



City Logo Design Services

Prepared For: City of Jackson, MO ("Client")
Prepared By: Red Letter Communications, Inc. ("Agency")

09/24/25

EXECUTIVE SUMMARY:

The City of Jackson, Missouri is seeking a refreshed logo that reflects its forward-looking spirit while honoring its historical roots. The new identity should be visually distinct, professional, and adaptable for use across all city departments and public communications, including print, digital, signage, and merchandise.

To achieve this, the project will begin with background research and community engagement, including interviews with residents and staff, to define the city's core values and authentic identity. Insights from this phase will guide the development of a comprehensive brand identity that resonates with stakeholders and reflects the character of Jackson.

Once the brand is established, we will create practical templates to ensure consistent application across priority materials. Finally, we will support the City with rollout strategy to help launch the new brand smoothly and effectively.

This proposal outlines the proposed approach, timeline, and investment needed to bring the City of Jackson, MO's new brand to life.

01. SCOPE OF WORK:

Agency shall provide the City of Jackson the services required to satisfy activities and deliverables described below.

The process will include the following steps and deliverables:

1. **Research: Understanding Jackson**
 - a. Kickoff Meeting: Red Letter will conduct a kickoff meeting to meet with key stakeholders that will be involved in the branding process.
 - b. Survey: Red Letter will draft the questions and create an exploratory survey that can be shared with key stakeholders across city departments. This will be a streamlined way to gather information that will inform the exploration process.
 - c. Key Interviews: We will follow up with interviews with key stakeholders whose survey responses stood out or provided a unique perspective (3 - 5 Interviews).
2. **Brand: Developing the Identity**
 - a. The information gathered in the research step will be utilized to write a creative brief. Once approved by Client, the creative team will begin logo concepts.
 - i. Please note: Red Letter will explore logo concepts that allow for unity with various city departments.
 - b. Red Letter will present the logo concepts to key stakeholders. This will include two rounds of input to refine the logo concepts provided.
 - c. Once a logo is chosen, Red Letter will develop a comprehensive brand identity, including:
 - i. Logo variations for both horizontal and vertical spaces for maximum flexibility
 - ii. 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
 - iii. Legible fonts that are both print and web friendly and easily accessible
 - iv. Tagline/messaging options that reflect and amplify the city's identity
 - v. High-resolution (600 DPI minimum) file delivery of all brand assets, including layered EPS, vector, .jpg, and .png files.
3. **Templates: Building the Toolkit**
 - a. Once the new brand is established, Red Letter will create templates to bring the brand to life and create consistency throughout the City's priority collateral materials.
 - b. Red Letter will establish a priority collateral list with the City upon project kickoff. Example templates could include (but may vary depending on ask and scope): apparel mockup, website home page mockup, vehicle decal mockup, social media profile images, business cards, email signatures.
4. **Rollout: Introducing the Brand**
 - a. We will guide you through the brand launch by providing rollout recommendations. Examples may include:
 - i. Phased rollout strategy: Guidance on how to rollout internally and externally, what to update immediately vs. over time.

- ii. Community Engagement Ideas: Such as strategies to announce and celebrate the new logo in a way that gets the community involved
- iii. Ongoing Support: Consultation for City Council or Town Hall meetings, as well as any questions that arise.
- iv. A brand style guide to reflect how to use your assets moving forward

The estimate will be adjusted if the project scope changes, including but not limited to any additional rounds of input. Red Letter will communicate any such changes as they arise to ensure alignment before proceeding.

02. TIME PERIOD:

The planned duration of this engagement is 9-12 weeks. Timing is subject to change based on client input or key Council presentation dates. A more detailed milestone timeline will be provided after project kickoff.

- Weeks 1-3: Project Kickoff, Survey and Key Stakeholder Interviews, Creative Brief
- Weeks 4-8: Logo Creation, Presentations, and Revisions
- Weeks 9-11: Template Creation
- Week 12: Rollout Strategy

03. FEES:

The Agency's fee for the Scope, as described above in Section 1, is \$14,500.

The Scope will be invoiced 50% upon kickoff and 50% upon delivery of rollout recommendations.

04. TERMS AND CONDITIONS

These terms and conditions will apply to City of Jackson ("Client") / Red Letter Communications, Inc. ("Red Letter Communications", "Red Letter" or "Agency") business relationship during the term of this agreement.

1. Payment Terms:

- All payments due NET 30
- Invoicing Schedule:
Agency fees will be invoiced on/around the 15th or 30th of each month.
 - Quoted projects/approved SOWs will be invoiced at 50% upon project kickoff / estimate approval and 50% upon final delivery.
 - Projects are estimated in advance. Estimates are based on the anticipated time and outside service costs for a project and do not include reasonable reimbursable expenses (such as travel, postage, delivery, freight, etc.).



/ AGREEMENT

Any changes, additional services or materials requested after an estimate is accepted will be subject to change order and submitted for approval before work begins or resumes.

- Due to coordination and management of vendor relationships, as well as the assumed risk taken by the Agency, outside services will be billed at Agency cost plus 20% markup.
 - Reasonable reimbursable expenses will be billed at net cost. These include, but are not limited to, postage, freight, delivery, and sales tax.
2. Finished Products produced by Red Letter Communications become the exclusive property of Client and are available for your use, assuming compliance with this agreement—which assumes your account is in good standing.
 3. Timing is subject to change if any of the items and/or features described in this agreement are changed or redefined.
 4. Schedules are contingent on delivery timing of receivables (including reviews and other correspondence) to be agreed upon prior to project kickoffs.
 5. Any scope, schedule or payment terms are directly agreed upon between Red Letter Communications and Client regardless of any other agreements Client may have with extended relationships. Client agrees to pay Red Letter Communications for all services rendered as part of this agreement on time and that payments to Red Letter Communications from Client are not dependent on any payments expected from their clients and extended relationships.
 6. Red Letter Communications shall not be responsible for delays caused by the Client or its third-party vendors. Delays in the project schedule will be incurred as extended duration of the retained team and invoiced accordingly.
 7. Unless specified, SOWs account for professional services; no hardware or software licenses provision is included. With the purchase of any approved external tools, plugins, CRMs, visual images, hosting fonts, and other associated components to be used in production, the cost associated will be provided to the client.
 8. Any necessary compliance process that might need to be undertaken, such as PCI or ADA Compliance, is not included within this proposal.
 9. Commitments to Third Parties:
 - a. All purchases of media, licenses, and engagement of talent will be subject to Client's prior approval. Client reserves the right to cancel any such authorization, whereupon Agency will take all appropriate steps to affect such cancellation, provided that Client will hold Agency harmless with respect to any costs incurred by Agency as a result. If at any time Agency obtains a discount or rebate from any supplier in connection with Agency's rendition of services to Client, Agency will credit Client or remit to Client such discount or rebate. For all media purchased by Agency on Client's behalf, Client agrees that Agency shall be held solely liable for payments only to the extent proceeds have cleared from Client to Agency for such media purchase; otherwise, Client agrees to be solely liable to media ("Sequential Liability"). Agency will use its best efforts to obtain agreement by media to Sequential Liability.
 10. Client and Red Letter Communications agree to hold the other, its parents, subsidiaries and/or affiliates, and the officers, directors, shareholders, successors and/or each of them harmless from and against any and all third-party claims, damages, liabilities, costs and expenses, including expenses arising out of, or relating to, any breach or alleged breach of any warranty, representation, covenant, or agreement made by Client, or Red Letter Communications, as the case may be, which is inconsistent with the provisions hereof. Each party will give the other prompt written notice of any such claim, action, or demand for which indemnity is claimed.
 11. Confidentiality and Safeguard of Property:
 - a. The party receiving Confidential Information will: (a) use such information solely for performance under this Agreement; (b) not disclose such information to any third party (excluding Agency employees which are not potential competitors of the disclosing party); and (c) otherwise protect such information from any unauthorized use or disclosure. The receiving party shall see that its employees, agents, and affiliates having access to Confidential Information are bound by confidentiality obligations consistent with this provision.
 12. Red Letter Communications reserves the right to correct errors and omissions.
 13. Termination of Agreement:
 - a. Party to this Agreement may terminate it with 30-days written notice.
 - i. Termination Arrangements:
 1. Red Letter Communications will generate an invoice covering all the agency's unbilled deliverables for client-approved work.
 2. Client agrees to reimburse Red Letter Communications for all approved work in progress and any additional expenses related to off-boarding.
 3. Client will agree to complete all reservations, contracts, etc., yet to be used, which were entered into by Red Letter Communications on Client's behalf.
 14. No provision of this Agreement shall constitute a waiver of the City's right to assert a defense based on sovereign immunity, official immunity, or any other immunity available under law.



05. AGREEMENT:

By signing below and returning this agreement to Red Letter Communications, you certify that you agree to the payment schedule and fully agree to the terms and conditions.

This Agreement can only be changed by mutual written consent.

Mayor Dwain Hahs | City of Jackson, MO ("Client")

Date

Tara Buehler
Tara Buehler | Red Letter Communications, Inc ("Agency")

9/24/25
Date