



Scope of Work – Deliverables

Phase 1 – Discovery, Audit & Alignment

- ✓ Stakeholder meetings, interviews, and survey
- ✓ Present findings
- ✓ Review proposed deliverables and finalize list of desired assets

Phase 2 – Logo and Brand Assets

- ✓ Photo/video shoot
- ✓ Present logo options
- Finalize designs after commission selection

Phase 3 – Brand Standards

- Create brand guide including logo, colors, fonts, graphic elements, and style recommendations

Phase 4 – Website

- Recommend optimal navigation/organization for economic development page on Eustis website
- Provide suggested layout and copy for the economic development page

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Phase 5 – Collateral Materials

- Develop and design sales and marketing materials for business recruitment
- One-page highlights sheet
- Trade show pull-up banners
- Custom map(s)

Phase 6 – “Sizzle Reel” Video

- 30-45 second video formatted for appropriate media usages
- Small paid-media push to promote video

Phase 7 – Commission Presentation + Closeout

- Create presentation materials for commission
- Deliver all files and materials

LOGO DESIGN & MOCKUPS

DESIGN 1



Eustis

ECONOMIC DEVELOPMENT



LOGO BREAKDOWN

Inspired by Eustis' iconic sunsets over its scenic lakes, this concept celebrates the city's natural beauty and unique sense of place. The setting sun and flowing water create a recognizable local landmark, while the sun's rays fan outward in a unified direction to express evolution, momentum, and continued progress. The result is a mark that balances Eustis' rich heritage with its vision for the future.



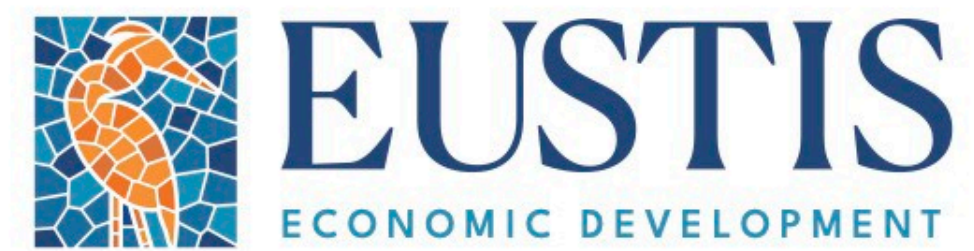
COLOR PALETTE



DESIGN 2



EUSTIS
ECONOMIC DEVELOPMENT



LOGO BREAKDOWN

The heron, one of Eustis' most recognizable natural symbols, is reimagined through a mosaic of interconnected pieces—representing the collaboration, diversity, and investment that strengthen the community. The result is a mark that honors Eustis' heritage while reflecting the collective effort that drives its future.



COLOR PALETTE

