



REQUEST FOR PROPOSAL

CITY OF JACKSON

City Logo Design Services

8-29-25



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ROOTED IN COMMUNITY. DESIGNED FOR THE FUTURE.



Dear Matt,

At Red Letter, our employees know Jackson as a vibrant community, a hometown, a neighbor, and a perfect place to enjoy time with family.

Jackson is a community with deep roots and where pride runs even deeper. Family values, education, and looking out for your neighbors is a way of life. So is growing up on Wib's Drive-In, rides at Homecomers, shopping in Uptown, playing in Hubble Creek, and gathering at The Pit to cheer on the Indians. And, of course, never rubbing in the fact that JHS has won nine rival games in a row against Cape Central. (Never!)

We charge up at The Ground-a-Bout, play a round of disc golf in Litz Park, take our kids to ride bikes in Safety City, and enjoy a pint or three during Octoberfest.

With so much going for it, Jackson deserves a fresh brand identity. One that honors its rich history but also harnesses the momentum of a thriving and forward-looking community.

We believe a city logo is more than just a visual mark. It should be unique, functional, and flexible, of course. But most importantly, it needs to reflect the community's character and be future focused.

Our team excels at branding and authentic storytelling. We design logos that work everywhere, from signage and uniforms to websites and water towers. We dig in on research, love collaborating, and deliver work that reflects the core truth about who you are. Most importantly, we listen more than we talk. Because the strongest municipal brands are built for and with the communities they represent.

We're part of the community, we're great at what we do, and we'd love to be a partner for the City of Jackson.

Please don't hesitate to reach out with any questions—we're ready to get started.

Warm regards,

Tara Buehler

Tara Buehler, Account Lead, DMO
tara.buehler@rlci.com
573-768-4241

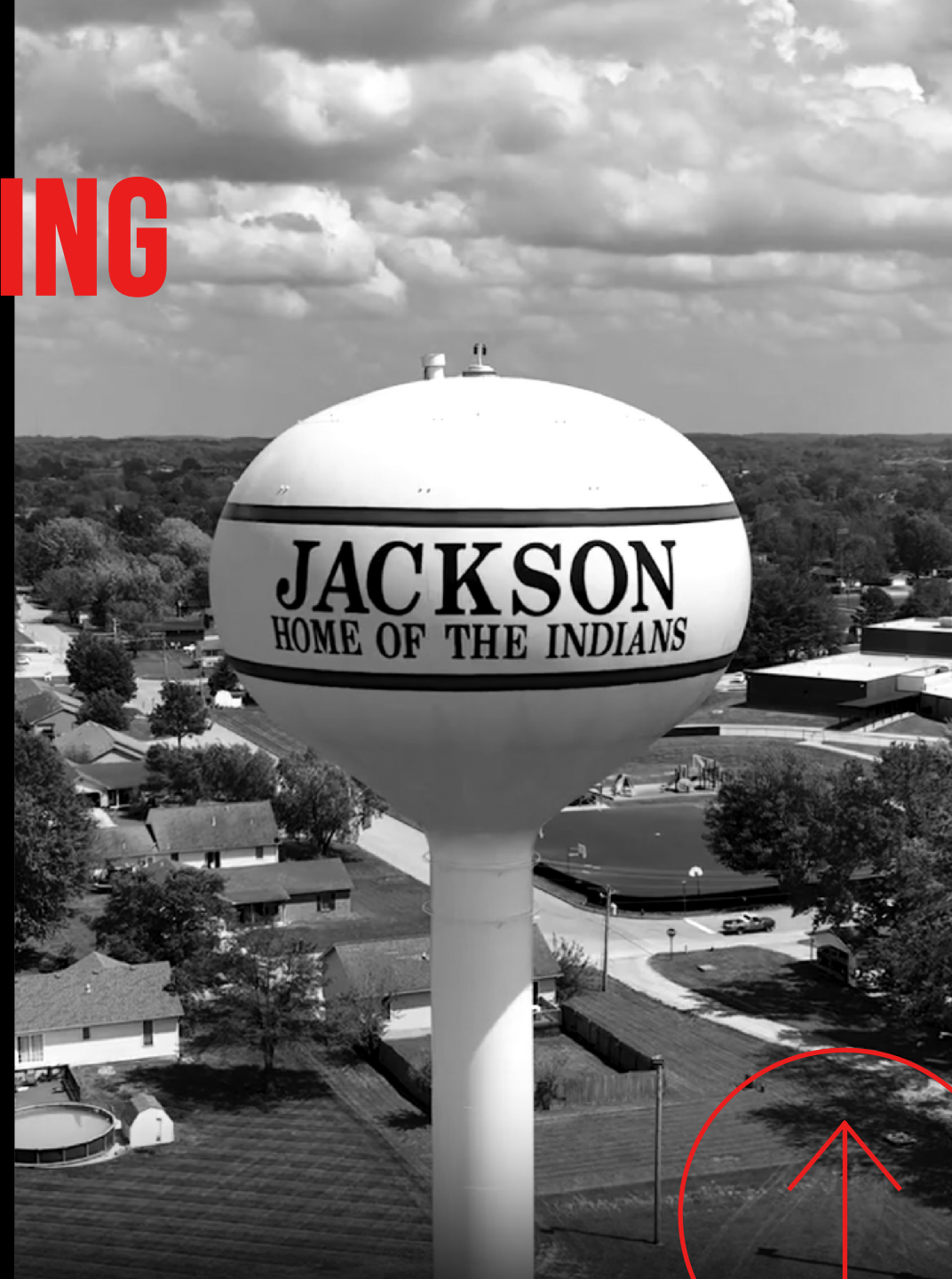


PROJECT UNDERSTANDING

It's not just about a new logo or tagline. The City of Jackson's branding needs to do more.

- **Stay true to you.** We will reflect Jackson's character, history, and future by engaging in community outreach, research, and authentic storytelling.
- **Versatility and flexibility.** The branding needs to look good no matter where you put it. This means a robust brand kit that includes logos built for smaller spaces, larger spaces, and even an alternate option for the JPD that leans more traditional.
- **Don't lose sight of the bigger picture.** While we want to stand out and look unique, we still want your logo to look like it belongs to a municipality. We'll research best practices and study examples of excellent city branding to make sure you're in harmony while still ready for your solo.

SEE THE JACKSON FOOTAGE
WE'VE CAPTURED



FROM INSIGHT TO IMPACT

SCOPE OF SERVICES



RESEARCH: UNDERSTANDING JACKSON 2-3 WEEKS

We will do background research and conduct interviews with the community and staff to help hone in on values and authentic identity.

- Kickoff meeting where the team can meet the key stakeholders
- Administer an exploratory survey to various stakeholders across city departments
- Follow up with interviews with key stakeholders whose survey responses stood out or provided a unique perspective



BRAND: DEVELOPING THE IDENTITY 3-5 WEEKS

We will utilize our research findings to develop a comprehensive identity for the City of Jackson that feels right to community stakeholders.

- Logo concept mockups, including an alternate option for the Jackson Police Department
- Logo variations for both horizontal and vertical spaces for maximum flexibility
- Color palette, including secondary brand colors catered to both print and digital environments, as well as full color, single color, and black and white versions
- Legible fonts that are both print and web friendly and easily accessible
- Tagline/messaging options that reflect and amplify the city's identity
- High-resolution (600 DPI minimum) file delivery of all brand and template assets, including layered EPS files, .jpg, .png, .pdf



OPTIONAL TEMPLATES: BUILDING THE TOOLKIT 2 WEEKS

Once the new brand is established, we will create templates bringing the brand to life to create consistency for The City's priority collateral materials. Example templates could include:

- Apparel mockup
- Website mockup
- Vehicle decal mockup
- Social media profile imagery mockups
- Business card mockup
- Email signature mockup

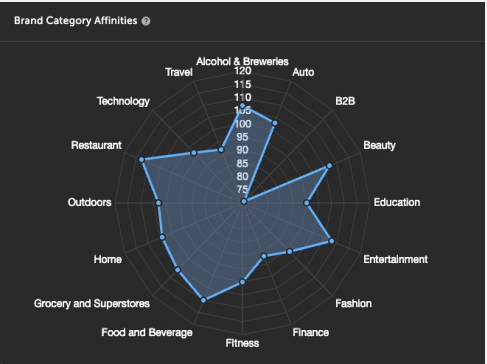
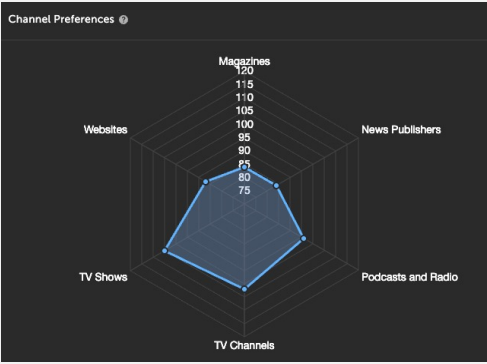
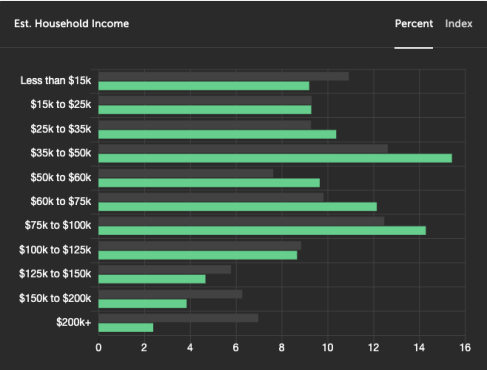
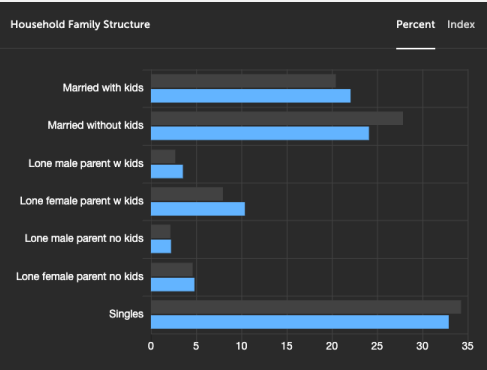
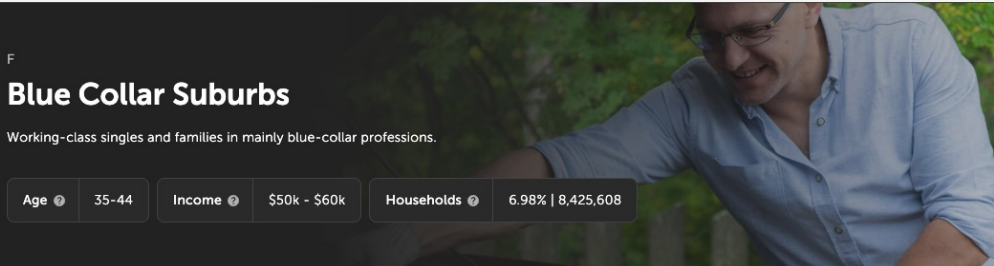


BONUS: ROLLING OUT THE BRAND 2 WEEKS

We will help you launch smoothly by providing suggestions for rollout.

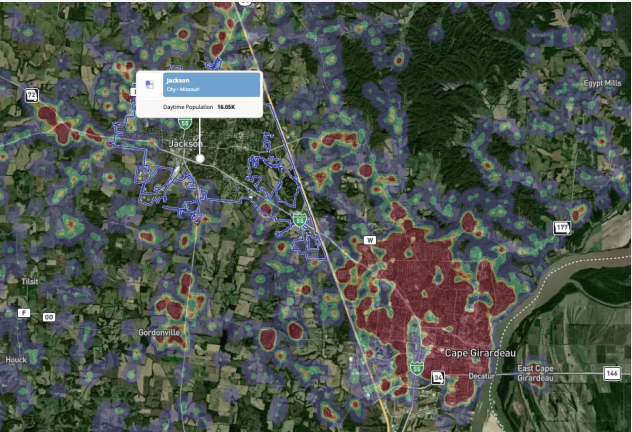
- Tips for what collateral should be updated first
- Ideas for how to announce and celebrate the new logo in a way that gets the community involved
- Brand style guide to reflect how to use your assets moving forward
- We'll be available for presentation prep for city council or town hall meetings, as well as any questions you may have

EXAMPLE DATA

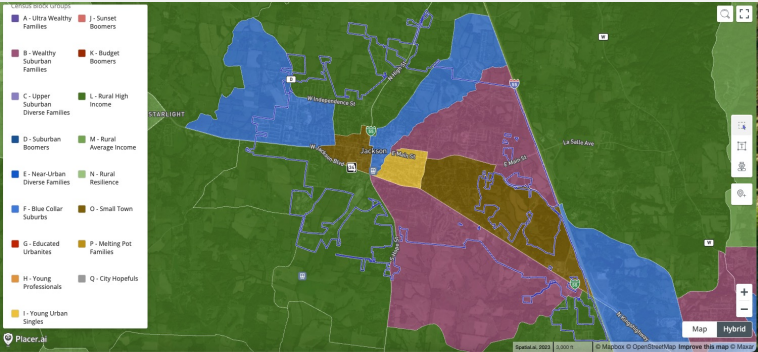


Key resident and employee data profiles

If you're interested in using demographic data to inform the new branding efforts, we can use our robust data tools for insights.



Visitation density maps

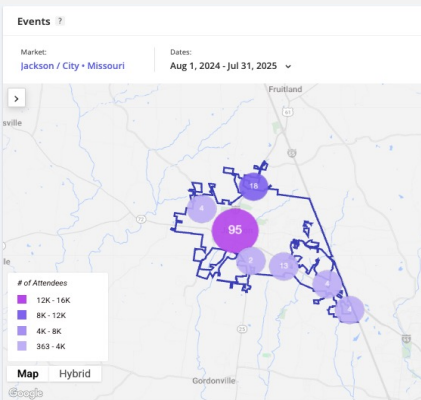


Resident psychographics

Event Name and Location	Attendance	Impact	Start and End Date
Senior Living Expo / expos City of Jackson, MO Civic Center	2.1K	Important	Nov 6, 2024 (1 Day)
Danny Gokey at Connection Point Church / concerts Connection Point Church	1.9K	Important	May 1, 2025 (1 Day)
Danny Gokey at Connection Point Church / concerts Connection Point Church	1.9K	Important	May 1, 2025 (1 Day)
Chonda Pierce at Connection Point Church / concerts Connection Point Church	1.6K	Important	Feb 21, 2025 (1 Day)
2024 JACKSON BACKYARD BBQ / performing-arts	1.4K	Important	Sep 28, 2024 (1 Day)
Meandering Turkey / community	499	Important	Nov 24, 2024 (1 Day)
Sugarhouse Movie at CPC / festivals	336	Important	Jul 18, 2025 (1 Day)
FREEDOM FEST 2025 / festivals	306	Moderate	Jul 3, 2025 (1 Day)
Fall Craft Festival / festivals	302	Moderate	Nov 2, 2024 (1 Day)
Celebrate Jesus / community	300	Moderate	Dec 14, 2024 (1 Day)

Showing 1 - 10 / 140

Resident and employee event impact reporting



Note: Data provided is pulled from Jackson, MO to demonstrate examples of what we can access to inform our branding and strategy work.

GREETINGS FROM

NEXT DOOR



Red Letter is an independent creative agency with 40+ years of helping brands punch above their weight and rise above the noise. But not only that, we also have:

- Ten employees who live in Jackson, including one on an apple farm
- Six Jackson High School alumni—embarrassing senior photos available upon request
- The spouse of a third-generation Uptown Jackson business owner



CURIOSITY



DRIVE



CREATIVITY

We don't believe in half measures. Or templated approaches. Or checking a box just to say we've checked it. We're a team of deep thinkers who challenge the status quo to deliver work that people feel in their chests.

THE CITY OF JACKSON TEAM



ACCOUNT LEAD, DMO

TARA BUEHLER

Responsibilities

- Serves as the day-to-day contact
- Turns client objectives into actionable project plans
- Shapes goals, timelines, and budgets
- Sets weekly priorities for the team

Experience

- Account Experience: Paducah Convention and Visitors Bureau, Jackson, MO Chamber of Commerce, Missouri National Veterans Memorial, Sikeston Jaycee Bootheel Rodeo, Southeast Missouri Food Bank, Mondj, and STIHL
- Project Manager, Red Letter Communications, 2021–Present
- Account Manager, BOLD Marketing 2019–2021

Education

- BS, Corporate Communications, Integrated Marketing and Management, Southeast Missouri State University



INSIGHTS & STRATEGY DIRECTOR

JAIMEE HOLLAND

Responsibilities

- Research and strategy lead; turning insights into action and planning
- Qualitative and quantitative development and execution
- Resident and employee data analysis

Experience

- Account Experience: Paducah Convention and Visitors Bureau, STIHL, ORCA Coolers, Unilever, Del Monte, Playtex, Jim Beam, Lewis Bake Shop, and Vermeer
- Insights & Strategy Director, Red Letter Communications, 2023–Present
- Strategic Planner, Red Letter Communications, 2017–2023
- Global Neurophysiologist, Nielsen, 2015–2017

Education

- BS, Journalism, Emphasis in Strategic Communication and Neuromarketing, University of Missouri



ASSOCIATE CREATIVE DIRECTOR

CARRIE WALKER



JHS CLASS OF 2008

Responsibilities

- Overall creative direction
- Tagline creation and all things copywriting and messaging, including interview support

Experience

- Account Experience: The Ground-a-Bout, Old Town Cape, Leet Eyecare, Montgomery Bank, Alliance Bank, Ceramo Pottery, Christ Lutheran Church, Green Bear Project, Paducah CVB, Ste. Genevieve Chamber of Commerce, Missouri Coalition Against Domestic and Sexual Violence, Christopher Columbus Condos, Chateau Girardeau, National Healthy Start Association, ORCA Coolers, Saint Francis Healthcare System,
- Associate Creative Director, Red Letter Communications, 2023–Present
- Senior Copywriter and Content Strategist, Red Letter Communications, 2021–2023
- Senior Copywriter, Element 74, 2017–2021

Education

- MA, English—Professional Writing, Southeast Missouri State University
- BA, English—Creative Writing, Southeast Missouri State University



ART DIRECTOR

GRACE BOESE

Responsibilities

- Art direction
- Logo/branding creation
- Print and social media design

Experience

- Account Experience: Paducah Convention and Visitors Bureau, STIHL, ORCA Coolers, Drury Plaza—Cape Girardeau, Ceramo Pottery, Surefitters, Vexus Fiber, Saint Francis Healthcare System
- Art Director, Red Letter Communications, 2020–Present
- Art Director, Creative Edge, 2017–2020
- Graphic Designer, BOLD Marketing, 2016–2017

Education

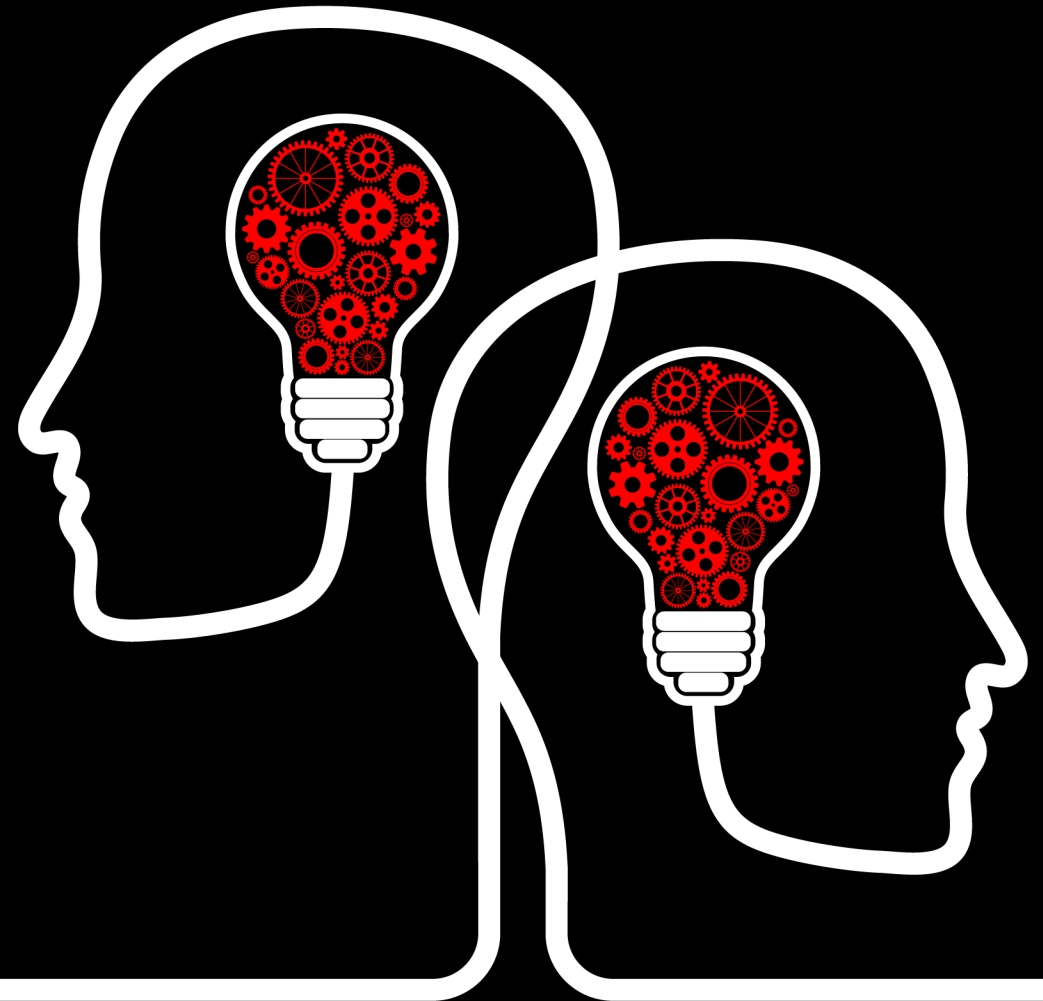
- BS, Mass Communications—Advertising, Southeast Missouri State University

OUR BRANDING PHILOSOPHY

Having a “philosophy” might sound pretentious, but we promise it just means we care about being good stewards of your brand. **A lot.** And we’ve spent a lot of time in the weeds exploring what does and doesn’t work in the process of building a strong brand.

Branding has layers, and it can be deceptively simple. A color palette? How bad could it be? But your brand reflects your city’s identity. When it comes to questions of identity, there are many thoughts, feelings, and opinions. And those opinions are usually a matter of the heart. You may know where your strengths are, but it can be tough to express it. Maybe not everyone agrees.

Across our team, we have decades of experience with successful branding projects. We know the right questions to ask, the right levers to pull, and just the right amount of magic it takes to create a brand that feels so *right* that everyone says, “Why didn’t we think of that?”



An aerial photograph of a city street. A red circle is drawn around a building on the left side of the street, with a red arrow pointing upwards towards it. The rest of the image shows a typical city street with cars, buildings, and trees.

THE POWER OF COMMUNITY BUY-IN

Why it Matters:

A city brand is what your community believes, feels, and shares.

Community buy-in transforms a new brand from a design into a shared identity. When residents, businesses, and civic leaders feel excited, the brand becomes something they champion and live each day.

How Buy-In Builds Brand Success:

- **Trust:** Involving the community early fosters transparency and goodwill.
- **Relevance:** Local voices shape a brand that reflects true values and lived experience.
- **Pride:** When people feel ownership, they become brand ambassadors.
- **Sustainability:** Brands with community roots stand the test of time and transition.

Our Approach:

- ✓ **Engage early.** Draw from city tours, town hall and city council meeting observations, stakeholder survey and interviews, and pop-up listening sessions.
- ✓ **Listen deeply.** Hear from every corner of the community.
- ✓ **Reflect voices.** Infuse insights into visuals, messaging, and strategy.
- ✓ **Celebrate together.** Turn the brand launch into a community milestone.



HOW OUR CLIENTS FEEL

WE DIDN'T PAY THEM TO SAY THIS. **THEY ACTUALLY PAID US!**

This body of work was truly top-notch—thoroughly researched, beautifully presented, and deeply impactful. The brand reveal was one of those rare, emotional moments that reminded us why this work matters. Jaimee did a phenomenal job leading the research and distilling insights into a story that felt both data-driven and heartfelt. It reshaped how we think about our visitor, our marketing, and our destination as a whole.

PADUCAH CONVENTION AND VISITORS BUREAU

”

We appreciate you and your team's hard work to help us create a beautiful brand. We can't wait to see how this will grow our future sales. Again, we appreciate the dedication Red Letter has demonstrated to help make our idea a reality.

KASTEN

”



BRANDING

CASE STUDY + OUR APPROACH

Enough setup—we know you wanna see what we can do.
Here is a recent branding project we're pretty proud of.

BACKGROUND

A distributor of masonry, stone, pools, spas, and fireplaces came to us to help create a new business division. As the shopping landscape continues to evolve, they wanted to evolve with it and launch a direct-to-consumer eCommerce business.



STRATEGY + SOLUTION

Red Letter was tasked with crafting a singular brand name that unified the three different products (pools, spas, and fireplaces) while providing simplicity to the brand and differentiating each product division with a logo descriptor.

From conceptualizing and researching names to designing the logo to executing the launch and rollout, Red Letter helped bring the new brand to life.





STEP 1:

INTERNAL INTERVIEWS & NAME EXPLORATION

Interviewed stakeholders and explored different “buckets” of names



Elemental Living

Heartful Homes Direct

Heartful Homes

**Serenity
Direct**

Home Elementals

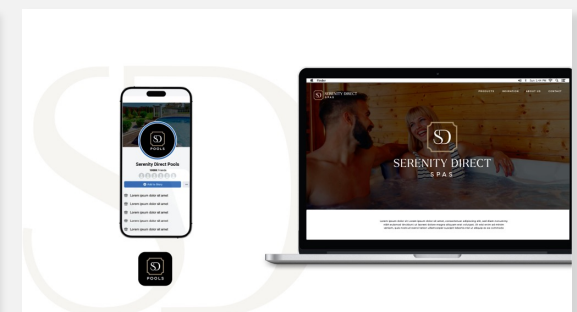
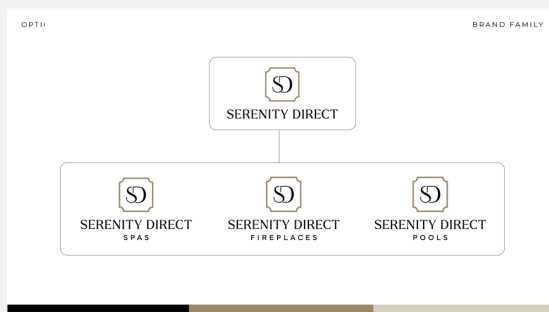
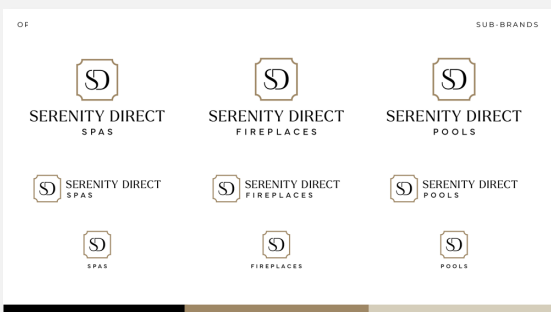
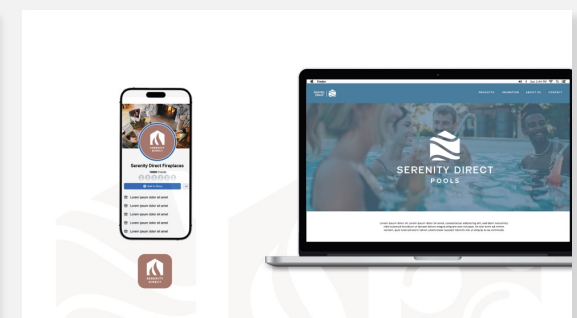
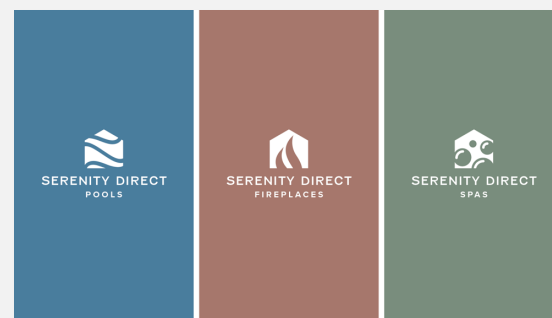
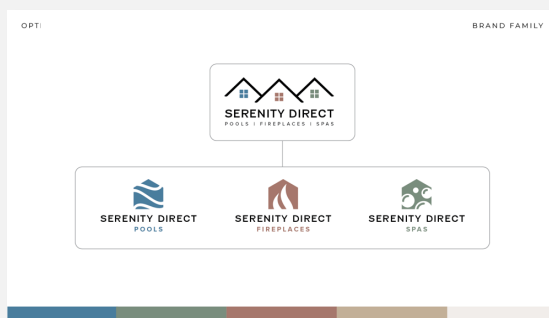
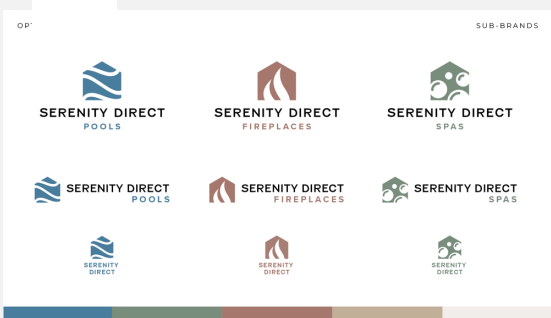
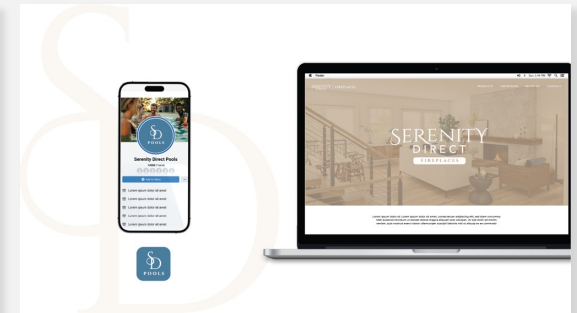
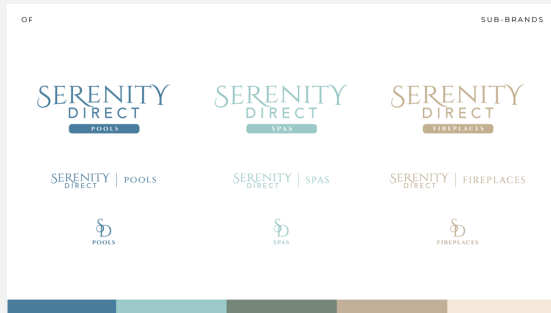
Leisure Elements

Home Lux Direct

STEP 2:

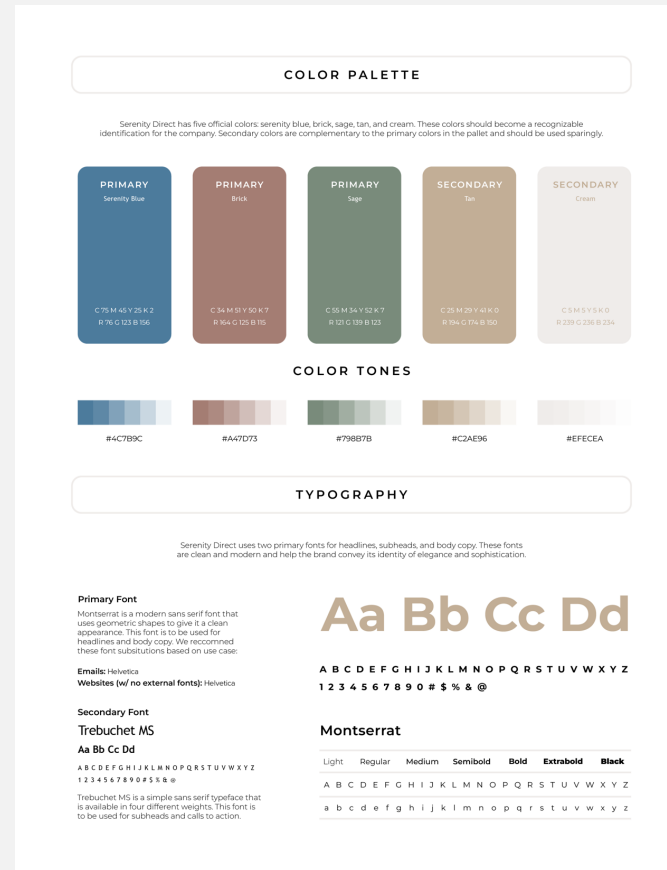
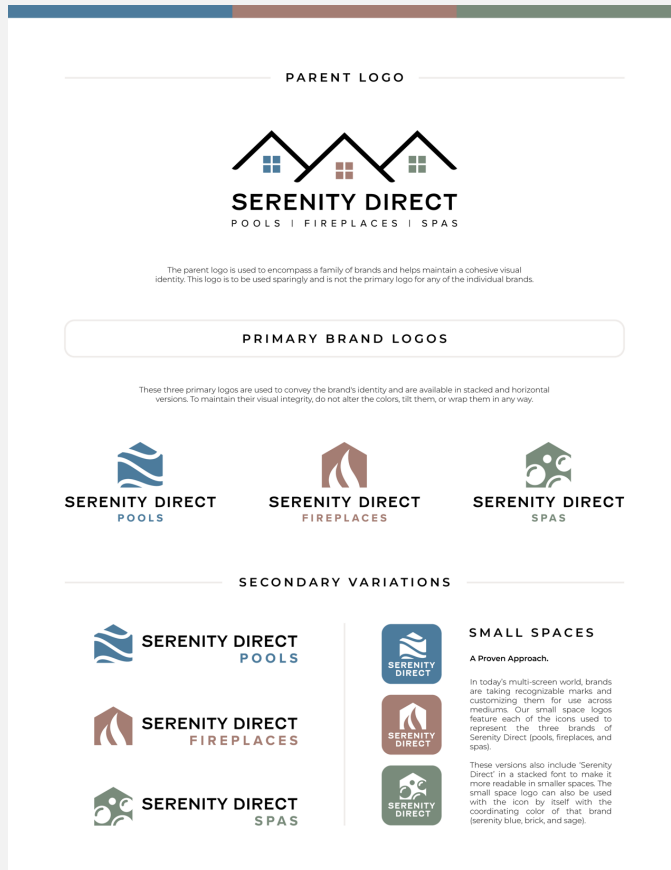
LOGO & BRAND IDENTITY

Concept brand and sub-brand logos and colors



STEP 3: LOGO & BRAND GUIDELINES

Bring the chosen logo and brand identity to life with clear and comprehensive brand guidelines.





BRANDING

MORE CASE STUDIES

CREATING A TOURISM BRAND FROM SCRATCH

GO JACKSON MO BRAND DEVELOPMENT

BACKGROUND

Jackson, Missouri doesn't have a destination marketing organization, but with so much to offer and so many visitors passing through due to family events, sports, and other activities, the town leaders wanted to create a tourism brand that brought awareness to visitors and acted as a rallying call to locals.

STRATEGY AND SOLUTION

We designed a branding project built on audience insights and client values that included branding guidelines, website development, and a social media strategy.

13K ORGANIC REACH IN THE FIRST MONTH **12K** SOCIAL FOLLOWERS IN THE FIRST MONTH

REFERENCE

Janna Clifton, Retail and Membership Director
Jackson Area Chamber of Commerce
573.243.8131



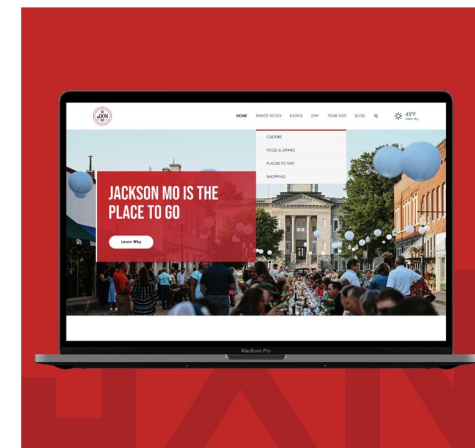
UNDERSTANDING THE VISITORS

We did audience research to understand who comes to Jackson and what brings them there.



CREATING A BRAND

The creative team designed a logo, tagline, and branding guidelines to guide Jackson in their future campaigns.



GOING LIVE

After building the website and launching a social media campaign, we reached over 13K users in the first month and helped grow Jackson's social following to 12,000.

DEPLOYMENTS

BRAND GUIDELINES • SOCIAL MEDIA • PRINT • WEBSITE

VIEW MORE



EMBRACE WHO YOU REALLY ARE

PADUCAH BRANDING REFRESH

BACKGROUND

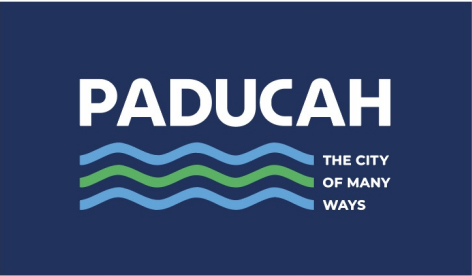
Paducah is a UNESCO Creative City, and their brand identity heavily leaned on this designation. After research revealed that only a small portion of Paducah’s visitors were attracted by their UNESCO designation, the Paducah Visitor and Conventions Bureau (PCVB) decided to rethink branding to help them connect better with their existing visitors and grow their UNESCO-related audiences.

STRATEGY AND SOLUTION

Our creative team used audience research done by our in-house insights and strategy team to craft a unique brand identity including a new destination descriptor, logo, and color palette. Our challenge was to be inclusive of both the majority of visitors and those drawn in by the UNESCO creative attractions, so we chose to evolve the current brand and colors with more modern fonts and design work, reposition UNESCO as a sub-brand, and offer a descriptor that encompassed the full breadth of their audience.

REFERENCE

Liz Hammonds, Director of Marketing & Communications
Paducah Convention and Visitors Bureau
1.800.PADUCAH



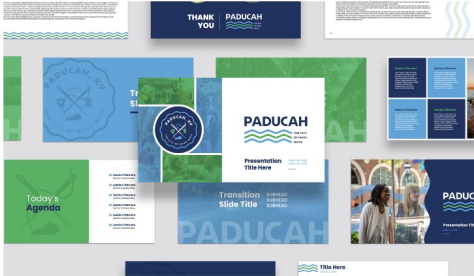
NEW LOGO AND DESIGN

The Paducah brand got a full facelift with bolder, more modern colors, updated font, and the introduction of design that reflects the quirkiness of the town’s personality including a “wave” element as a nod to the river and a “stitch” element that harkens back to Paducah’s longstanding history with quilting.



A UNIFIED MESSAGE

We gave Paducah a message to help them remain open and inclusive while still offering the flexibility to shape marketing efforts toward specific target audiences. Paducah is now: The City of Many Ways.



TEMPLATES & PRESENTATION MATERIALS

To help PCVB begin integrating their new branding, we provided easy-to-use templates and helped them craft messaging for their stakeholders and community members to help sell-in the changes. We also provided a rollout recommendation plan including internal and external stakeholder education, downtown and lower town application, and city-wide application.

DEPLOYMENTS

BILLBOARD • PRINT • SOCIAL MEDIA



A NEW IDENTITY FOR A NEW ERA

SUREFITTERS BRANDING

BACKGROUND

As Stonebrooke Equipment set up for the next chapter of growth as a vehicle upfitter, they realized their name wasn't an accurate reflection of their identity or evolved services. It was time for a rebrand.

STRATEGY AND SOLUTION

Through a new brand identity, we aimed to clearly communicate the company's current direction and pay tribute to the values that have always driven them. With a new name, logo, and rollout strategy, we helped bring Surefitters to life for nationwide growth.

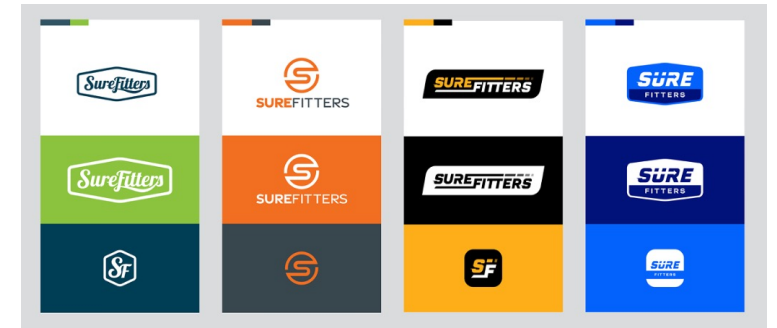
REFERENCE

Todd Alexander, Sales and Marketing Director
612.599.6011
todd.alexander@surefitters.com



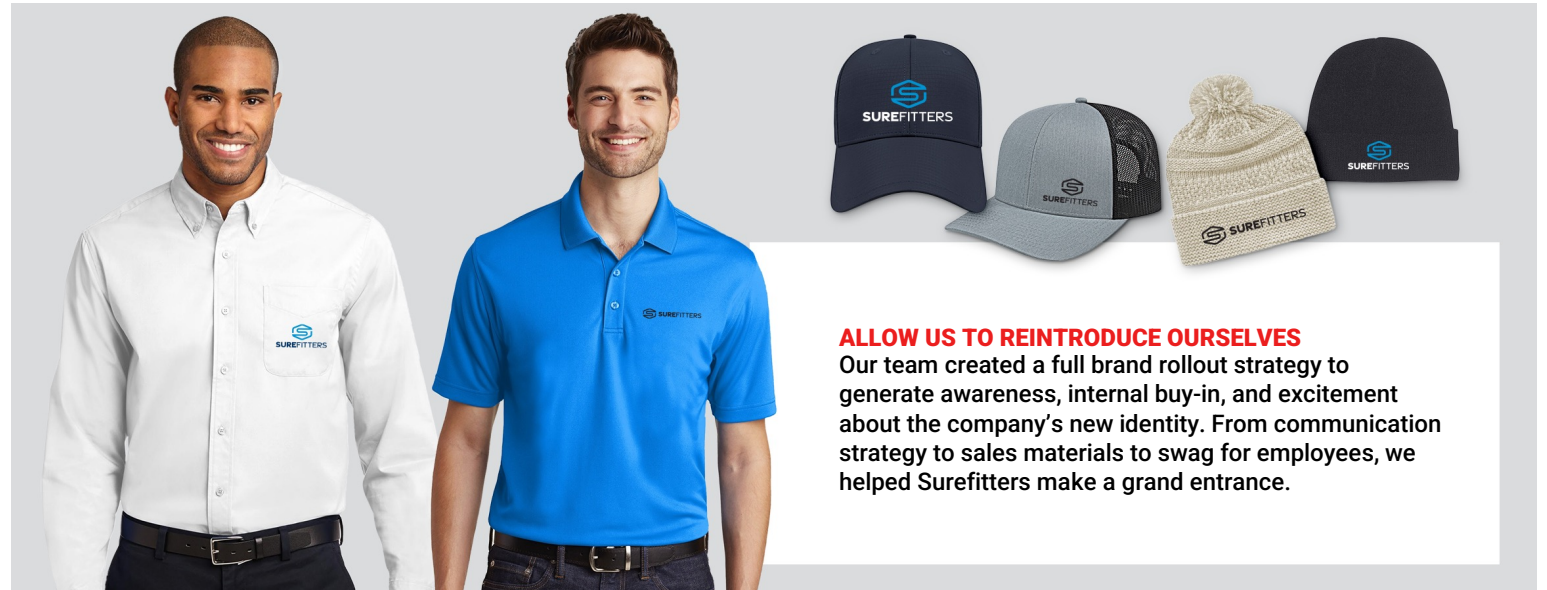
A SURE THING

After interviewing stakeholders and researching existing trademarks in the industry, we provided several buckets of name ideas. Surefitters rose to the top since it quickly describes what the company does and reflects their dedication to quality.



LOOK-AND-FEEL EVOLUTION

To explore white space in the industry, we provided a range of logo and color pallet options. The winning logo's silhouette is an homage to the original Stonebooke logo, while a simple yet effective "S" mark allows the branding to flex into spaces of all sizes.



ALLOW US TO REINTRODUCE OURSELVES

Our team created a full brand rollout strategy to generate awareness, internal buy-in, and excitement about the company's new identity. From communication strategy to sales materials to swag for employees, we helped Surefitters make a grand entrance.

DEPLOYMENTS

BRANDING • LOGO • VIDEO • WEBSITE • STATIONARY • SALES COLLATERAL • SWAG + WEARABLES

VIEW MORE



LOGOS WE'VE MADE



INVESTMENT & TIMING

- **Research:** \$2,000 | 2-3 weeks
- **Brand Development:** \$12,500 | 3-5 weeks
- **Bonus Rollout Strategy & Support:** FREE
 - Rollout Strategy: 2 weeks

Total Investment: \$14,500 | 7-10 weeks (2-3 months)

Additional Add-On:

Template Development: \$2,000 | 2 weeks

Pricing and timeline are provided as an estimate based on the current scope of work. We are open to discussing adjustments and tailoring the investment to best meet the City of Jackson's needs and priorities.





THANK YOU

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