

PRESENTED BY BECKNER COMMUNICATIONS

ISLE OF PALMS

BRAND IDENTITY PROPOSAL

BECKNERCOMMUNICATIONS.COM

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COMMUNICATIONS

A NOTE *on this Work*

ISLE OF PALMS IS STARTING STRONG.
IT ALREADY HAS RECOGNITION. IT ALREADY HAS IDENTITY.

WHAT IT DOES NOT YET HAVE IS CONSISTENCY IN HOW THAT IDENTITY SHOWS UP. THAT IS WHERE THIS WORK BEGINS.

ACROSS CITY COMMUNICATION, VISITOR EXPERIENCE, AND REGIONAL PROMOTION, THE OPPORTUNITY IS NOT TO CREATE SOMETHING NEW FOR THE SAKE OF CHANGE. IT IS TO CREATE SOMETHING CLEAR, CONSISTENT, AND USABLE ACROSS EVERY INTERACTION. THAT REQUIRES MORE THAN A VISUAL.

IT REQUIRES A SYSTEM THAT REFLECTS HOW DIFFERENT AUDIENCES EXPERIENCE THE ISLAND WHILE MAINTAINING A RECOGNIZABLE IDENTITY.

THAT IS THE WORK WE DO. AND IT IS THE APPROACH REFLECTED IN THE PAGES THAT FOLLOW.



RACHELLE BECKNER
BECKNER COMMUNICATIONS

PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

INTRODUCTION



ONE LOOK.

ISLE OF PALMS SPEAKS TO MORE THAN ONE AUDIENCE: A PLACE RESIDENTS CALL HOME, FAMILIES RETURN TO, VISITORS DISCOVER, AND PARTNERS BRING TO LIFE.



MANY AUDIENCES.

EACH ARRIVES WITH A DIFFERENT EXPECTATION. EACH LEAVES WITH A DIFFERENT IMPRESSION. THE EXPERIENCE MAY DIFFER. THE IDENTITY SHOULD NOT.



CLEAR IDENTITY.

THE OPPORTUNITY IS NOT TO SAY THE SAME THING TO EVERYONE, BUT TO CREATE SOMETHING RECOGNIZABLE THAT WORKS FOR ALL OF THEM.

PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

SCOPE & DELIVERABLES

A DEFINED PROCESS. CLEAR OUTPUTS. BUILT FOR IMPLEMENTATION.

BRAND STRATEGY DEVELOPMENT
DEVELOPMENT OF A COMPLETE,
UNIFIED BRAND SYSTEM FOR ISLE OF
PALMS, INCLUDING:

- CITY SEAL AND LOGO SYSTEM
- TAGLINE DEVELOPMENT
- ICONOGRAPHY SYSTEM
- COLOR PALETTE AND TYPOGRAPHY
- VISION STATEMENT AND MESSAGING FRAMEWORK

RESEARCH & DISCOVERY
STRUCTURED RESEARCH TO INFORM ALL
DECISIONS:

- STAKEHOLDER INTERVIEWS (CITY STAFF, CITY COUNCIL, CHARLESTON AREA CVB)
- BRAND AUDIT OF EXISTING MATERIALS AND PLATFORMS
- COMPETITIVE ANALYSIS OF COMPARABLE COASTAL DESTINATIONS

CONCEPT DEVELOPMENT
EXPLORATION AND REFINEMENT OF
VISUAL AND STRATEGIC DIRECTION:

- MULTIPLE BRANDING CONCEPTS
- ITERATIVE REVIEW AND REVISION PROCESS
- FINAL IDENTITY SELECTION AND REFINEMENT

IMPLEMENTATION
SUPPORT BEYOND DESIGN TO ENSURE
ADOPTION AND CONSISTENCY:

- LAUNCH STRATEGY AND ROLLOUT SUPPORT
- STAFF TRAINING ON BRAND USE AND APPLICATION
- THREE-YEAR BRAND ROLLOUT AND ENGAGEMENT STRATEGY

STAKEHOLDER ENGAGEMENT
ALIGNMENT WITH LEADERSHIP AND KEY
PARTNERS:

- FACILITATED WORKING SESSION WITH CITY COUNCIL
- ONGOING COORDINATION WITH STAFF AND STAKEHOLDERS

DELIVERABLES

1. EXECUTIVE SUMMARY REPORT WITH FINDINGS AND RECOMMENDATIONS
2. COMPREHENSIVE BRAND GUIDELINES
3. EDITABLE TEMPLATE SUITE:
 - SOCIAL MEDIA TEMPLATES
 - PRESENTATION (POWERPOINT) TEMPLATES
 - REPORT AND LETTERHEAD TEMPLATES
 - SIGNAGE AND WAYFINDING CONCEPTS
 - EMAIL SIGNATURES
 - WEB AND DIGITAL LAYOUT GUIDANCE

Where **CLARITY** Comes From

YEARS OF TRAINING PROFESSIONALS
ACROSS ENGINEERING, BUSINESS, AND
PUBLIC INSTITUTIONS HAVE SHAPED
HOW WE
APPROACH COMMUNICATION.

CLARITY COMES FROM UNDERSTANDING
PURPOSE. CONNECTION COMES FROM
UNDERSTANDING AUDIENCE.

CONSISTENCY COMES FROM INTENTIONAL
DESIGN. WHEN THOSE THREE WORK
TOGETHER, COMMUNICATION WORKS.

WHEN THEY DON'T, EVEN STRONG IDEAS
FEEL INCONSISTENT.



PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

RESEARCH & ENGAGEMENT



OUR PROCESS IS STRUCTURED, TARGETED, AND BUILT TO INFORM DECISIONS.

WE BEGIN WITH STAKEHOLDER INTERVIEWS WITH CITY STAFF, CITY COUNCIL, AND THE CHARLESTON AREA CVB TO CLARIFY PRIORITIES, CONSTRAINTS, AND CURRENT POSITIONING.

A FOCUSED BRAND AUDIT REVIEWS EXISTING CITY, VISITOR, AND PARTNER MATERIALS TO IDENTIFY INCONSISTENCIES AND GAPS. THIS IS PAIRED WITH A COMPETITIVE ANALYSIS OF COMPARABLE COASTAL DESTINATIONS TO ASSESS DIFFERENTIATION.

WE FACILITATE A WORKING SESSION WITH CITY COUNCIL TO REVIEW FINDINGS AND ALIGN ON DIRECTION.

ALL INPUTS ARE SYNTHESIZED INTO AN EXECUTIVE SUMMARY REPORT OUTLINING KEY INSIGHTS, BRAND POSITIONING, AND MEASURES OF SUCCESS.

THIS REPORT GUIDES ALL SUBSEQUENT DEVELOPMENT.

PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

A RECOGNIZABLE

Identity that works

EVERYWHERE

AN IDENTITY THAT SIGNALS ISLE OF PALMS INSTANTLY.

A PRESENCE THAT FEELS CONSISTENT ACROSS EVERY INTERACTION.

A BRAND THAT REFLECTS THE CHARACTER OF THE ISLAND WITHOUT BLENDING INTO EVERY OTHER COASTAL DESTINATION.

THIS IS ABOUT CREATING SOMETHING THAT HOLDS TOGETHER ACROSS:

- CITY COMMUNICATION
- VISITOR EXPERIENCE
- REGIONAL PROMOTION



PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

Partners with

A SHARED GOAL



ONE RECOGNIZABLE IDENTITY. MULTIPLE EXPRESSIONS.

THE VISUAL MARK CREATES RECOGNITION.

THE APPLICATION ADAPTS TO CONTEXT:

- CLEAR AND STRUCTURED FOR CITY COMMUNICATION
- INVITING AND EXPERIENCE-DRIVEN FOR VISITORS
- ALIGNED ACROSS PARTNERS AND PLATFORMS

WHAT THAT CREATES:

A RESIDENT RECOGNIZES IT IMMEDIATELY.
A VISITOR FEELS IT WITHOUT EXPLANATION.
A PARTNER REPRESENTS IT WITH CONFIDENCE.
AND EVERY INTERACTION REINFORCES THE SAME PLACE.

PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

Why this WORKS

STRONG BRANDS ARE NOT BUILT BY SAYING THE SAME THING TO EVERYONE THEY ARE BUILT BY SAYING THE RIGHT THING, CONSISTENTLY, TO EACH AUDIENCE..

CONSISTENCY COMES FROM SHARED ELEMENTS.

CLARITY COMES FROM THOUGHTFUL APPLICATION.

THIS IS HOW BRANDS REMAIN RECOGNIZABLE WHILE STILL FEELING RELEVANT IN EVERY CONTEXT.



PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

One Identity.

APPLIED PURPOSE.

CITY COMMUNICATION

- CLEAR, STRUCTURED, OFFICIAL
- FOCUS ON TRUST AND CLARITY

VISITOR EXPERIENCE

- VISUAL, INVITING, EXPERIENCE-DRIVEN
- FOCUS ON CONNECTION AND ATMOSPHERE

REGIONAL & CVB ALIGNMENT

- CONSISTENT IDENTITY ACROSS PARTNERS
- FLEXIBLE FOR SHARED PROMOTION

BRAND SYSTEM INCLUDES:

- CORE IDENTITY
- PRIMARY LOGO + SECONDARY MARKS
- CITY SEAL FOR OFFICIAL USE
- TAGLINE DEVELOPMENT
- ICONOGRAPHY SYSTEM
- COLOR PALETTE + TYPOGRAPHY
- VISION STATEMENT + MESSAGING FRAMEWORK



PURPOSE. AUDIENCE. DESIGN. BUILT INTO EVERY DECISION.

MEET OUR *Team*



RACHELLE BECKNER
Project Lead |
Strategy & Communication

- Leads the team responsible for research, strategy, and communication development
- Facilitates stakeholder, staff, and Council engagement
- Develops brand positioning and messaging framework
- Oversees project execution and ensures alignment across all phases



SAMANTHA WOOD
Visual Strategy |
Brand Identity

- Leads the team responsible for design, visual systems, and implementation assets
- Designs logo system, brand assets, and templates
- Develops brand guidelines for consistent application
- Oversees visual execution across all deliverables



SARAH AMICK
Art Direction |
Visual Storytelling

- Provides art direction to ensure a cohesive visual look and feel
- Leads photography approach, including style, tone, and composition guidelines
- Ensures imagery reflects the character, pace, and experience of Isle of Palms
- Aligns visual storytelling with brand identity and messaging
- Supports development of image standards

CLEAR LEADERSHIP AT EVERY STAGE OF THE PROJECT.
THE PEOPLE YOU MEET ARE THE PEOPLE GUIDING THE WORK FROM START TO FINISH.

SELECTED WORK

OUR WORK SPANS COMMUNITIES, ORGANIZATIONS, AND INITIATIVES WHERE COMMUNICATION IS OFTEN FRAGMENTED ACROSS AUDIENCES, STAKEHOLDERS, AND PLATFORMS. FROM REGIONAL EFFORTS LIKE THE GREEN CRESCENT TRAIL, CONNECTING MULTIPLE MUNICIPALITIES, TO DOWNTOWN REVITALIZATION THROUGH MAIN STREET CENTRAL, TO HISTORIC REDEVELOPMENT AT THE CENTRAL ROLLER MILL, EACH PROJECT REQUIRED CREATING A CLEAR, CONSISTENT IDENTITY THAT COULD BE APPLIED ACROSS DIFFERENT CONTEXTS AND USERS.

THE WORK INVOLVED ALIGNING STAKEHOLDERS, CLARIFYING MESSAGING, AND BUILDING SYSTEMS THAT SUPPORT REAL-WORLD USE OVER TIME. THAT SAME APPROACH HAS SUPPORTED EFFORTS LIKE POCAHONTAS MEMORIAL HOSPITAL, WHERE CLEAR COMMUNICATION CONTRIBUTED TO SECURING OVER \$6 MILLION IN FUNDING. ACROSS ALL PROJECTS, THE OUTCOME IS THE SAME: COMMUNICATION THAT IS RECOGNIZABLE, CONSISTENT, AND BUILT TO WORK. THIS SAME APPROACH WILL BE APPLIED TO ISLE OF PALMS THROUGH STRUCTURED RESEARCH, STAKEHOLDER ENGAGEMENT, AND DEVELOPMENT OF A COMPLETE BRAND SYSTEM ALIGNED WITH CITY GOALS.

GREEN CRESCENT TRAIL



MAIN STREET CENTRAL



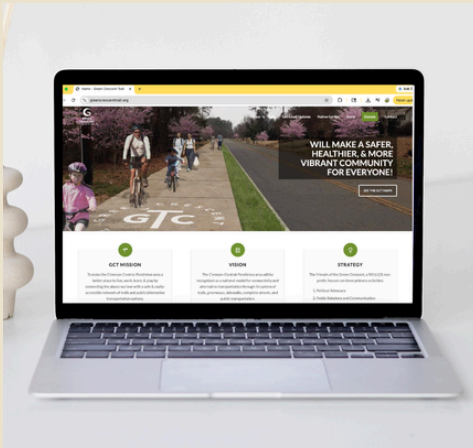
CENTRAL ROLLER MILL



POCAHONTAS MEMORIAL



GREEN CRESCENT TRAIL



REBRANDING & MARKETING SUPPORT

BUILDING A SHARED IDENTITY ACROSS MULTIPLE COMMUNITIES

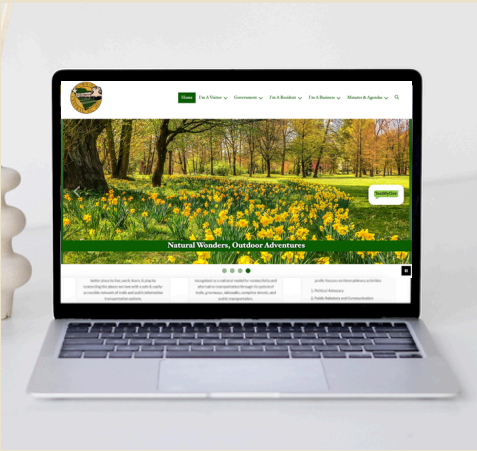
- CREATED A UNIFIED BRAND USED ACROSS MUNICIPALITIES, PARTNERS, AND PUBLIC-FACING PLATFORMS
- TRANSLATED A MULTI-STAKEHOLDER VISION INTO A CLEAR, RECOGNIZABLE IDENTITY
- INCREASED ENGAGEMENT AND VISIBILITY THROUGH CONSISTENT MESSAGING AND VISUALS
- DEVELOPED A SYSTEM USED ACROSS DIGITAL, PRINT, AND COMMUNITY OUTREACH

DELIVERABLES: ANALYSIS REPORT / EDITABLE FILES AND TEMPLATES / DIGITAL ASSETS

KPIS: ALIGN BRANDING · CONSISTENT COMMUNICATION · INCREASE SOCIAL ENGAGEMENT · GROW BRAND AMBASSADORS · EXPAND FOLLOWER BASE



MAIN STREET CENTRAL



REBRANDING & MARKETING SUPPORT

CREATING A COHESIVE IDENTITY FOR A GROWING DOWNTOWN

- DEVELOPED A FULL BRAND SYSTEM TO UNIFY COMMUNICATION ACROSS VARIOUS INITIATIVES
- STRENGTHENED COMMUNITY ENGAGEMENT THROUGH CONSISTENT VISUAL AND MESSAGING STRATEGY
- PROVIDED TOOLS AND TEMPLATES USED BY STAKEHOLDERS ACROSS THE ORGANIZATION
- ESTABLISHED A RECOGNIZABLE PRESENCE ACROSS DIGITAL AND PHYSICAL SPACES

DELIVERABLES: ANALYSIS REPORT / EDITABLE FILES AND TEMPLATES / DIGITAL ASSETS

KPIS: ALIGN BRANDING · CONSISTENT COMMUNICATION · INCREASE SOCIAL ENGAGEMENT · GROW BRAND AMBASSADORS · EXPAND FOLLOWER BASE



CENTRAL ROLLER MILL



BRANDING & MARKETING SUPPORT

BALANCING HERITAGE WITH MODERN IDENTITY

- BUILT A BRAND THAT REFLECTS BOTH HISTORIC CHARACTER AND FUTURE DEVELOPMENT
- CREATED A FLEXIBLE IDENTITY SYSTEM USED ACROSS MULTIPLE TENANTS AND USES
- SUPPORTED MARKETING AND COMMUNICATION EFFORTS TO INCREASE VISIBILITY AND ENGAGEMENT
- DELIVERED A SYSTEM DESIGNED FOR LONG-TERM USE ACROSS EVOLVING SPACES

DELIVERABLES: ANALYSIS REPORT / EDITABLE FILES AND TEMPLATES / DIGITAL ASSETS

KPIS: ALIGN BRANDING · CONSISTENT COMMUNICATION · INCREASE SOCIAL ENGAGEMENT · GROW BRAND AMBASSADORS · EXPAND FOLLOWER BASE



POCAHONTAS MEMORIAL HOSPITAL



MARKETING & FUNDRAISING SUPPORT

SUPPORTING FUNDING, COMMUNICATION, AND COMMUNITY TRUST

- HELPED SECURE OVER \$6 MILLION IN FUNDING FOR FACILITY EXPANSION
- DEVELOPED COMMUNICATION STRATEGIES TO ALIGN STAKEHOLDERS AND SUPPORT INVESTMENT
- TRANSLATED COMPLEX HEALTHCARE NEEDS INTO CLEAR, COMPELLING MESSAGING
- STRENGTHENED COMMUNITY UNDERSTANDING AND SUPPORT THROUGH CONSISTENT COMMUNICATION

DELIVERABLES: ANALYSIS REPORT / FUNDRAISING CAMPAIGN / GRANT DOCUMENTS

KPIS: ALIGN BRANDING · CONSISTENT COMMUNICATION · INCREASE SOCIAL ENGAGEMENT · FUNDRAISING · EVENT PLANNING



PREVIOUS CLIENTS

AGAINST THE GRAIN MERCANTILE, CENTRAL, SC
 ACUITY BRANDS, ATLANTA, GA
 B.L.E., GREENVILLE, SC
 COASTAL COMMUNITY SCHOOL, SATELLITE BEACH, FL
 ECOSENSE LIGHTING, LOS ANGELES, CA
 POSILILICO INC., FARMINGDALE, NY
 FLORIDA TECH (FIT), MELBOURNE, FL
 CLEMSON UNIVERSITY, CLEMSON, SC
 GREEN CRESCENT TRAIL, CLEMSON, SC
 LIGHTING SCIENCE, SATELLITE BEACH, FL
 LITHONIA LIGHTING, ATLANTA, GA
 OWEN'S FIBERGLASS, ANDERSON, SC
 POCAHONTAS MEMORIAL HOSPITAL, WV
 THE BEE'S KNEES TOYS & BOOKS, CENTRAL, SC
 THE SCOTT CENTER FOR AUTISM, MELBOURNE, FL
 THE WOMEN'S GROUP, TAMPA, FL
 TIGERS UNITED, CLEMSON, SC
 TOWN OF CENTRAL, SOUTH CAROLINA
 TVS ARCHITECTURE, ATLANTA, GA
 S.E.H., SAINT PAUL, MN
 WVLTA, MORGANTOWN, WV
 YWCA OF CHARLESTON, WV



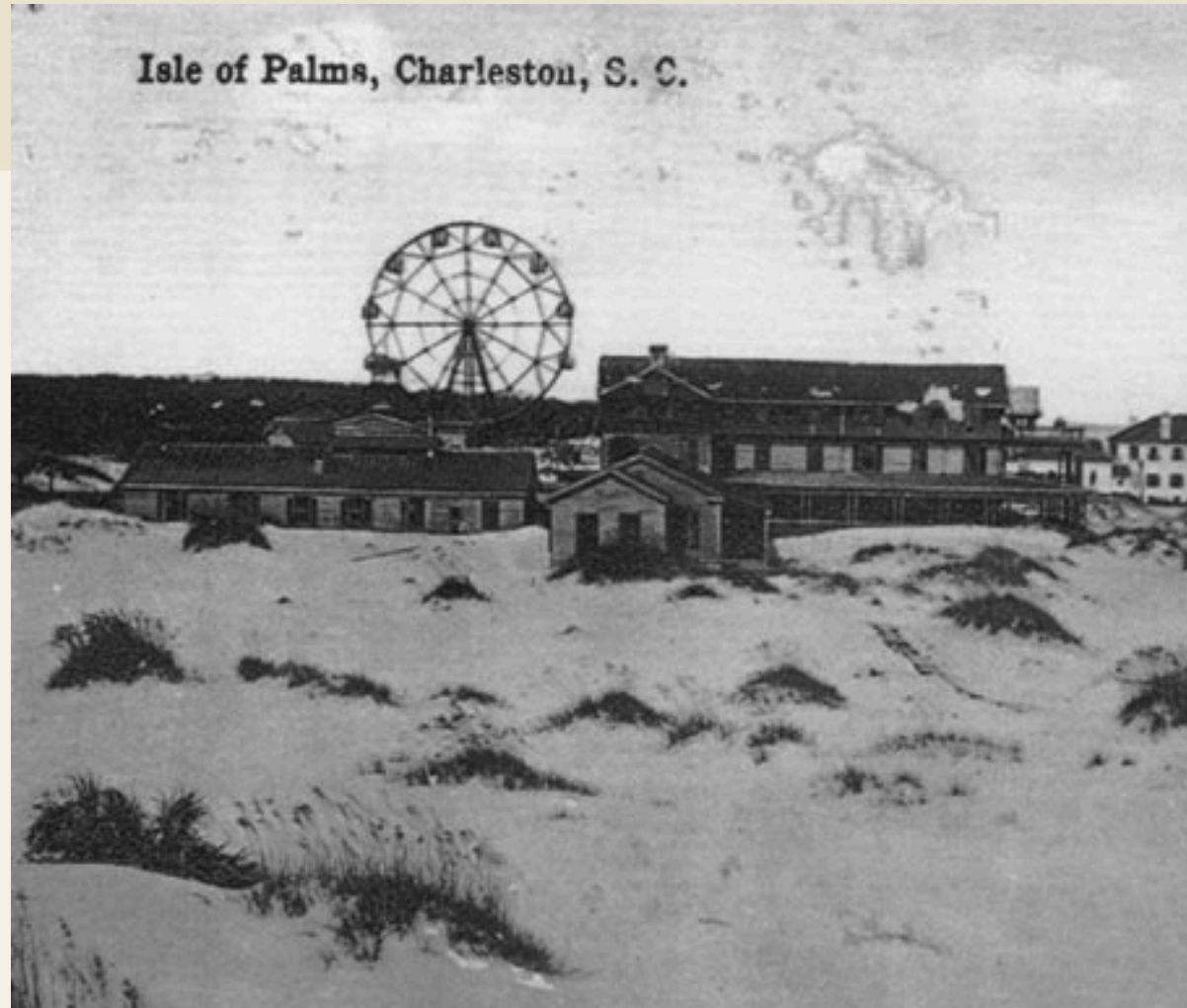
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PROJECT TIMELINE

Phase
01

Discovery & Alignment

Stakeholder interviews, City Council workshop, CVB coordination, brand audit

Phase
02

Brand Positioning

Vision statement + messaging framework development

Phase
03

Creative Development

Multiple brand concepts (logo, seal, tagline, iconography) + revision rounds

04

System Development

Phase

Brand guidelines and template suite, including:

- Social media templates
- Presentation (PowerPoint) templates
- Report and letterhead templates
- Signage and wayfinding concepts
- Email signatures
- Web and digital layout guidance

Phase
05

Implementation

Launch plan + staff training + three-year rollout strategy



IMPLEMENTATION & 3-YEAR STRATEGY

Year 1: Launch & Adoption

- Brand rollout across city communication channels
- Staff training + template use
- Initial public-facing campaign

Brand Year 2: Expansion & Alignment

- Partner adoption (CVB, regional stakeholders)
- Consistency across tourism + city messaging
- Content and campaign refinement

Year 3: Sustain & Strengthen

- Brand performance review
- Messaging updates as needed
- Continued engagement strategy

KPIS:
Brand recognition
Engagement rates
Partner adoption
Consistency across platforms



PROJECT INVESTMENT

Phase 01	Discovery & Research	\$7,500
Phase 02	Brand Positioning	\$7,500
Phase 03	Creative Development	\$10,000
Phase 04	System Development	\$10,000
Phase 05	Implementation	\$10,000
Phase 06	Project Management & Closeout	\$5,000

Includes:

- All research and stakeholder engagement
- Full brand identity system
- Templates and guidelines
- Implementation strategy and staff training

PROJECT TOTAL:

\$50,000

No hidden costs. No add-ons
required to complete the work.

THANK YOU

WE APPRECIATE THE OPPORTUNITY TO WORK WITH THE CITY OF ISLE OF PALMS.

STAY IN *Touch*



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