, including the City of Croswell, where the work extended beyond a logo into a complete civic identity system applied across signage, vehicles, communications, and public-facing materials.

This experience ensures the work is not only visually strong, but structured for real-world use and long-term consistency.

ABOUT KETTLEWELL + CO

Kettlewell + Co is a Douglas-based creative studio focused on brand identity, design systems, and real-world application.

Tom Kettlewell brings over 25 years of experience in the advertising and design industry, including senior-level creative leadership roles working with national and global brands. His background spans brand strategy, identity development, and integrated communications across both corporate and community-focused projects.

Now based full-time in Douglas, Tom and his partner Mekenzie are building their life here and are personally invested in the continued growth and character of the community. This perspective brings both professional experience and local understanding to the work.

CLOSING

This work is intended to serve as a foundation the Douglas DDA can build from. As your marketing efforts continue to develop, I can provide ongoing creative support to help maintain consistency, clarity, and quality across all communications.

Thank you for your time and consideration.

