



Brand Audit
For
City of Madison
September 2026

Summary

The City of Madison is at a pivotal moment. Once a small town defined by quiet neighborhoods and a strong sense of community, it has grown into one of Alabama's most dynamic and fastest-growing cities — welcoming new families, businesses, and opportunities every day. Your current brand no longer reflects who you are or where you are headed. This rebrand proposal is not about changing Madison's identity, but clarifying it: to honor your heritage while creating a bold, consistent, and welcoming brand that unifies your growth, strengthens civic pride, and positions Madison for the next ten years.

Week 1 – Determine the mission/vision of Mayor Bartlett / establish who will be interview for the brand audit (Ad4! Suggest no less than interviewing no less than 35 folks. For a city, should be more?) / Legal details. Ad4! Will create the brand based on this interviews, and give client full ownership. We also provide Brand Guide of your new brand / logo.

Week 2 – Finalize the questions of audit. I'm suggesting the following. I also suggest to be allowed to interview in person, or facetime / zoom. It's important I see folks faces when we they are interviewed. Determining who will be interviewed can be tricky. We need to have males, females, ethnicity, length of time in Madison, ages, etc. We can ask any questions you want, but we are suggesting the below:

Week 3 until whenever – Establish and set up the interviewees. We are suggesting the following: Mayor and all employees in her office, all city council, any and all employees at City Hall, heads of departments. Lastly, consider local business owners, they love to know you care about their feelings. I'd select your top 3 to 5 businesses and your top lower level business who have been in Madison very long. This phase can take up to 1 to 2 months. We can also conduct random street interviews.

Conclusion of Phase I – summary of brand audit – report will be shared with Mayor's and team, plus Ad4!'s designer. Then designing begins.

Phase II – Established tagline, brand vision and now design with associate colors. Conclusion final design and standard brand guidelines. This guideline book is what you use for duplication of your logo. It's lists versions in color, B&W, brand fonts, brand colors in both CMYK & PMS codes. In this phase we will set up a new biz card design. We always suggest we update your or re-do your city's website.

Estimate Proposal for Madison's rebranding - \$6,300.00