
ACEVOX

ISLE OF PALMS

**MUNICIPAL
BRANDING
INITIATIVE**

RFP – COMPREHENSIVE BRANDING INITIATIVE.

Isle of Palms

Douglas Kerr

City Administrator

City Of Isle Of Palms

1207 Palm Boulevard

Post Office Box 508, Isle Of Palms, South Carolina 29451

Dear Selection Committee,

On behalf of the Acevox team, we are pleased to submit our proposal for the City of Isle of Palms branding initiative. Acevox is a full-service creative and marketing agency founded in 2013, with extensive experience developing brands and communication strategies for municipalities, higher education institutions, and community-focused organizations across the country. Much of our work requires engaging with broad and diverse stakeholder groups, aligning internal teams, leadership, and external audiences to create brands that feel cohesive, authentic, and representative of the communities they serve.

That experience is especially relevant to a project like this, where input from City staff, City Council, and key partners is central to shaping the outcome. We approach this type of work as a collaborative process from the start, helping guide conversations, uncover shared priorities, and build alignment so the final brand reflects a clear and unified vision. Branding efforts like this are infrequent, which is what makes them both important and worth approaching thoughtfully. This is an opportunity to step back and define how the City presents itself, not just visually, but in how it communicates its identity, values, and role as a destination. Our focus goes beyond developing a look and feel. We work to understand the character of the community and translate that into a brand and messaging framework that resonates and can be consistently applied across departments.

From what we've seen, Isle of Palms has a strong foundation to build from, with its balance of residential community, natural assets, and destination appeal. Creating a brand that feels authentic to residents while also positioning the City as a family-friendly beach destination requires a thoughtful balance, and it's the type of work we're well positioned to support. On a personal note, I've spent time in the Isle of Palms area over the years and have always appreciated its character and sense of place. That familiarity makes this opportunity especially meaningful. Thank you for your time and consideration. We would welcome the opportunity to partner with the City on this initiative.

Sincerely,



Holli Kranz

President, Acevox || holli@acevox.com

COMPANY QUALIFICATIONS AND EXPERIENCE

Acevox is a full-service creative and marketing agency founded in 2013 with a focus on helping communities uncover what makes them unique and communicate that clearly to the audiences they serve. We began as an Emmy award-winning motion graphics studio serving brands like Fox Sports and National Geographic, and over time evolved into a nationally operating agency specializing in branding and strategic communications for public-sector, higher education, and community-focused organizations.

That evolution reflects where we do our best work. We are drawn to purpose-driven projects that bring communities and groups together, and we understand the role strong storytelling plays in building connection, trust, and long-term engagement. Our team combines high-level creative thinking with practical implementation, ensuring every brand strategy we develop is not only compelling, but usable and sustainable in day-to-day application.

A Collaborative Approach to Branding

For Acevox, branding goes beyond visual design. It is how a community represents itself across every touchpoint, grounded in its identity, values, and long-term vision. Because of that, we approach each engagement as an extension of our client's team.

Our process is built to support projects that require input from City staff, City Council, and key stakeholders. We use facilitated workshops, stakeholder conversations, and structured feedback loops to guide discussions, build alignment, and move toward a clear and shared direction. This ensures the final brand reflects a unified vision and accurately captures the City's character as a family-friendly beach vacation destination.

Proven Success in Destination and Civic Branding

Acevox brings over a decade of experience working with organizations that need to balance internal identity with external positioning. This is especially important for communities like the City of Isle of Palms, where the brand must resonate with residents while also supporting its role as a destination.

Our work with the Downtown Santa Barbara Improvement District included a full rebrand and messaging strategy that repositioned the district as both a community hub and a visitor destination. This required balancing local character with broader appeal, a challenge similar to maintaining Isle of Palms' residential identity while strengthening its perception as a family vacation destination.

We have also supported large-scale initiatives for the Los Angeles Community College District, developing campaigns across nine colleges that required consistent messaging across multiple institutions and audiences. At Victor Valley College, we led a comprehensive brand and digital experience effort that unified communications and improved visibility across the campus and surrounding community.

In addition, we have partnered with organizations such as the Pasadena City College Foundation, the University of Florida, Kansas State University, and SudoTouch. Across this work, we have developed a strong understanding of how to communicate with large, diverse audiences and how to create brand systems that function effectively across departments, leadership groups, and external stakeholders.

Strategic Execution and Dedicated Management

Strong project management is central to our approach. Each project is supported by a dedicated project manager who serves as the primary point of contact and oversees timelines, deliverables, and coordination across all stakeholders. We establish clear milestones, review points, and communication cadence from the outset, ensuring alignment and transparency throughout the project. Our team takes a proactive approach to managing feedback and keeping all parties informed, which is critical for projects involving multiple departments and leadership groups.

Practical, Actionable, and Sustainable Deliverables

We focus on creating brand systems that are built for real-world use. In addition to visual identity and messaging, we provide the tools needed for implementation, including editable templates, brand guidelines, and rollout plans. Our support extends beyond delivery into training and adoption, which is often the most critical phase of a branding initiative. Even the strongest brands can lose impact without clear guidance and internal alignment. We develop materials and resources tailored to the teams who will be using the brand day to day, ensuring they feel confident applying it across departments and channels.

We also remain available after the engagement to provide support, answer questions, and adapt elements as needed as the brand is put into practice. This approach helps ensure the brand is not only launched successfully, but sustained over time.



PROJECT TEAM

Acevox is pleased to assign a select group of experienced team members to lead the Isle of Palms branding project.

While these individuals will serve as the primary team for this initiative, they are supported by a larger network of creative and strategic experts within our agency. Below are the key personnel assigned to this account, showcasing their roles, locations, and the specialized skills they will bring to ensure its success.



Name: Abby Rishty
Title: Project Manager
Location: Arlington, VA

- **Role:** Oversees timelines, deliverables, and workflow for marketing campaigns and institutional initiatives.
- **Skills:** Stakeholder coordination, campaign planning, SEO strategy, workflow optimization, budget and timeline management.



Name: Jess Allen
Title: Creative Director
Location: Ludington, MI

- **Role:** Leads the creative vision and ensures all design deliverables align with the approved strategy, providing quality control and creative guidance throughout the process.
- **Skills:** Brand development, UX/UI design, creative strategy, campaign execution, and team leadership.



Name: Natalie MacDonald
Title: Senior Designer
Location: Oahu, Hawaii

- **Role:** Executes design deliverables, develops creative directions and visual assets, and supports the integration of the Brand across platforms and sub-brands.
- **Skills:** brand identity consistency, brand development, creative problem-solving, audience research, and more.



Name: Audrey Kamper
Title: Client Services Manager
Location: Potosi, MO

- **Role:** Serves as secondary liaison with the City, manages administrative and contractual aspects of the engagement, including billing, documentation, and contract needs.
- **Skills:** Contract management, billing coordination, client communication, administrative oversight, and stakeholder support.

PROJECT APPROACH AND PROPOSED EXECUTION

At Acevox, we believe a meaningful brand begins with understanding and listening to the people who live it every day. For us, branding is not just design, it is stewardship. We take the time to understand what is already working, ask thoughtful questions about where the community is headed, and build a brand that feels authentic to the Isle of Palms, not something layered on top.

The island's ocean beach, tidal marshland, and marinas are more than scenery. They are the City's most important economic assets and a defining part of its identity. Our approach is designed to capture this unique beach community character while reinforcing its role as a family-friendly vacation destination. This work is something we approach with care, and our phased process is built to be collaborative, efficient, and grounded in the vision of City Council and the broader community.

Phase 1: Discovery, Audit, and Immersion

This phase is focused on immersion. We work to understand how the City is currently represented, where inconsistencies exist, and what matters most to those who live and visit here. This ensures every decision moving forward is grounded in a clear understanding of the City's identity and opportunities.

Key Activities:

- **Stakeholder Kickoff Session**

A strategic meeting with City staff and key stakeholders to align on priorities, expectations, and project goals.

- **Brand and Materials Audit**

A review of existing visual and written materials to identify inconsistencies in design, messaging, and application.

- **Stakeholder Insights**

Targeted conversations or surveys with City staff and the Charleston Area Convention & Visitors Bureau (CVB) to surface strengths, challenges, and opportunities.

- **City Council Workshop**

A dedicated virtual session with City Council to align on long-term vision and ensure leadership input is reflected early in the process.

Outcome:

- **Discovery Brief**

A summary of findings, key insights, and identified gaps that will guide strategy and design.


Phase 2: Strategy and Brand Core Development

This phase translates research into a clear and usable strategic foundation. The goal is to align messaging and positioning with the City's Strategic and Comprehensive Plans while creating a framework that can be consistently applied across departments and communications.

Key Activities:

- **Golden Circle Brand Core Workshop**

Using a framework used by Simon Sinek, we seek to uncover the core purpose and positioning of the City.



WHY – Why Isle of Palms matters. The deeper beliefs, values, and identity that unite the community.

HOW – How the City brings those values to life through its environment, offerings, and experience.

WHAT – The tangible expressions of the City's identity, including amenities, programs, and destination attributes.

- **Brand Positioning Development & Final Statement (1–2 Directions, 1 Final)**

Development of one to two positioning directions that frame Isle of Palms as a family-friendly beach vacation destination while maintaining its residential character. These are reviewed with City stakeholders and refined into a single aligned direction that delivers a clear and concise narrative that defines how the City should be understood by residents, visitors, and partners.

- **Messaging Framework**

Development of core messaging pillars, key themes, and voice guidelines that can be consistently used across departments, programs, and communication channels.

- **Internal Alignment and Refinement (1–2 Review Rounds)**

Structured feedback and refinement to ensure the strategy reflects stakeholder input and is aligned with City priorities before moving into design.

Outcome:

- **Brand Strategy Document**

A clear, actionable framework that defines positioning, messaging, and tone, and serves as the foundation for visual identity development and long-term brand consistency.

Phase 3: Visual Identity and Concept Exploration

This phase focuses on translating the approved strategy into a clear visual direction. We explore multiple creative approaches tied directly to the messaging framework, then narrow into a single concept through a structured and collaborative process.

Key Activities:

- **Visual Exploration Moodboards (2–3 Directions)**

Development of two to three distinct moodboards aligned to the approved messaging and positioning. These explore typography, color palettes, textures, photography style, and overall visual tone inspired by the island's natural environment and coastal character.

- **Narrative Themes and Visual Direction**

Each moodboard is paired with a high-level narrative direction to connect visual choices back to the City's identity and positioning as a family-friendly beach vacation destination.

- **Concept Alignment and Direction Selection (1 Direction)**

Presentation of moodboards to City staff and Council to gather feedback and select one preferred direction to move forward.

- **Logo and Seal Concept Development (1 Primary Concept)**

Development of one primary logo and seal concept based on the selected direction, designed to function across core applications such as official documents, signage, and digital platforms.

- **Initial Refinement Rounds (2 Iterations)**

Two rounds of focused refinement to evolve the selected concept, incorporating feedback and establishing the foundational direction for the identity.

- **Mockups and Use Case Examples**

Early application examples to demonstrate how the concept will function across key touchpoints.

Outcome:

- **Approved Visual Direction**

A selected and refined logo and seal concept with a clear visual direction, ready for full system development in the next phase.

Phase 4: Refinement, Finalization, and Brand System Development

This phase builds on the approved concept and expands it into a complete, flexible identity system. The focus is on finalizing all elements and delivering a fully developed brand that is ready for use across departments and platforms.

Key Activities:

- **Final Refinement (Up to 1–2 Additional Rounds)**

Final adjustments to the selected concept, including color, typography, and supporting elements, to ensure clarity, accessibility, and usability across all applications.

- **Logo and Seal System Buildout**

Development of a full logo system, including color, black and white, reverse, and simplified variations optimized for digital, print, signage, and official use.

- **Expanded Visual Identity System**

Definition of the broader visual language, including primary and secondary color palettes, typography systems, iconography, graphic elements, and photography direction.

- **Brand Standards Guide Development**

Creation of a comprehensive, user-friendly guide designed for day-to-day use. This includes:

- Logo usage and clear space requirements
- Color specifications with accessibility considerations
- Typography hierarchy and usage
- Iconography and graphic standards
- Photography direction
- Messaging tone and voice overview
- Correct and incorrect usage examples
- Sample applications across key City touchpoints

- **Template and Asset Development**

Creation of ready-to-use templates tailored to the City's most common day-to-day needs, as identified during the Discovery phase. This includes a core set of materials such as a slide deck template, business cards, letterhead, and email signatures, along with two to three additional applications based on City priorities. These templates are designed to support consistency while remaining flexible and easy for staff across departments to use.

Outcome:

- **Final Identity Package**

Complete set of logo, seal, and supporting assets in editable formats.

- **Comprehensive Brand Guide**

A practical document supporting consistent application across all departments.

- **Template and Asset Toolkit**

- Ready-to-use materials designed for immediate implementation.

Phase 5: Strategic Implementation, Training, and Ongoing Support

This phase focuses on rollout, adoption, and long-term success. The goal is to ensure the brand is not only launched effectively, but sustained and consistently applied over time.

Key Activities:

- **Rollout Roadmap**

Development of a phased rollout plan outlining priorities, transition approach, and recommended next steps for launch. This includes guidance on where to begin implementation and how to phase updates across materials and departments.

- **Staff Training and Implementation Support**

Training sessions, walkthroughs, and practical guidance to help City staff confidently apply the new brand in day-to-day use. This includes usage checklists, examples, and time for questions to ensure clarity and alignment.

- **Post-Launch Support (Initial 2–3 Month Period)**

Ongoing support following launch to answer questions, provide clarification, and make minor adjustments as the brand is put into practice. This helps ensure a smooth transition and addresses real-world use cases as they arise.

- **Extended Support (As Needed)**

Availability for continued support beyond the initial rollout period, including updates, additional templates, or refinements as the City continues to implement and evolve the brand over time.

Outcome:

- **Implementation Roadmap**

A clear plan to guide rollout and adoption across departments and channels.

- **Training Materials and Support Resources**

Documentation and guidance to support internal teams in maintaining consistency.

Project Management and Team Alignment

Strong project management is critical to a successful municipal branding initiative. Acevox will assign a dedicated project lead to serve as your primary point of contact, overseeing timelines, deliverables, and coordination across all stakeholders.

Our design team remains involved throughout the entire process, from Discovery through final delivery. The team that learns your story is the same team developing and refining the creative, ensuring continuity and a deeper understanding of the work.

We tailor our project management approach to your team's preferences, whether that includes shared tracking documents or collaboration within tools like Asana. We establish a consistent cadence of progress meetings, along with additional working sessions as needed, to review deliverables, gather feedback, and maintain transparency throughout the project.

TIMELINE

Our standard timeline for a branding engagement of this scope is approximately four to six months. This schedule is designed to allow for thoughtful exploration, stakeholder alignment, and structured review at each stage.

We work closely with the City to adjust pacing based on priorities, stakeholder availability, and City Council scheduling. Our goal is to maintain momentum while ensuring each phase is given the appropriate time and attention needed to produce a strong, lasting result.

Phase	Description	Timeline
Phase 1: Discovery, Audit, and Immersion	<i>Kickoff, stakeholder engagement, audit, City Council workshop, discovery brief</i>	Weeks 1–4
Phase 2: Strategy and Brand Core Development	<i>Brand positioning, messaging framework, alignment and refinement</i>	Weeks 5–8
Phase 3: Visual Identity and Concept Exploration	<i>2–3 moodboards, direction selection, logo and seal concept, initial refinements</i>	Weeks 9–14
Phase 4: Refinement, Finalization, and Brand System Development	<i>Final refinements, full identity system, brand guide, templates</i>	Weeks 15–20
Phase 5: Strategic Implementation, Training, and Ongoing Support	<i>Rollout planning, training, implementation support</i>	Weeks 21–24

COST

Acevox proposes a total project cost of \$36,000 for the development of a comprehensive brand strategy, visual identity system, and supporting materials as outlined in this proposal.

Our pricing is structured by phase to align with the project approach and provide clarity into how resources are allocated throughout the engagement.

ITEMIZED COST BY PHASE

Phase	Description	Estimated Cost
Phase 1: Discovery, Audit, and Immersion	<i>Stakeholder kickoff, brand audit, stakeholder insights, City Council workshop, discovery brief</i>	\$6,500
Phase 2: Strategy and Brand Core Development	<i>Brand positioning, messaging framework, Golden Circle workshop, alignment and refinement</i>	\$6,000
Phase 3: Visual Identity and Concept Exploration	<i>2–3 moodboards, direction selection, logo and seal concept, initial refinements, concept presentation</i>	\$8,500
Phase 4: Refinement, Finalization, and Brand System Development	<i>Final refinements, logo system, full identity buildout, brand guide, templates and assets</i>	\$11,000
Phase 5: Strategic Implementation, Training, and Ongoing Support	<i>Rollout planning, staff training, initial implementation support</i>	\$4,000
Estimated Total Project Cost		\$36,000

ADDITIONAL SUPPORT

Additional support beyond the defined scope, including extended implementation, additional template development, or ongoing brand application support, can be provided on an as-needed basis at a blended hourly rate of \$145/hour.

LOS ANGELES SOUTHWEST COLLEGE

"Our partnership has been transformative for our Los Angeles Southwest College (LASC). Their collaborative style of developing innovative marketing strategies and creative campaigns, we believe, have significantly contributed to increasing our enrollment numbers and elevating our brand awareness, making them an invaluable asset to our institution."

DR. ANTHONY CULPEPPER // PRESIDENT

DAVID GEFFEN SCHOOL OF MEDICINE AT UCLA

"By working with the various experts at Acevox, I have come to appreciate the significant added value that they bring to our collaboration. Their expertise in communications complements the expertise we bring to the table around the goals of our research and the audiences we are trying to reach. Without that combined expertise, I do not believe we could achieve our goals for this project. The communications expertise is essential to the mix."

DR. TERESA SEEMAN // CO-PRINCIPAL INVESTIGATOR, DATA COORDINATION CORE DIRECTOR

PASADENA CITY COLLEGE

"The Acevox team is truly a game changer for our college in our traditional use of technology, communication, and marketing. They listen, engage, and become involved with our processes. Then they co-create with us solutions that are high tech and high touch."

DR. CYNTHIA OLIVIO // VICE PRESIDENT STUDENT SERVICES

RELEVANT PROJECT EXPERIENCE

A NEW ERA IN STUDENT ORIENTATION: THE AXIS BRAND

Acevox Creates a Modern Brand for Axis, a SaaS Software That Revolutionizes Student Orientation with Intuitive, Responsive, and Customizable Solutions.

THE OBJECTIVE

Develop a cutting-edge brand identity for a new SaaS product, that conveys innovation, simplicity, and customization. The goal was to position Axis as the premier solution for institutions seeking to enhance the student orientation experience and streamline administrative processes.

THE CHALLENGE

Create a modern and engaging brand that resonates with two distinct audiences: students, who value ease of use and accessibility, and administrators, who require robust and customizable tools to manage the orientation process effectively. We were faced with the challenge of balancing the brand positioning to appeal to one audience while serving the other.

THE APPROACH

Acevox employed a strategic and creative process to bring the Axis brand to life:

- **Audience-Centric Messaging:** Developed clear, tailored messaging to emphasize Axis' intuitive design for students and powerful tools for administrators.
- **Visual Identity:** Designed a sleek, modern logo, versatile typefaces, and a vibrant color palette that embodies innovation and approachability.
- **Responsive Design Focus:** Created brand visuals that reflect Axis' mobile-first, zero-login orientation process, ensuring accessibility across devices.
- **Brand Guidelines:** Delivered a comprehensive guide to ensure brand consistency in communications, marketing, and digital platforms. This included UX/UI guidelines for the software interface as well as marketing materials.

THE OUTCOME

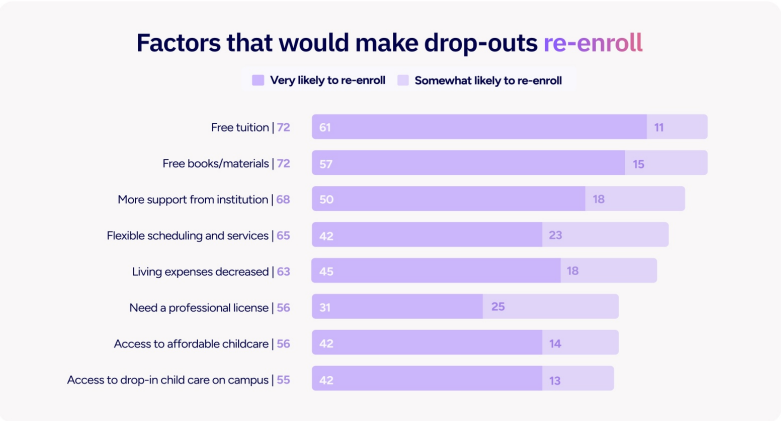
Acevox's branding efforts positioned Axis as a leader in the student orientation space:


- **A modern and intuitive visual identity** that reflects Axis' cutting-edge approach to student onboarding.
- **Enhanced market appeal**, making Axis a compelling solution for institutions looking to modernize and streamline their orientation processes.
- **Clear and consistent messaging**, highlighting Axis' dual benefits for students and administrators, ensuring its versatility and impact.
- **Comprehensive brand system**, enabling Axis to scale effectively while maintaining its identity across various touch points.

THE CREATIVE PROCESS

Research and Discovery: Understanding the Audience

The Axis branding process included competitor analysis to identify industry gaps, audience personas to understand user needs, and evaluation of industry standards to position Axis as a leader. Customization options were also developed to support unique use cases, creating a versatile, user-focused brand identity aligned with Acevox's mission.





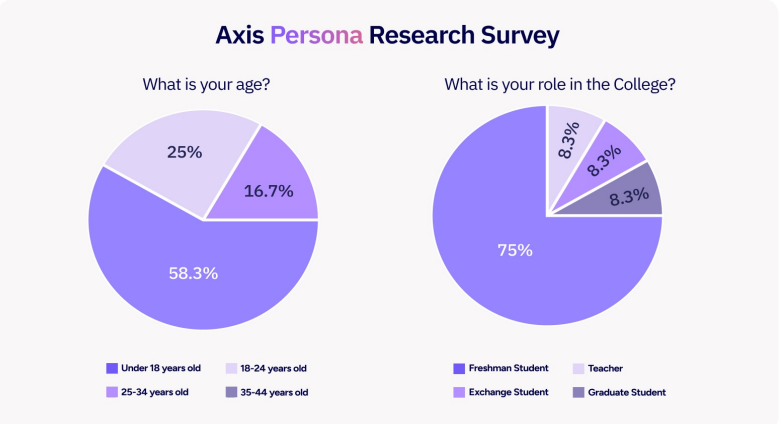
Bio
Andre is a student athlete who recently joined the university at the Faculty of Physical Education. He has ambitions to become a professional athlete.


Goals:
★ Andre's main goal is to maintain physical activity and improve his sports performance despite his limitations.

Frustrations:
☹️ Andre feels frustrated by the canceled training conditions due to the pandemic and the restricted access to sports facilities.

Behavioral Considerations:
☹️ Andre seeks information about available sporting events and remote training opportunities through a mobile app and website.

Name: Andre Miller
Age: 24
Education: Student-athlete
Location: Galveston, Texas
Tech literate: High





Bio
Alice is a first-year student who has come to a big city to attend university. She is new to the big city and doesn't know the surrounding area or the campus well.

Goals:
★ She is looking for information about orientation events, opportunities to participate in student life, and communication with fellow students.

Frustrations:
☹️ Alice feels frustrated by the lack of information about events, schedules, and places on campus.
☹️ She also misses her friends from her hometown and feels uncomfortable in her new surroundings.

Behavioral Considerations:
☹️ Alice actively seeks information about orientation and campus events using her cell phone.
☹️ She would like to make new friends and get support in this unusual environment.

Name: Alice Davis
Age: 20
Education: A first-year student
Location: Williams, Arizona
Tech literate: High

Branding Foundation: The Golden Circle

The Golden Circle exercise was a foundational step in the branding project, focusing on the "Why, How, What" framework to establish a clear and compelling brand positioning statement. By articulating the "Why," we defined the mission to connect institutions and students through a seamless and innovative onboarding process, ensuring that the brand's purpose resonated deeply with its audience. The "How" outlined the methods and values guiding the brand's approach, while the "What" specified the tangible services and solutions offered. Setting up this positioning statement first was crucial to ensure alignment across all branding efforts, providing a clear direction for messaging, design, and strategy, and creating a strong foundation for engaging and building trust with both students and administrators.



Core Values

Values commonly used by brands & businesses.

Authenticity	Contribution	Influence	Pleasure
Achievement	Creativity	Inner Harmony	Punctuality
Adventure	Curiosity	Justice	Recognition
Authority	Determination	Kindness	Reputation
Autonomy	Enthusiasm	Knowledge	Respect
Balance	Fairness	Leadership	Responsibility
Beauty	Faith	Learning	Security
Boldness	Friendships	Love	Self-Respect
Compassion	Fun	Loyalty	Service
Challenge	Growth	Meaningful Work	Spirituality
Citizenship	Happiness	Openness	Stability
Community	Honesty	Optimism	Success
Competency	Humor	Peace	Trustworthiness

Why
At its core, the "Why" represents the driving purpose behind your brand.

—It is the fundamental reason your organization exists beyond just generating profits. This core purpose connects emotionally with your audience, builds loyalty, and sets you apart from competitors.

A positive and effective onboarding experience is crucial for student success and retention.

How
The "How" outlines the unique processes or methods your brand employs to fulfill its purpose.

These methods make the "Why" actionable and attainable, providing a distinct way to deliver value.

By understanding the importance of effective onboarding for student success and the needs of higher education administrators through our research, experience, and feedback from colleges, strategically building our orientation solution to meet the needs of both administration and students.

What
Finally, the "What" encompasses the tangible products or services you offer.

While the "What" is the most visible outcome of your efforts, it can lose its impact if it isn't aligned with a compelling "Why."

Axis is a dynamic student orientation tool, featuring intuitive design, seamless automation, and extensive customization.

It simplifies the onboarding process for staff while fostering a welcoming and supportive environment for students.

Brand Positioning Statement
A perfect branding statement seamlessly combines the "Why, How, and What" to create a message that is both compelling and authentic.

The "Why" establishes your core purpose and emotional connection, showing why your brand exists and what it stands for. The "How" highlights the unique approach or methods your brand uses to deliver on that purpose, adding credibility and differentiation. Finally, the "What" communicates the tangible products or services you offer, tying it all together with clear, actionable outcomes. Together, these elements craft a narrative that resonates with your audience, inspires loyalty, and sets your brand apart.

Axis is the premier orientation software that enhances student retention by ensuring every student starts strong and stays connected.

With a focus on streamlining onboarding and improving communication, Axis helps students access the resources they need to succeed.

Logo and Branding Design

The logo concept exploration process involved creating multiple design variations that embodied Axis' core values of innovation, connectivity, and inclusivity. These concepts were carefully crafted to visually convey the seamless onboarding experience that Axis offers, while maintaining a modern and approachable aesthetic. Feedback from stakeholders played a critical role in refining the designs, ensuring they resonated with the target audience and reflected the brand's mission effectively. The final logo concepts were designed to be versatile and scalable, capable of maintaining clarity and impact across both digital and print platforms.

CONCEPT 1



CONCEPT 2



CONCEPT 3



Color Exploration: Alongside the logo development, vibrant and inclusive color palettes were explored to enhance the brand's visual appeal, ensuring accessibility for a diverse audience while evoking a sense of energy and positivity. These color schemes were carefully paired with typography that balanced modern innovation with easy readability, creating a harmonious visual identity.

OPTION 1



OPTION 2



OPTION 3



Final Logo and Brand Development

The final Axis logo is a sleek and modern representation of connection and innovation, embodying the brand's mission to streamline and enhance the orientation experience.

Mark Symbolism

Symbolism:

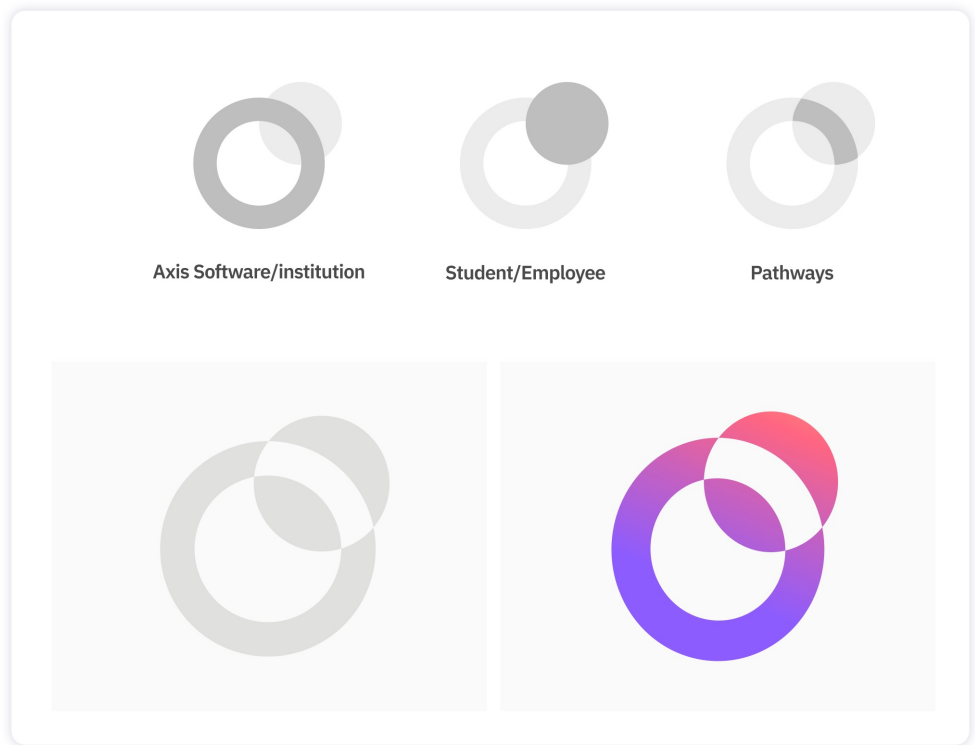
The overlapping circles create a sense of connection and integration, symbolizing the idea of students coming together and integrating into a new educational environment.

Typography:

The choice of a lowercase, sans-serif font for "axis" gives a friendly and approachable feel.

Versatility:

The logo's simplicity ensures that it can be easily adapted across various mediums and formats, from digital platforms to printed materials.



Vertical Logo

This design illustrates how the software serves as a central point of reference, guiding students through their onboarding journey.

The overlapping circles also create the visual of an axis, with one circle representing the central hub.



Colors

Our primary color palette forms the foundation of the Axis visual identity.

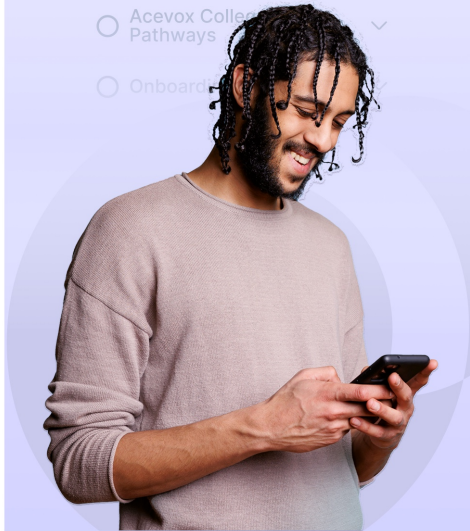
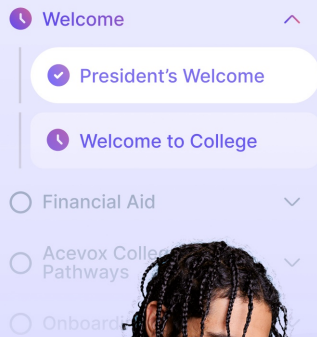
These core hues are used to create a strong, recognizable brand presence.

Tints of these primary colors offer a softer, more versatile approach, allowing for adaptability across various applications while maintaining brand cohesion.



Marketing Material Development

The branding mockups showcase Axis' new identity seamlessly integrated across a variety of applications, highlighting its versatility and impact. From digital platforms like landing pages and email templates to printed materials and social media campaigns, each element reflects the vibrant, modern aesthetic of the Axis brand. The cohesive design system ensures a consistent and professional look, reinforcing the brand's commitment to innovation and accessibility. These mockups demonstrate how the refreshed branding elevates Axis' presence, creating an engaging and user-friendly experience for students, administrators, and stakeholders alike.



axis
**Bridging
the Gap:
The Case
for Online
Orientations**



EMBRACING EVOLUTION: THE VVC BRAND REFRESH

Acevox Reimagines Victor Valley College's Identity to Support Growth, Strengthen Community Ties, and Appeal to Future Generations.

THE OBJECTIVE

Revitalize Victor Valley College's brand identity to align with its evolving goals and growth trajectory. The refresh aimed to modernize the brand's perception, messaging, and visual identity while honoring VVC's foundational values. Key objectives included increasing relevance, attracting new students, strengthening community perception, and enhancing VVC's positioning as a premier educational institution.

THE CHALLENGE

Reimagine VVC's brand to reflect its aspirations for growth while maintaining a connection to its deep roots and core mission. The challenge required balancing modernization with authenticity, ensuring the new identity resonated with diverse audiences, from prospective students to long-standing community members.

THE APPROACH

Acevox employed a strategic and collaborative process to craft a cohesive and modernized brand for Victor Valley College:

- **Audience Insights:** Conducted extensive audience analysis to align the new brand with the needs and perceptions of key stakeholders.
- **Visual Identity:** Designed a refreshed logo, color palette, and typography that honor VVC's legacy while reflecting a bold, forward-thinking image.
- **Messaging Alignment:** Revamped VVC's voice and tone, emphasizing clarity, inclusivity, and relevance across all platforms.
- **Guidelines & Implementation:** Delivered comprehensive brand guidelines and developed a strategic implementation plan to ensure consistency across campus and community communications. This involved providing guidance to selected brand collateral such as, letterhead, email signatures, signage, presentation decks, social templates, and more.

THE OUTCOME

Through this transformation, Victor Valley College now stands poised to embrace its future, fully aligned with its evolving goals and aspirations:

- **A cohesive and modernized visual identity** now represents VVC across all touch points, fostering pride among students, faculty, and the community.
- **Enhanced relevance and appeal** among prospective students, reflecting VVC's dynamic offerings and elite collegiate standing.
- **Strengthened community perception**, reinforcing VVC's role as a leader in education and innovation in the region.

THE CREATIVE PROCESS

Discovery: Listening to the VVC Community

To ensure the new identity resonated with all stakeholders, we conducted comprehensive surveys involving students, faculty, alumni, and community members. The results highlighted key themes that define VVC: community, inclusion, and opportunity. Additionally, 82% of respondents expressed a desire for modernized colors and a refreshed logo mark to better reflect the college's evolving role and future aspirations.

ORIGINAL BRANDING

Relying on one logo mark, the brand required a refresh that offered versatility and legibility to stand out and become instantly recognizable in all applications.

PRIMARY LOGO MARKS



PRIMARY LOGO



SECONDARY LOGO



FULL LOGO

PRIMARY COLORS

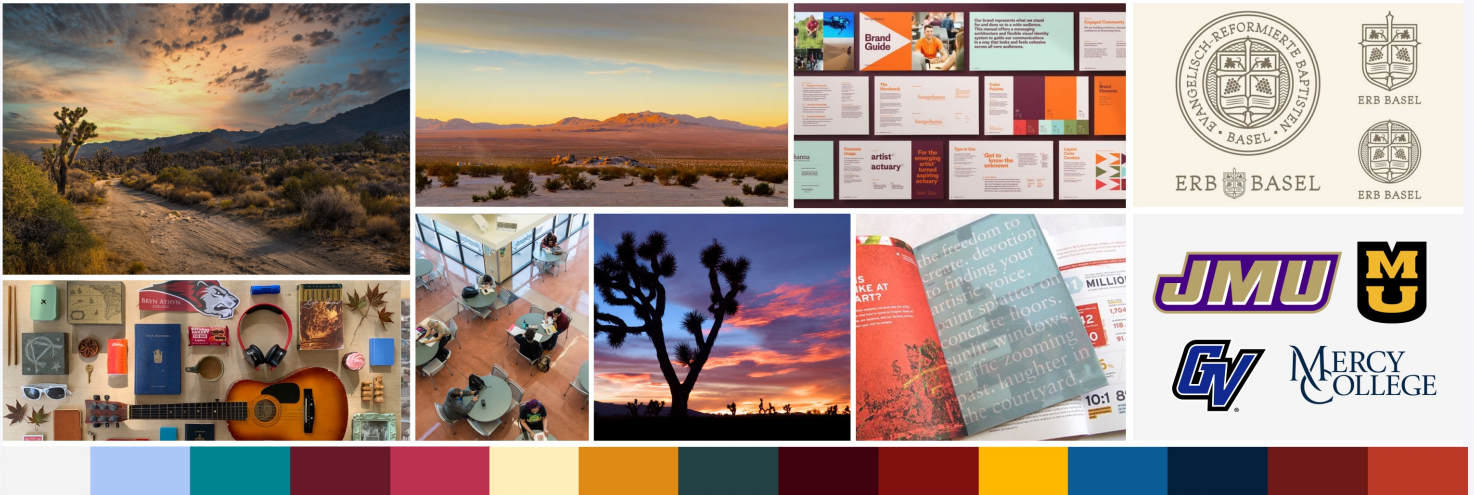


SURVEY RESULTS



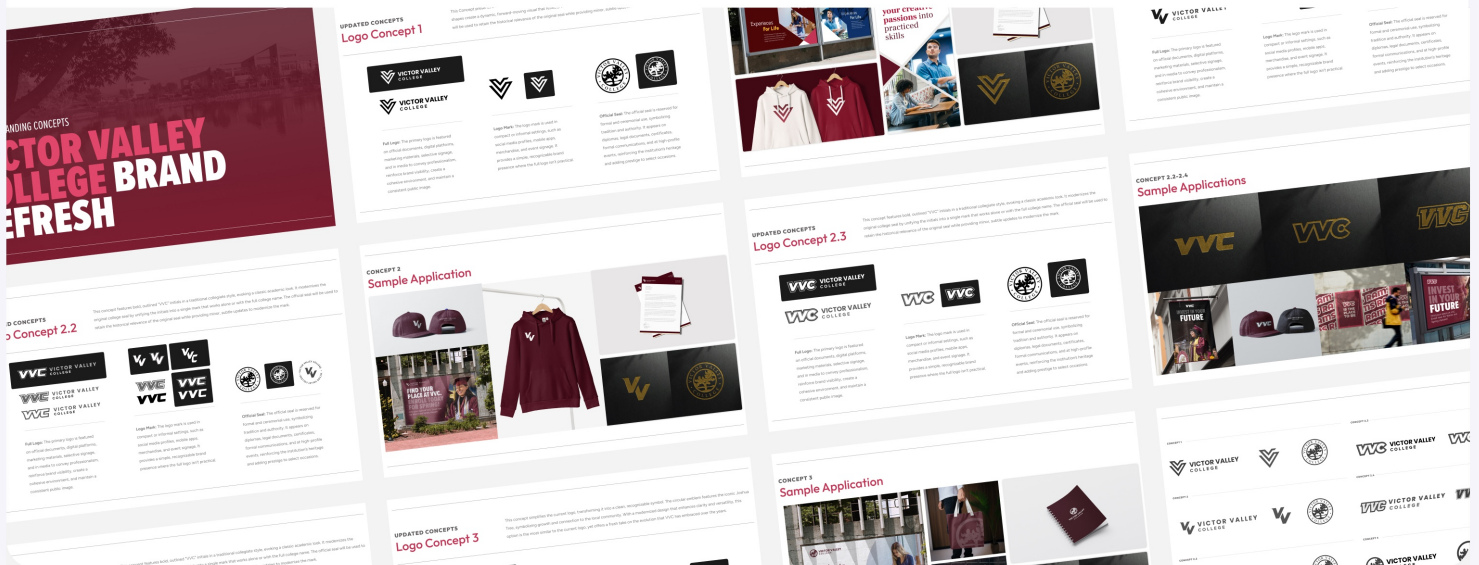
Strategy: Setting the Creative Direction

Using insights from the survey, we developed mood boards that explored diverse color palettes, typography styles, and visual inspirations, capturing the essence of VVC's values while aligning with its goals of attracting students and strengthening community ties. Inspired by the high desert landscape, the color palette blends the college's traditional maroon with deep blues reflecting the expansive skies, earthy reds and browns evoking the rugged terrain, and warm yellows and teals reminiscent of the sunlit environment. Together, these elements honor VVC's heritage while celebrating the vibrant beauty of its surroundings.



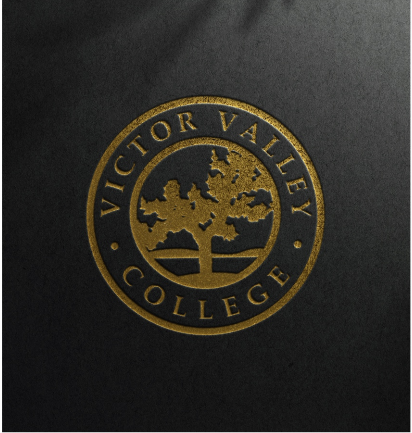
Production: Crafting Visual Concepts

Based on stakeholder feedback and mood board reviews, we created four initial logo concepts, each showcasing a distinct interpretation of VVC's identity. These concepts balanced modern aesthetics with the timeless traditions of the institution. Collaborative feedback sessions helped narrow the selection to the top three, with refinements leading to a final design that resonated most strongly with the community.



Outcome: A Bold New Identity for VVC

The final deliverables included a refreshed logo mark, comprehensive brand guidelines, and an implementation plan for consistent use across all platforms. While preserving the historical seal for official use, the college sought to expand its branded presence with a modern logo mark designed for non-official applications. The new identity captures VVC's commitment to growth, its deep community ties, and its appeal to future generations. From stationery to digital platforms, mockups showcased how the modern logo and refreshed brand would shine in real-world applications, solidifying VVC's presence as a cornerstone of education and opportunity in the region.



INNOVATION REIMAGINED: THE SUDOTOUCH REBRAND

Acevox Redefines Sudotouch's Identity to Reflect Its Mission, Expand Its Reach, and Support Its Growth Goals.



THE OBJECTIVE

Rebrand Sudotouch to reflect its cutting-edge solutions, modern DevSecOps approach, and user-centric mission while positioning it as a forward-thinking software partner capable of solving complex challenges for a diverse, growing audience.



THE CHALLENGE

Modernize Sudotouch's identity to better communicate its value and capabilities in delivering secure, streamlined, and mission-driven software solutions. The new brand needed to appeal to a broader audience while remaining authentic to its mission of empowering teams to achieve their goals through innovative technology. This required a strategic approach that maintained the accuracy of each technical solution while visually reflecting the new, modern position in the industry.



THE APPROACH

Acevox utilized a research-driven and collaborative process to deliver a modern, scalable brand for Sudotouch:

- **Audience Analysis:** Mapped the needs, priorities, and expectations of target users, from tech-driven enterprises to mission-focused organizations.
- **Brand Positioning:** Developed a clear and compelling positioning statement that highlights Sudotouch's role as a partner in delivering modern, secure, and user-centric solutions.
- **Visual Identity:** Designed a contemporary logo, typography, and color palette to convey innovation, reliability, and adaptability.
- **Messaging Framework:** Created a cohesive voice and tone that emphasizes collaboration, modernization, and the transformative impact of Sudotouch's solutions.
- **Brand System:** Delivered brand guidelines and flexible templates to ensure consistency across all touch points, from digital platforms to in-person engagements.

THE OUTCOME

Acevox's rebrand elevated Sudotouch's presence in the software development space:

- **A modernized and professional visual identity** that reflects Sudotouch's innovative solutions and growth trajectory.
- **Clear and engaging messaging** that communicates Sudotouch's mission to deliver user-centric applications and streamline operations through DevSecOps pipelines.
- **Expanded market appeal**, enabling Sudotouch to attract a broader range of clients and establish itself as a trusted partner in solving mission-critical challenges.
- **Increased brand consistency**, ensuring a unified look and feel across all communication channels, driving trust and recognition among audiences.

Sudotouch's revitalized brand now effectively conveys its commitment to delivering cutting-edge software solutions, setting the stage for its continued growth and success.

THE CREATIVE PROCESS

Stage 1: Research and Discovery

Competitor and Persona Research: Conducted a deep dive into the branding and website strategies of competitors, along with audience personas, to identify what would resonate most.

Moodboarding: Created visual inspiration boards to establish a cohesive direction for the project's aesthetic, focusing on a modern technological vibe.

PERSONAS

SECURE SARAH CUSTOMER PERSONA

Secure Sarah is a Program Manager at a large DoD agency overseeing a critical program that relies heavily on personnel with SCI access. She's facing pressure to expedite the processing of SCI nominations due to program delays.

Goals & Challenges:

- Streamline the SCI nomination process to minimize the program delays and meet critical deadlines.
- Ensure compliance with all DoD regulations while maintaining high standards of security.

Preferences & Behaviors:

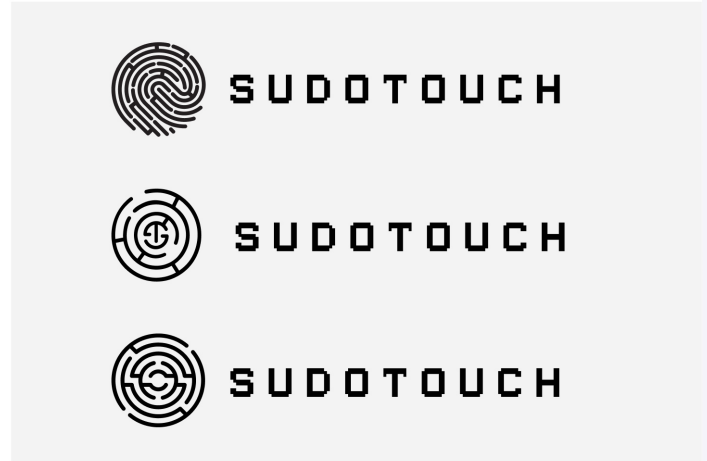
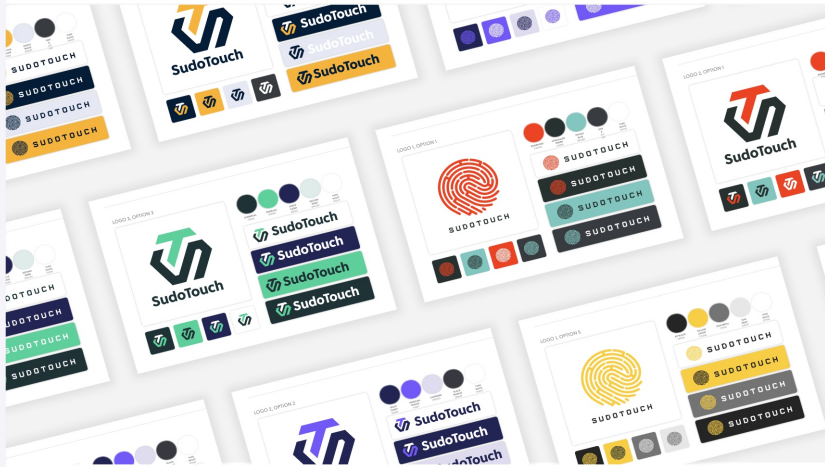
- Clear, concise communication that simplifies complex cybersecurity solutions and processes.
- Solutions with measurable outcomes that can demonstrate value to leadership and stakeholders.

PREVIOUS WEBSITE/BRANDING

The screenshot shows the previous website branding for Sudotouch. It features a dark background with white text. The header includes the Sudotouch logo and navigation links: SCINET, CAIS, WAIS, SANET, RAANET, and CONTACT. The main content area is titled 'Augmented Solutions' and includes a 'REACH OUT' button. Below this, there are three sections: 'Sensitive Compartmented Information Nomination Evaluation Tool (SCINET)', 'Contract Attribute Integration System (CAIS)', and 'Web Application Indoctrination System (WAIS)'. Each section includes a brief description and a 'READ MORE' button.

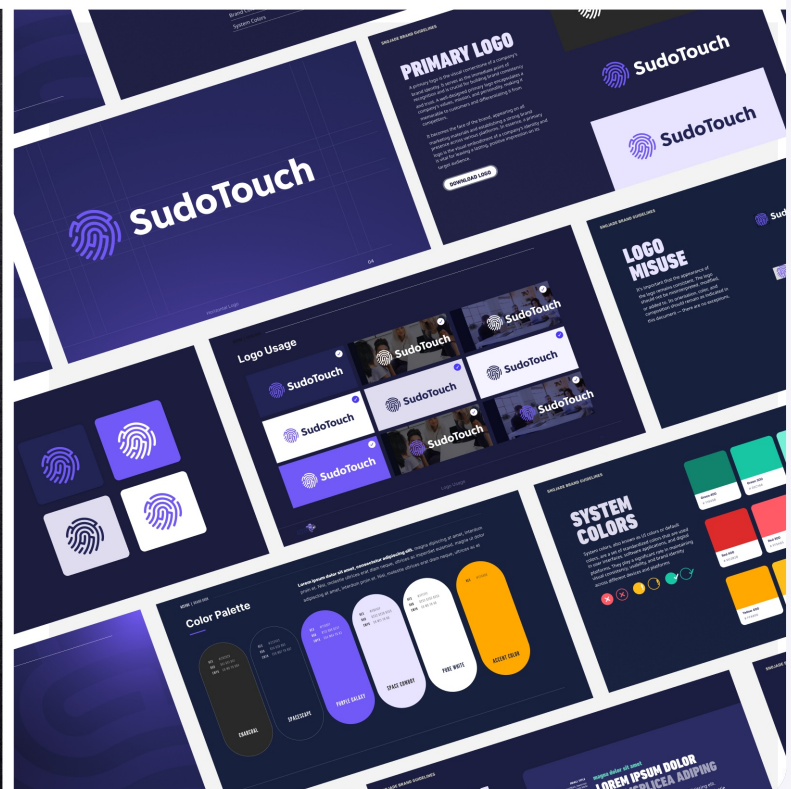
Stage 2: Logo and Branding Design

Initial Sketches and Refinements: Explored various logo concepts, ensuring each iteration incorporated a fingerprint to symbolize cybersecurity and personalization. Reviewed multiple iterations of the logo, refining the design with feedback from Sudotouch, focusing on color schemes and visual clarity.



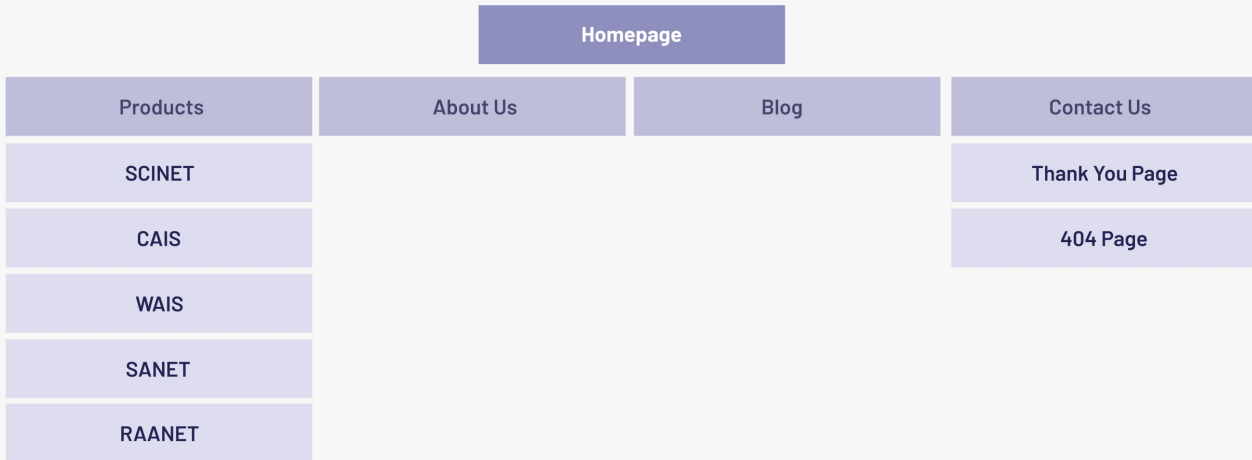
Final Logo and Brand Development: Delivered a final logo that balanced modernity and security. Extended this into full branding guidelines, including color palettes, typography, and usage rules.

Supporting Materials: Designed cohesive marketing assets such as letterhead, business cards, slide decks, and social media templates to ensure the brand was represented consistently across all platforms.



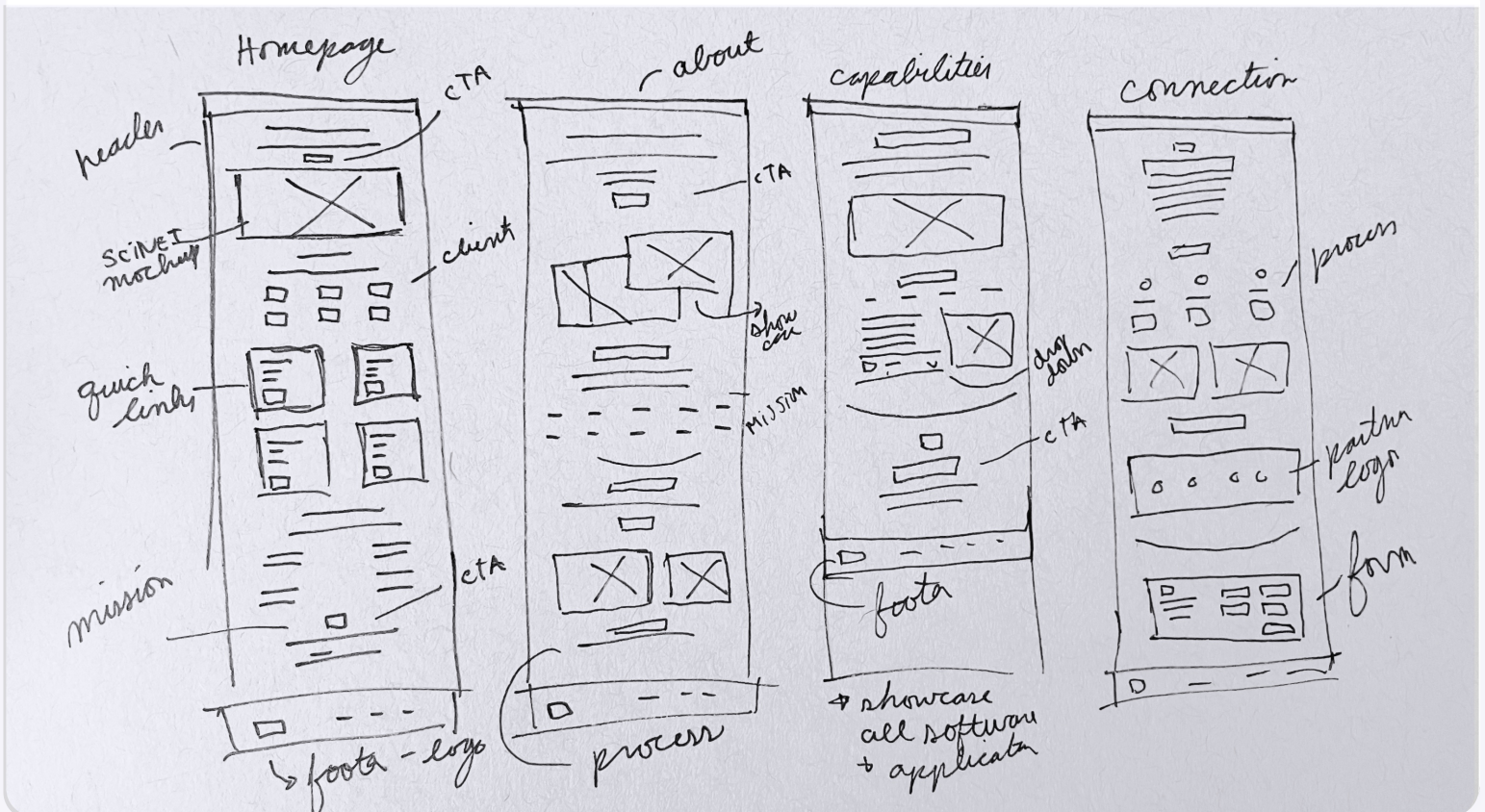
Stage 3: Website Planning and Strategy

Sitemap Creation: Collaborated with Sudotouch to outline the website structure, ensuring key content like capabilities, mission, and services was organized for easy navigation. The sitemap acted as a blueprint to prioritize information, enhance accessibility, and deliver a seamless user experience.



Content Development: Worked closely with the Sudotouch team to craft messaging that highlighted their unique products, trusted partnerships, and team values.

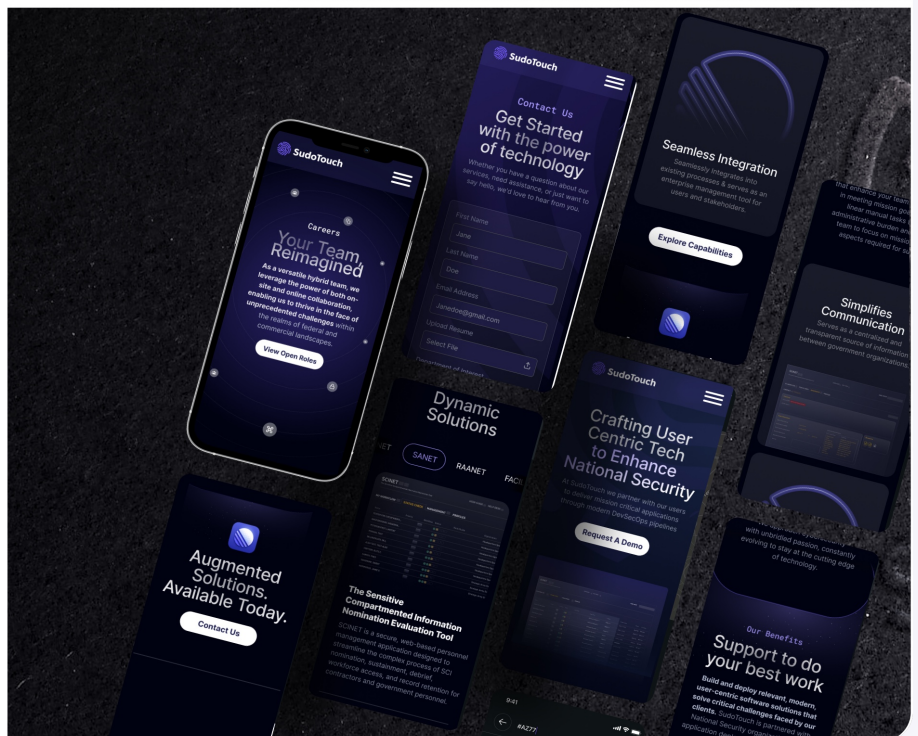
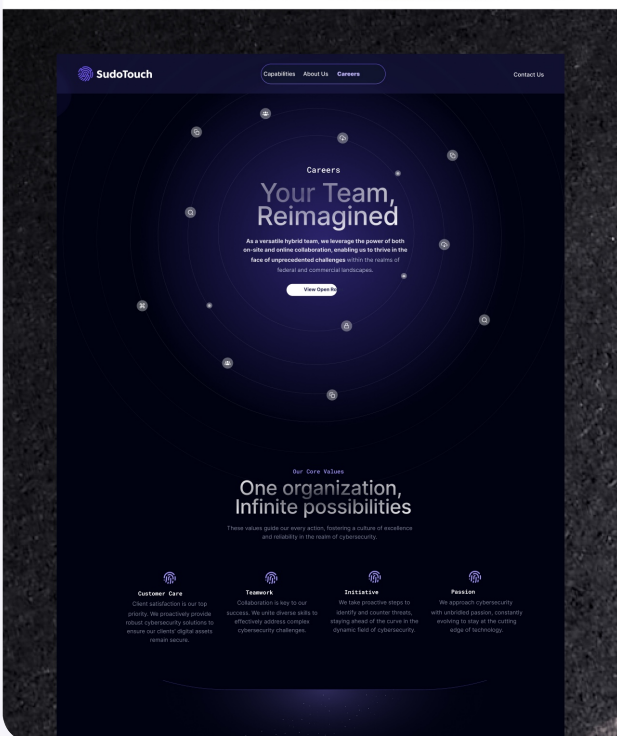
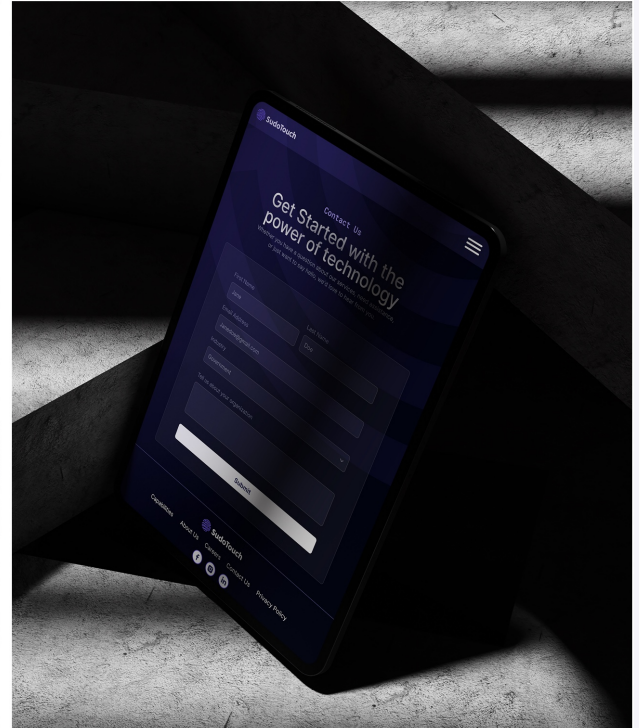
Wireframing: Sketched initial layouts to define the website's user journey, translating them into detailed vector wireframes for client approval.



Stage 4: Website Design and Launch

Visual Design: Developed high-fidelity website featuring a modern, technology-driven aesthetic with animated modules and interactive elements to enhance user engagement.

Collaboration with Developers: Ensured designs were responsive and functional, working closely with developers to translate the visual elements into a seamless web experience.



CASE STUDY // SANTA BARBARA

COMMUNITY REVITALIZED: A NEW ERA FOR DOWNTOWN SANTA BARBARA

Acevox Helps Reimagine DSBA's Brand to Strengthen Connection and Community Impact.

Location: Santa Barbara, CA • **Completion:** 2025 • [Case Study Link](#)

Team Members: Jessica Allen, Natalie MacDonald, Abby Rishty, Holli Kranz

Objective: Reimagine Downtown Santa Barbara Improvement Association brand to reflect the energy and diversity of downtown Santa Barbara, strengthen its connection to the local community, and create a visual system that engages residents, businesses, and visitors alike.

Challenge: DSBA needed to modernize its outdated brand while representing the vibrancy and uniqueness of downtown. The rebrand had to balance the district's rich history with a forward-thinking identity that could unify diverse stakeholders and serve as a flexible tool for marketing and events.

WHAT WE HEARD

The Voices Behind the Vision

The responses reflected a shared passion for downtown's potential. From these responses, five core themes emerged that will shape our brand development:

- 1 Cultural Heartbeat**
Downtown is seen as the emotional and cultural center of the city. Its success reflects the wellbeing of Santa Barbara as a whole.
- 2 Beauty with Purpose**
While visually iconic, downtown must balance charm with functionality, safety, and accessibility to be truly inviting.
- 3 Inclusive Evolution**
Stakeholders emphasized the need to honor history while welcoming innovation, diversity, and everyday experiences for locals.
- 4 Brand Unity & Differentiation**
There's a desire for a cohesive identity that unifies efforts, distinguishes downtown from nearby districts, and sparks local pride.
- 5 Actionable Optimism**
Respondents believe revitalization is possible, and see the brand as a catalyst for progress, investment, and meaningful change.

WHY — **The Belief That Drives Us**
DSBA believes that place shapes community. A thriving downtown strengthens civic pride, fuels local prosperity, and reflects the values of the people who live, work, and visit Santa Barbara. At its core, DSBA exists to protect and enhance this vital "heart of the city," ensuring it remains vibrant and welcoming for generations to come.

HOW — **What Sets Us Apart**
DSBA unites property owners, businesses, and civic partners to lead collaborative, community-centered improvements. Through beautification, public space activation, safety enhancements, and support for local commerce, the Association fosters visible progress rooted in local values.

WHAT — **The Results We Deliver**
DSBA provides cleaning, maintenance, beautification, branding, marketing, and event support that elevate the downtown experience. It serves as a catalyst and steward for long-term revitalization, ensuring downtown Santa Barbara is welcoming, safe, and memorable.

CONCEPT 1
Rooted Revival
Honoring history while cultivating modern vibrancy

CONCEPT 2
Beautifully United
Individually Vibrant. Unbreakably One.

CONCEPT 3
Future Framed
A Living Identity, Shaped by What's Next

Outcome:

The new brand energized DSBIA, positioning it as a central connector for the community while elevating the associations mission. The cohesive identity reflects Santa Barbara’s spirit and inclusivity, fostering stakeholder pride and alignment through a clear narrative and a flexible visual system adaptable across marketing, events, and outreach.

Highlights:

- **Flexible Logo System** with primary and secondary marks.
- **Vibrant Color Palette** inspired by the local character.
- **Messaging Framework** focused on community and connection.
- **Comprehensive Brand Guidelines** for multi-channel use.
- **Design Templates** for easy-to-edit brand collateral.



Unified Diversity:



The varied shapes reflect the unique people, businesses, and cultures that make up the downtown district.

Heart of Downtown:



The center mark symbolizes downtown as the core of community life and local pride.

Street Grid Alignment



The symmetrical balance reflects the street grids that make up the downtown district.

Honoring Heritage



The repetitive pattern pays tribute to the historic charm and architectural character.

