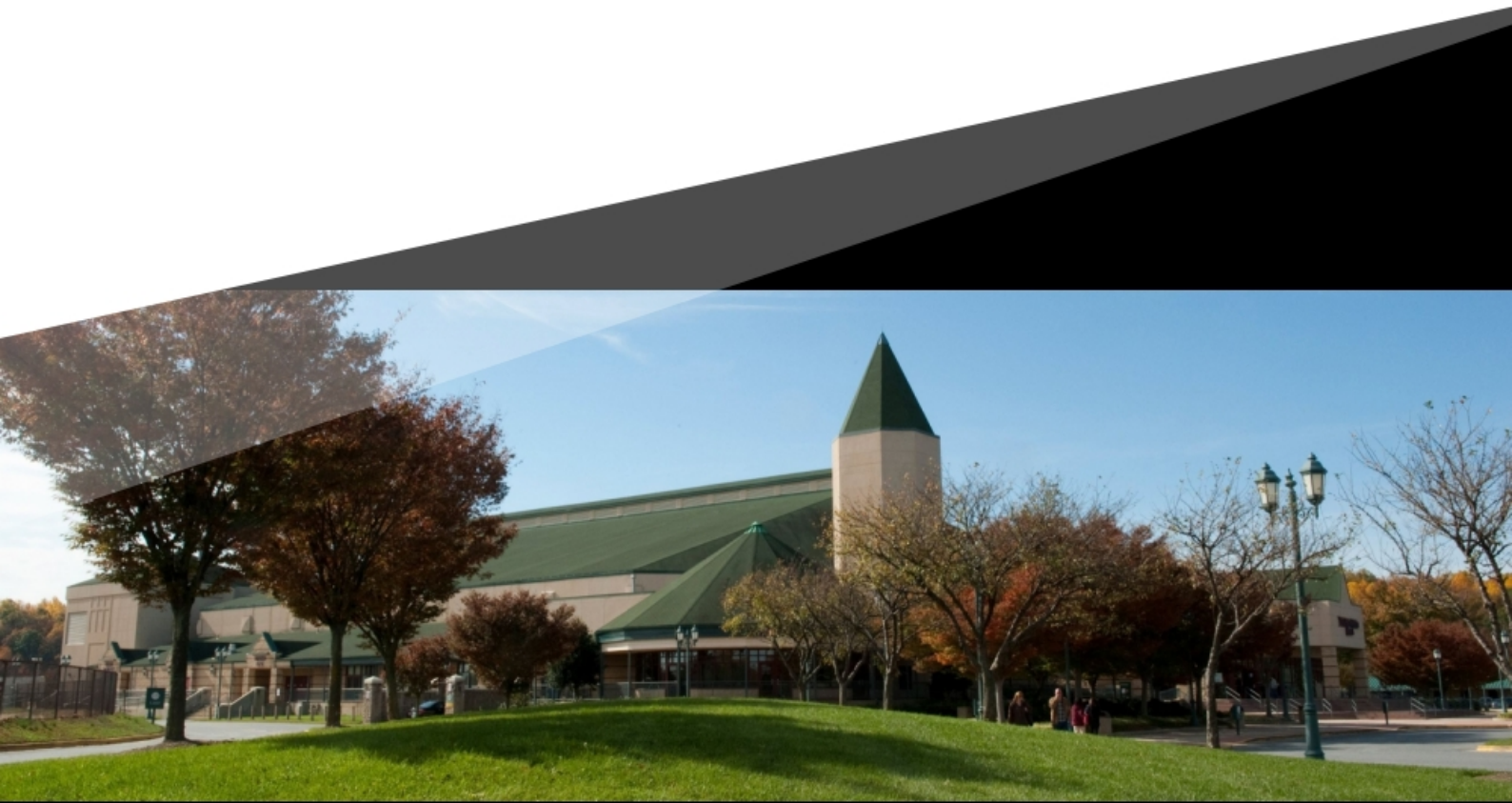


Branding Proposal for the Town of Upper Marlboro

Written by Better City Marketing



YOU ONLY HAVE ONE CHANCE TO MAKE A GREAT FIRST IMPRESSION



The Town of Upper Marlboro is looking for a new logo and re-branding assets to modernize and promote community inclusivity.

You are in ever-increasing competition with other communities for traffic and dollars, so it is crucial that your town's brand is on-trend and stands out from the pack.

Getting the right result in that decision is where we come in.

In the next few pages, you will find information on how we can develop a new logo and other branding assets that not only hit the mark in modernization but also can help communicate your brand effectively to your residents and

visitors.

WHAT MAKES US THE RIGHT CHOICE

In addition to our core knowledge in economic development and strategy, we've got a powerhouse of marketing excellence onboard. Recently, **Lisa Bankston**, an award-winning 25+ year veteran in the brand and digital marketing space joined us as our Chief Marketing Officer. Lisa's experience includes working with destination brands in Florida, California, Hawaii, Guam, and international locations including Canada, Japan, and Australia. She has also headed up products and marketing for Amazon, JCPenney, Harry & David, and more. Since Lisa joined us, we've built a skilled team to develop, execute and manage all of your marketing needs.

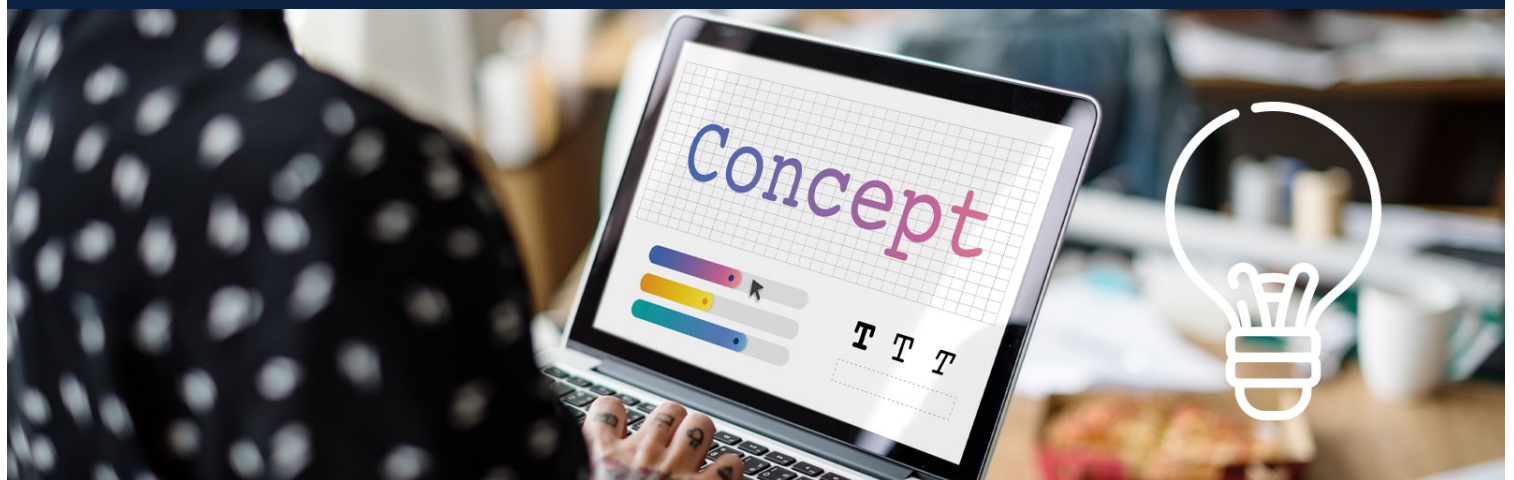
In addition to website design and branding. We also offer the following marketing services:

Digital/Online Advertising	OOH Media Buying	Social Media Management
Print Advertising	Email Marketing	Promotional Management
Radio Advertising	Paid Social Advertising	Lead Generation
Surveys	Graphic Design	Short Form Video Production



Brand Guide

Before we jet off to developing creative assets, we need to create a **Brand Style Guide**. This is a stylistic roadmap that specifies the details and usage rights of your community's color palette, typography, taglines, vision statements, illustrations, and photography.



Logo

As we have already discussed, you need to modernize and create a lasting impression that establishes you in your current market as a community that

listens and grows.

How we achieve this is by looking at your history, your visitors, the language you use in your current assets, and your target audience, to develop a visual 'fingerprint' that translates to the style of your logo.

We will come up with 3 completely different concepts and then we invite anyone you wish to have input to review the design and select the one that most appropriately fits you.

From there we use our expertise to design the final concept, modify it where needed and produce variations that can be used in print as well as the web.

We work until you are satisfied.

***What your new logo
will consist of:***

- Logo Illustration (3x concepts)
- Related branding colors
- Any custom Font work

Where logos will be used:

- Website
- Email signatures
- Wayfinding Signage
- Presentation templates
- Business cards
- Letterhead
- Brochures
- Maps
- Videos

**"Your brand is what other people say about you when you
are not in the room."**

- Jeff Bezos | Founder of Amazon.com



PROCESS & TIMESCALE

STEP 1

Brand Interview

We will discover who you are, what you stand for, and who you stand beside. Only then can we begin to create new branding that portrays the value you offer in a way that resonates with the people who matter: the people you want to do business with.

STEP 2

During this process we fully utilize previous color palettes while adding highlight and

Brand Guide

complementary shades. We'll also modernize your typography, voice and tone for your current objectives. In addition, our team will provide taglines and strong call to actions that can be utilized throughout your messaging assets.

STEP 3

Logo Design Presentation

Three new re-branding concepts will be designed. Naturally, there will be a common and historical theme but we try to think outside the box and come up with something that isn't obvious. This is often where the best ideas come from.

STEP 4

Supply of Files

You will be sent all the different logo variants you need for day-to-day use, as well as versions that signwriters and printers will need.

You will also be supplied with a digital and printable style guide so everyone in your community uses the correct colors, fonts, and styles for documents and photographs.

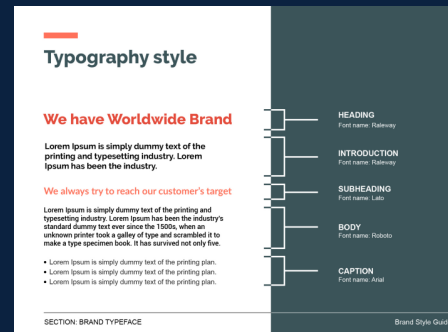
Timescale

It will take us between 3 - 4 weeks to complete and deliver your new logo and related branding.

CASE STUDY

A dental marketing agency company based in Nevada needed a new logo and a style guide for their US-based firm. Their original company had been in operations for 13 years but the team were now moving into dental education and consulting.

The only new business inquiries were from referrals and whilst they had an existing logo and website, they hadn't been refreshed in over 10 years



Result

After 8 weeks of launching the new logo and branding assets, the agency grew from one new qualified lead a week from the website to an average of six each week. On average, they were converting one in eight opportunities.



A winning race

We recognize that there are thousands of agencies and freelancers out there offering logo and branding design services and many will be 'cheaper'.

But remember...

Your brand isn't a 'cost'. Your re-branding is an investment opportunity with big rewards: the 'X factors' of a fresh, engaging logo and messaging may just be the new voice your community needs to progress further and connect with residents and visitors that you have never reached before.

THE INVESTMENT

Town of Upper Marlboro Ala Carte Pricing

Logo Design Recommended: Digital and Print Versions of your new logo	\$2,500
Brand Guide Development Recommended: Digital and Printable Versions of your Brand Guide	\$5,000
PowerPoint or Google Slide Deck Template Recommended: 20 Slide Presentation Slide Deck Including Graphs	\$1,500
Press Release Development Recommended: Announcement to Local Media and Tourism Press	\$500
Business Card Design Recommended: 1 Based Business Card Design with new Logo	\$500
Letterhead and Envelope Design Recommended: 1 Letter Head Design with new Logo	\$400
Website Update with New Assets	\$2,000

OPTIONAL

Update of existing website with new logo, fonts and other related contracted design elements

Visitor Guide Brochure Design

\$1,000

OPTIONAL

3 Fold Tourist or Event Printable Brochure Per Design. 2 Revisions (does not include printing)

Hand-drawn Map

\$10,000

OPTIONAL

Custom Illustrated Designed Map of Your Community

Billboard or Wayfinding Signage Design

\$750

OPTIONAL

Per Design. 1 Revision. Includes Source File.

Video

\$5,000

OPTIONAL

30-60 seconds Short-form Video Production and Editing

Long-Form Video Production and Editing

OPTIONAL

Longer than 60 seconds. Quote based on number of days and travel costs

Datafy Local Audience Intelligence Service

\$8,500

OPTIONAL

Annual Subscription

Event Micro-site

\$2,000

OPTIONAL

Coding and launch of a 1-3 Page Website Advertising Your Event (does not include new asset or new logo design)

Decal/Small Sticker/Shirt Design

\$300

OPTIONAL

3-Color and QR Codes, Includes Source File Per Image

Pole Signage (Banners) Design

\$350

OPTIONAL

2 Concepts, 2 Revisions, 4 Size Variations, Design Mockup, Includes Source File

Welcome Signage

\$200

OPTIONAL

2 Concepts, 2 Revisions, 4 Size Variations,
Design Mockup, Includes Source File

Life Size Standee Signage (Instagram Moment)

\$100

OPTIONAL

1 Revision, Per Image, Includes Source File

Small Stamping Booklet Design

\$1,000

OPTIONAL

10 Page Small Booklet. 2 Revisions, Includes
Source File

Postcard with QR Code

\$300

OPTIONAL

Per Design. 1 Revision, Per Image, Includes
Source File

One-off Total \$10,400

