

**BLKDOG**

**A PLACE TO LIVE.  
A DESTINATION TO EXPERIENCE.**

A proposal from Black Dog Designs for the City of Isle Palms:

RFP 2026.02, City Branding



black dog DESIGNS is excited for the opportunity to bid on the City of Isle of Palms Branding RFP. It is our goal to work closely with city leadership, stakeholders, and the community to develop a brand shaped by local insights that reflects the island's character and positions Isle of Palms as a family-friendly beach destination.

Offering a blend of coastal ecology, residential character, and resort-driven tourism just minutes from Charleston, Isle of Palms is uniquely positioned to balance quality of life with a vibrant, experience-driven visitor economy. Expansive beaches, marshland ecosystems, and destinations like Wild Dunes Resort reinforce this appeal to reinforce your reputation as a laid-back Lowcountry escape rooted in nature and local character.

Aligning your visual identity and messaging across all departments and initiatives, will strengthen recognition, build trust, and enhance the city's appeal to residents, businesses, and visitors alike. Our approach combines branding, strategic marketing, and design with a process guided by research and engagement. We focus on defining what sets Isle of Palms apart and shaping those insights into a cohesive brand.

Through this process, Isle of Palms will gain more than a visual identity. The result will be a clear and compelling brand system that strengthens community pride, supports tourism efforts, and provides a foundation for consistent municipal communications.

Our experience working with a mix of municipalities, tourism, and economic development organizations across the country gives us a strong understanding of how to balance stakeholder perspectives while delivering a brand that is both strategic and authentic.

We are confident in our ability to deliver a brand and strategy that aligns with your goals and reflects the spirit of Isle of Palms. If you have any questions about our experience or approach, we welcome the opportunity to discuss further.

Thank you for your time and consideration.



**Point of Contact:**

Chris Coughlan | Senior Project Manager  
chris@blackdogllc.com | (518) 792-0500



# AGENCY BACKGROUND

# FIRM QUALIFICATIONS

## Agency Background

Since 2007, we have developed brands, marketing strategies, websites, and communication plans to help clients clearly articulate their unique value propositions. Our in-house team brings together expertise in these areas to build cohesive brands and strategies that connect with residents, businesses, stakeholders, and visitors.

We have extensive experience working with municipalities, tourism, economic development, workforce, and organizations to:

- Develop brands that unify multiple voices into a clear identity and vision
- Strengthen community identity and sense of place
- Support local economies and small businesses
- Align branding and communications with long-term plans and priorities
- Create tools that improve consistency across departments and partners

This work spans communities and organizations of varying size and complexity, including those shown on the following page. Each project requires a balance of stakeholder perspectives, community values, and strategic goals, ensuring the final brand is not only visually compelling, but practical and usable.

This experience is reflected in the following recognitions:

### **(3) New York State Economic Development Council Marketing Certificate of Excellence Awards:**

- Drum Country
- Fairport OCED
- Washington County Tourism

### **(3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards:**

- Washington County Tourism (2x)
- Saratoga Arms Hotel

We live and work in a region where natural resources and tourism are central to our community's long-term economic vitality. This perspective aligns with Isle of Palms' need to reinforce a strong quality of life while supporting a successful visitor economy, ensuring both are aligned in a sustainable and mutually beneficial way.

# FIRM QUALIFICATIONS

Who We Work With



# PROJECT TEAM



## **JESSE TYREE | Principal & Creative Director**

After years of working in print and digital media for Verizon and Lee Enterprises, Jesse founded BLKDOG. Steadily, it's grown into one of the area's leading web, branding and ad agencies doing B2B work across the country. With his customer-service focus and industry connections, Jesse's developed many successful business relationships, from digital & social influencers to print brokers and commercial ad buyers.

### **AWARDS**

- 2015 Adirondack Chamber's 20 under 40 Business Leaders. In the same year, BLKDOG was nominated for the ARCC Steve Sutton Business of the Year Award.

### **SPEAKING**

- Presenter at 2023 NYSTIA Annual Conference on "Developing Short Term Rental Partnerships"
- Jesse has also served as a panel speaker for the NYS Economic Development Corporation



## **CHRIS COUGHLAN | Senior Project Manager (Primary Contact)**

Chris has managed a variety of projects and clients at BLKDOG for over 10 years. These consist of organizational branding, web design, and strategic marketing campaigns for many clients in the tourism & hospitality, economic development, workforce development industries amongst others. He helps clients find simplicity in their messaging and identity, all while maintaining authenticity. The result is a visually and strategically positioned brand, primed to communicate the impact of their efforts through personalized storytelling.

### **SPEAKING**

- Co-presenter for 2025 NYSTIA Webinar Workshops on Community Branding
- Panel speaker at 2024 NYSEDC Conference on Economic Development Marketing and Strategic Communications
- Co-host of AMPLIFY Clearwater's 2024 Marketing Bootcamp for Small Businesses
- Presenter at Schoharie Economic Enterprise Corp's Digital Power Hour on SEO for Small Businesses
- Presenter at 2023 NYSTIA Annual Conference on Developing Short Term Rental Partnerships
- Presenter at 2022 NYSTIA Annual Conference on Tying Tourism to Workforce Development

# PROJECT TEAM



## ALEXIS SHIPPEE | Lead Brand Strategist

Alexis leads big-picture marketing strategy, helping clients clarify their brand identity, messaging, and positioning. With a background in copywriting and digital media across newsrooms, niche publications, and mid-size organizations, she brings a strong storytelling perspective to her work. Alexis specializes in helping mission-driven organizations articulate their purpose in ways that resonate with diverse audiences and inspire meaningful engagement. Her experience translating complex ideas into clear, compelling narratives helps organizations communicate their impact and connect people to causes that matter.

### SPEAKING

- WSWHE BOCES Women in STEM Panel
- AMPLIFY Clearwater 2024 Marketing Bootcamp
- (3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x) & Saratoga Arms Hotel



## HANNAH NOACK | Brand Strategist

Blending her passion for consumer behavior with a love of storytelling, Hannah writes compelling copy for clients ranging from consumer goods to tourism and economic development. A marketer of many talents, she also helps clients through photo/video development, implementing new marketing strategies, fulfilling ad buys through, and optimizing content to reach their goals.

### AWARDS

- (2) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x)

# PROJECT TEAM



## LAUREN OCCHIOGROSSO | Lead Graphic Designer

Lauren's focus on innovative design enables her to develop impactful brand aesthetics that are always content and concept-driven. Her design work encompasses everything from visual identity and branding to packaging, print, and web design, while her concept development and pre-press production skills help guide projects from research to completion.

### AWARDS

- (3) New York State Economic Development Council's Marketing Certificate of Excellence Awards: Drum Country, Fairport OCED, & Washington County Tourism
- (3) New York State Tourism Industry Association Excellence in Tourism Marketing Awards: Washington County Tourism (2x) & Saratoga Arms Hotel



## APRYL MURRAY | Graphic Designer

Apryl combines creativity and strategy to produce impactful visuals that bring ideas to life. She is a graphic designer with a degree from SUNY New Paltz, specializing in digital, web, and motion design. With a strong eye for visual storytelling and problem-solving, she creates engaging and dynamic designs that resonate across digital platforms.

# PROJECT APPROACH

# PROJECT OVERVIEW

Located along the coast just outside of Charleston, the City of Isle of Palms is a barrier island community known for natural beauty and a strong identity as both a residential area and a highly sought-after coastal destination. From the oceanfront shoreline, to tidal marshes, and resort amenities, the city offers a unique and strong sense of place which has led to both a robust tourism economy and year-round tax base.

As the city evolves there is an opportunity to unify how Isle of Palms presents itself, ensuring that your identity as a welcoming coastal community is clear, consistent, and authentic. In response, the city is looking to develop a comprehensive brand strategy that brings consistency to your visual identity, messaging, and communications, while cementing your positioning as a place people are proud to call home and eager to visit.

Currently there are inconsistencies in logo usage, design elements, and messaging which has created a fragmented brand. This scope of work will create a coordinated identity, message, and strategy that:

- Reflects the city's character as both a residential community and a family-oriented vacation destination
- Creates a unified brand system that applies to all city

departments and applications

- Strengthens visibility and perception among residents, visitors, and regional partners
- Positions Isle of Palms as a distinctive and competitive destination within the Charleston region
- Provides templates, assets, and guidelines that staff can implement and maintain over time

This initiative will establish a comprehensive brand aligned with your long-term vision, extending well beyond just a visual refresh. Guided by research and stakeholder input, our process will translate existing community assets and insights into a cohesive platform, including core messaging, a visual identity system, brand voice, and a clear strategy to implement.

As a full-service branding and marketing agency, we understand that successful place branding requires more than just design. It requires immersion in the community, alignment with leadership, and a deep understanding of how residents, visitors, and stakeholders experience the destination. Through this process, Isle of Palms will gain not only a refreshed identity, but a strategic tool that supports long-term growth, strengthens community pride, and enhances your position as a premier coastal destination.

# PROJECT APPROACH

## PROJECT MANAGEMENT APPROACH

The first step in our process is to meet with your team to determine and finalize the appropriate work flow, team leads in each focus area, and discuss specific deadlines for completing the scope of work. Aligning this with the immediate and long term project goals will create a clear path for completing. Throughout the contract duration we also will maintain the following schedule:

- Onboarding visit with client team, key stakeholders, and general public (3 days, in person)
- Biweekly calls to discuss progress and feedback

Using Trello as our internal project management platform to organize, track progress and implement feedback/ requests, updated proofs will then be dropped into a singular project updates document (EX: Dropbox/Drive). This document will consist of items such as design/copy links, recurring meeting links, updated items for review, as well as meeting notes.

## DISCOVERY & RESEARCH

During the initial stages of the project we will build a community and stakeholder engagement plan aimed at facilitating sufficient input to shape the brand development.

### Project Team Visit

The engagement plan will consist of (3) full days on site with our project team and include up to (5) one-on-one interviews for priority stakeholders, (3) focus groups for additional stakeholders (in person or virtual, pending availability), and a public workshop. Meeting and focus group participants may include department staff, elected officials, mission-aligned or regional partners, long term residents, etc.

The goal of the initial engagement is to gain well-rounded input about the lifestyles, values, and interests of those who call Isle of Palms home. These findings will be used to shape the brand and critical elements so that it is authentic to who you are, while looking ahead to the future.

# PROJECT APPROACH

## Document & Asset Review

Additionally we will provide a strategic review of existing research, brand assets, and studies/plans to pair with these engagement activities (EX: Strategic an Comprehensive Plans, data from platforms such as Placer.ai, etc.). This will ensure that the resulting brand is grounded not only in community perception, but is reinforced by data to meet the city's long-term vision.

## Public Workshop

The workshop will be structured as an open house, activity-based session, allowing participants to engage at their own pace while providing feedback across multiple brand-focused exercises. Each “station” will be focused on a key component of the brand (EX: primary brand/ logo, seal, destination brand, messaging/positioning, etc.). Participants will rotate freely between stations, contributing input through guided exercises. This format encourages conversation, accessibility, and participation.

We propose hosting two sessions (morning and evening) to maximize accessibility for a range of audiences, including business owners, residents, municipal leaders, and community organizations.

Using all findings we will present a final Discovery & Research report. The goal is to ensure we are aligned in the current realities, perceptions, and sentiments of the city, as well as the opportunities that exist to clarify and unify your impact through the brand and marketing.

## BRAND IDENTITY DEVELOPMENT

The first step of the creative process will build on your strengths, community values and assets, as well as future opportunities to develop a unique visual representation for the city. This will be presented through an updated seal, primary logo, and variations for all departments. An additional emphasis will be placed on the “destination mark” so that you can actively promote the city as a family vacation destination, while aligning with best practices for tourism promotion.

This ensures the brand does more than represent the city visually. It reinforces your commitment to livability, environmental stewardship, and long-term resilience, while reflecting the community's vision for a high quality of life. This process includes:

- Discussion of brand identity findings from discovery and research phase (community and stakeholder engagement)
- Presentation of concept boards for style direction
- (3) initial brand/logo concepts (applicable to city)

# PROJECT APPROACH

- communications and destination marketing)
- (3) initial seal concepts
- (5) rounds of revisions
- (1) final selection for the updated logo/brand identity
- Creation of secondary marks for departments (Structure for distinguishing departments within the unified brand)
- Delivery of respective web and print/vector files
- Delivery of color palette, typography, graphical elements, photography styles, and visual brand assets
- Creation of brand standards with full rights usage and governance recommendations/guidelines

## Brand Guidelines

The final brand standards document will outline guidelines, co-branding mockups (EX: with city seal), approval processes for usage, licensing requirements (based on any client terms), and templates to ensure the brand is properly governed, presented consistently, and accurate across all channels.

## BRAND MESSAGING & POSITIONING

Establishing a clear, cohesive messaging foundation is a critical first step before launching any ongoing communications and marketing efforts. Defining how the

city communicates will ensure that all future outreach is consistent and aligned regardless of the department, initiative, or target audience.

We will begin by defining the city's vision and positioning built upon our stakeholder/community engagement and research. This will create a unified communications foundation that aligns with municipal goals (EX: public safety, protecting natural resources, enhancing livability, tourism promotion/management, improving resident communications, etc.). This process includes:

### Phase 1: Vision & Positioning

- Core brand values to guide communication across all departments
- Tone of voice and brand personality (How do we communicate with residents, businesses, and other stakeholders?)
- Vision statement defining what you desire to achieve or become in the future
- Primary content pillars aligned with municipal priorities (department-specific services, stewardship, quality of life, family-oriented positioning, etc.)

# PROJECT APPROACH

## Phase 2: Supporting Narrative & Messaging Tools

- Brand story to support consistent storytelling across channels and departments
- Brand purpose to reinforce the city's role and value to the community
- "Reasons to believe" that build trust and credibility (why should audiences believe in us?)

This phase will also include the development of a structured messaging toolkit, providing ready-to-use content for areas of focus (EX: tourism, resident communications, etc.).

- Short-form messaging (taglines and headlines)
- Expanded messaging for websites, print, and campaigns
- Calls to action to support engagement/participation

This goal is to ensure the city is not only communicating clearly, but actively building a cohesive understanding across all departments.

## MARKETING ASSETS

Upon approval of a brand identity direction, we will move into the design of marketing assets to shape how residents, visitors, and businesses interact with the city's brand day-to-day. They will be designed to support goals such as improving citizen engagement, strengthening your sense of place, improving wayfinding, and more.

### Physical & Operational Applications

These applications focus on translating the brand into real-world use across signage, vehicles, apparel, and other municipal placements. This includes:

- City building signage templates: exterior, interior, corridors, and room identification
- Wayfinding/gateway signage: entry points, "four corners", key intersections, etc.
- Vehicle/equipment templates: trucks, vans, emergency vehicles, trailers, etc.
- Apparel/uniform templates: staff clothing and identification such as name badges

# PROJECT APPROACH

## Digital & Print Materials

These tools will help the town to communicate priorities consistently, build community alignment, and increase engagement through your day-to-day actions. Similar to the physical and operational applications we will create digital and print assets for you to utilize when the brand is launched. These include:

- Stationary set (business cards, letterhead, envelopes, folders)
- “Digital stationary” (email signatures, meeting backgrounds)
- Presentation, report, and official notice templates
- Event materials (table cover, standing banners)
- Digital marketing assets (social media, email marketing, print/digital advertising)
- Print marketing collateral (resident, business, and visitor-focused marketing materials)

Alongside these templates will be a website action list consisting of recommendations for integrating the new identity and messaging/positioning into the website (EX: creative direction for any required visual assets,

collaborating with the web developer as needed). All final and approved files will be provided to the client in an editable format.

## BRAND IMPLEMENTATION & ROLLOUT

Our approach to implementation focuses on equipping you with the tools and structure necessary to activate the brand across all departments and initiatives. This phase is designed to ensure the brand maintains consistency, is understood by internal teams, and adopted effectively across all communications.

This process begins with the development of a rollout strategy that prioritizes internal adoption before public activation. We will develop a plan outlining how the new brand should be introduced, adopted, and applied across the city’s communications and public-facing materials. This plan will include a phased timeline identifying short, mid, and long-term milestones for implementation, as well as sequencing recommendations for updating key brand placements (EX: signage, vehicles, print collateral, etc.).

To support this we will develop a brand implementation matrix that evaluates brand placements across digital

# PROJECT APPROACH

platforms, print collateral, signage, and other touchpoints. This matrix will prioritize updates based on their visibility, importance, and potential impact, allowing you to strategically phase in the brand as needed. For example, tourism and destination needs will vary from day-to-day city communications needs. These specifics will be addressed so that the brand can be effectively activated with best practices in mind.

## Training

A key component of this phase is ensuring internal teams feel confident using the brand. We will conduct a series of training and onboarding sessions designed to walk city staff through the brand messaging, visual identity, and usage. These sessions will include a detailed walkthrough of the brand guide, templates, and application examples to ensure teams understand how to apply the brand consistently across communications and materials.

## Governance Structure

To support long-term brand stewardship, we will also outline a recommended governance structure for the brand's management. This includes defining internal roles and responsibilities for brand oversight, as well as

recommended review and approval workflows to ensure consistency as the brand is implemented across departments and any potential external partners.

## Brand Launch

Lastly, we will develop a brand launch strategy and messaging designed to introduce the refined brand to your primary audiences. This will include recommended messaging, communication channels, and activation tactics that align with the brand platform developed during earlier phases. Launch recommendations will outline potential activities across different scenarios, along with guidance to support the brand's introduction (EX: City-organized event, digital launch, marque event sponsorship, etc.). A crucial component will be the differentiation of municipal communications vs. destination marketing actions that each speak to distinct audiences.

## Asset Handoff

All final brand assets, implementation tools, editable templates, and documentation from the project will be delivered in an organized folder. Our goal is to ensure the city not only receives a refined brand platform, but also the practical tools, training, and guidance needed to successfully activate and sustain the brand over time.

# PROJECT APPROACH

## ACCESSIBILITY

To meet accessibility requirements we will utilize accessibility best practices aligned with ADA and EAA compliance. This includes criteria such as:

- Text and background contrast is greater than or equal to 4.5:1 for small text and 3:1 for large text.
- A minimum size of 16px for body text
- Line heights 20–25% greater than font size
- Avoiding justified text
- Using structured content on templates (H1, H2, H3, body, etc.)

All templates created throughout this project will abide by these accessibility guidelines and the brand guide will outline usage to maintain accuracy.

## ONGOING SUPPORT

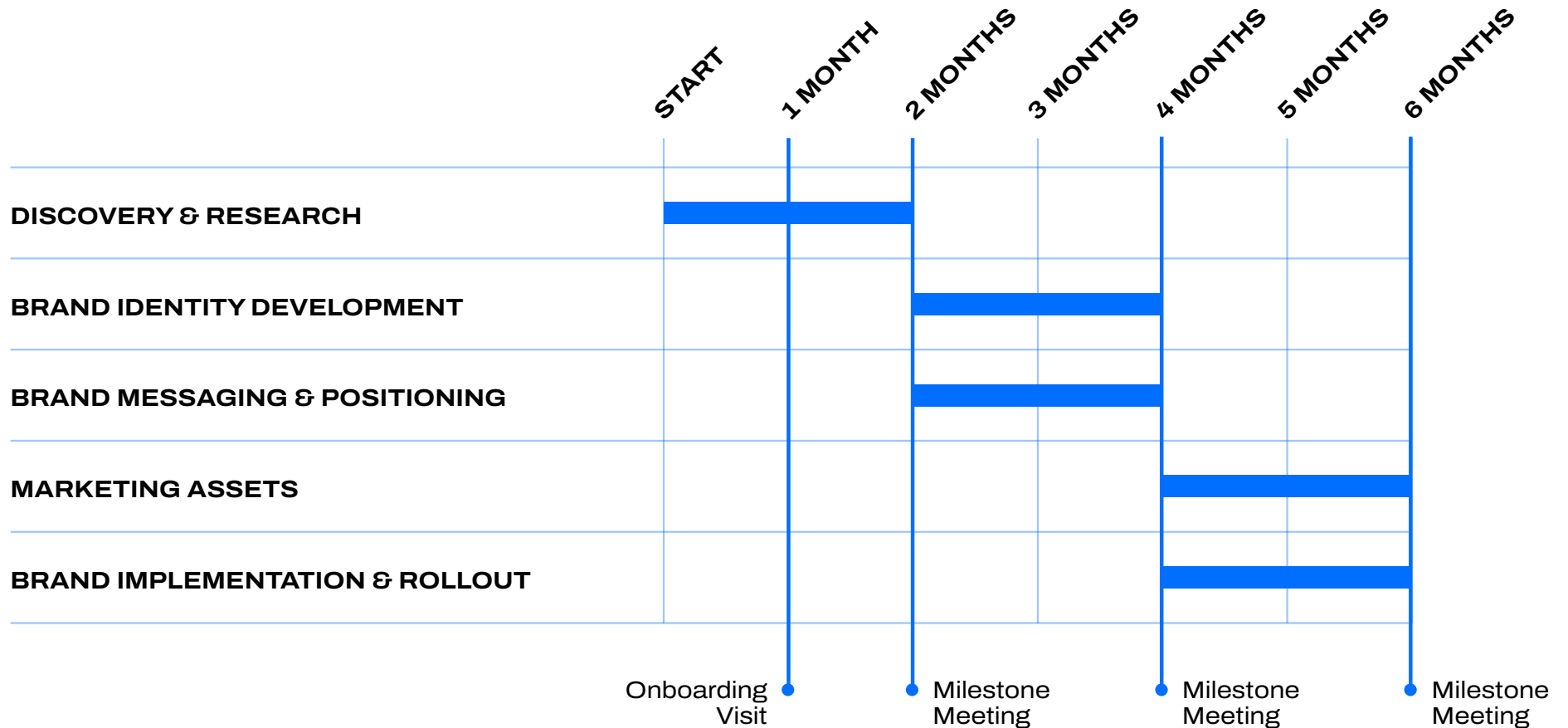
With this foundation in place, the city will be equipped to begin ongoing communications with greater clarity and consistency. As a next step, we can then support the development and implementation of:

- Resident, business, and visitor-focused campaigns
- Design/creation of visual explainers and infographics
- Website and social media content development
- Photography, video, and storytelling assets

Estimates for tasks such as these are based on the estimated time to complete and our hourly rate of \$160/hour. Upon request we will provide an estimate for these tasks and only begin with your approval.

# PROJECT TIMELINE

Below is our estimated timeline for completing the deliverables outlined in this proposal. The deliverables and timeline are subject to change based on your input. Meeting these deadlines is subject to timely feedback and content delivered on time. Adjustments will be made throughout the contract to align with other internal deadlines, meetings, and more.



# **COST PROPOSAL**

# TOTAL COST BREAKDOWN

## NOTES

All prices are derived from our hourly rate of **\$160/hour** and the expected time to complete each phase. Any requests deemed out of scope will be estimated and provided to the client for approval prior to beginning.

| TOTAL COST PROPOSAL                 | HOURS      | TOTAL           |
|-------------------------------------|------------|-----------------|
| DISCOVERY & RESEARCH                | 48         | \$7,680         |
| BRAND IDENTITY DEVELOPMENT          | 50         | \$8,000         |
| BRAND MESSAGING & POSITIONING       | 42         | \$6,720         |
| PHYSICAL & OPERATIONAL APPLICATIONS | 40         | \$6,400         |
| DIGITAL & PRINT MATERIALS           | 54         | \$8,640         |
| BRAND IMPLEMENTATION & ROLLOUT      | 45         | \$7,200         |
| <b>TOTAL PROJECT INVESTMENT</b>     | <b>279</b> | <b>\$44,640</b> |

# COST PROPOSAL

## DISCOVERY & RESEARCH

- (3) Day onboarding visit consisting of in-person interviews, focus groups, and a guided city tour
- Up to (3) focus groups during/before/after onboarding visit. Example groups may include:
  - Department staff
  - Elected officials
  - Mission-aligned/regional partners (EX: IOP Chamber, Charleston Area CVB, etc.)
  - Long term residents
- Up to (5) one-on-one interviews with key stakeholders (in person or virtual)
- Facilitation of sessions (with presentation) to gather perceptions, sentiments, and future needs
- Public Workshop:
  - Workshop planning, coordination, and facilitation (including agenda and activity development)
  - Development of interactive workshop materials (boards, prompts, exercises, and needed tools)
  - Stakeholder/public outreach assistance (EX: digital ads, flyers, etc.)
  - On-site facilitation of (2) sessions to maximize participation (EX: AM/PM)
  - Documentation of workshop feedback (notes and photos, captured across all activities)
  - Presentation of workshop summary & findings report with key themes, insights, and suggestions
- Strategic review of existing research, brand assets, and studies/plans to pair with these engagement activities (EX: Strategic an Comprehensive Plans, data from platforms such as Placer.ai, etc.)
- Competitor benchmarking against similar destinations (up to 3). This includes the selection and review of brand and marketing assets from similiar cities and oceanfront destinations.
- Final Discovery & Research report provided to client detailing all findings

Project Investment: \$7,680

*\*Based on an estimated 48 hours to complete at @160/hour (all travel expenses included in total).*

# COST PROPOSAL

## BRAND IDENTITY DEVELOPMENT

- Discussion of brand identity findings from discovery and research phase (community and stakeholder engagement)
- Presentation of (3) concept boards for style direction
- (3) initial brand/logo concepts (applicable to city communications and destination marketing)
- (3) initial seal concepts
- (5) rounds of revisions
- (1) final selection for the updated logo/brand identity
- Creation of secondary marks for departments (This includes a structure for distinguishing departments, co-branding with town seal, destination marketing efforts, etc.)
- Delivery of respective web and print/vector files
- Delivery of color palette, typography, graphical elements, photography styles, and visual brand assets
- Delivery of brand standards and governance document. This will include:
  - Documentation of all approved brand messaging, positioning, and visual identity elements
  - Brand vision, positioning, and key messaging
  - Voice and tone guidance for consistent communications
  - Visual identity standards including logo usage, color palette, typography, imagery styles, and graphic elements
  - Ready-to-use marketing templates and assets
  - Practical examples demonstrating correct brand usage across multiple formats
  - Guidance for long-term brand management and governance
  - Recommendations for brand review and approval processes
  - Best practices for maintaining brand consistency across teams and partners
- All final brand assets will be transferred in an editable format upon final payment

Project Investment: \$8,000

*\*Based on an estimated 50 hours to complete at @160/hour.*

# COST PROPOSAL

## BRAND MESSAGING & POSITIONING

- Phase 1: Vision & Positioning
  - Core brand values to guide communications across all departments
  - Tone of voice and brand personality - how do we communicate with residents, businesses, and other stakeholders?
  - Vision statement defining what you desire to achieve or become in the future
  - Primary content pillars aligned with municipal priorities (department-specific services, stewardship, quality of life, family-oriented positioning, etc.)
- Phase 2: Supporting Narrative & Messaging Tools
  - Brand story to support consistent storytelling across channels and departments
  - Brand purpose to reinforce the city's role and value to the community
  - "Reasons to believe" that build trust and credibility (why should audiences believe in us?)
  - Development of a City of Isle of Palms brand copy deck with variations for areas of focus (EX: tourism, resident communications, etc.). This includes:
    - Primary messaging
    - Short form copy (taglines)  
Expanded copy
    - Specific calls to action

Project Investment: \$6,720

*\*Based on BLKDOG's estimated 42 hours to complete at @160/hour.*

# COST PROPOSAL

## MARKETING ASSETS

### Physical & Operational Applications

- Graphic design of city signage system templates (These assets will determine the style direction for any future city building signage updates)
  - (3) Exterior building signage template
  - (3) Interior building signage template
  - (3) Main corridor signage template (EX: high trafficked hallway or intersection)
  - (3) Individual room signage templates
- Graphic design of wayfinding/gateway signage system (These assets will determine the style direction for signage implemented throughout the city.)
  - (3) vertical signage formats
  - (3) square signage formats
  - (3) horizontal signage formats
  - (1) pole banner design for street signage
- Graphic design of vehicle and equipment templates
  - (3) templates (EX: trucks, vans, emergency vehicles, trailers, equipment, etc.)
- Graphic design of city apparel/uniform templates
  - (3) visual examples demonstrating brand application across common apparel types (shirts, jackets, hats, safety vests, name badges, etc.)

Project Investment: \$6,400

*\*Based on an estimated 40 hours to complete at @160/hour.*

# COST PROPOSAL

## Digital & Print Materials

Design and creation of the following materials:

- Stationary set: business cards, envelopes, letterhead, and folders
- “Digital stationary”: email signatures, meeting backgrounds
- Presentation template (PPT or Google Slides; up to 8 core slide templates)
- Report and public notice templates (Word or Google Docs, up to 6 core page templates)
- Event Materials:
  - Graphic design of (3) 33” x 81” standing retractable banner variations
  - Graphic design of an 8ft table cover
- Social Media:
  - Creation of (3) social media post templates
  - Creation of (3) social media ad templates
  - Creation of (3) social media story templates
- Email Marketing:
  - Design/updating of (1) branded email template
- Paid Media:
  - Graphic design of 3 digital/print ad templates (Includes vertical, horizontal, and square variations)
- Website recommendations and action list to update the existing Isle of Palms city website
- Print Marketing Collateral:
  - Resident-focused brochure (up to 11” x 17” bifold)
  - Business-focused brochure (up to 11” x 17” bifold)
  - Visitor-focused Bifold brochure (up to 11” x 17” bifold)
- All final brand assets will be transferred in an editable format upon final payment

Design Investment: \$8,640

*\*Based on an estimated 54 hours to complete at @160/hour.*

# COST PROPOSAL

## BRAND IMPLEMENTATION & ROLLOUT

- Training and onboarding sessions for Isle of Palms city staff/departments
  - (3) training sessions covering brand messaging, visual identity, and brand application
  - Walkthrough of brand guide, templates, and brand usage standards
- Definition of internal roles and governance structure for brand management
  - Recommended roles and responsibilities
  - Suggested review and approval workflows for brand usage
- Development of a brand rollout strategy and implementation plan
  - Creation of a phased rollout plan prioritizing internal adoption prior to public launch
  - Includes a structured timeline outlining short, mid, and long-term brand adoption milestones
  - Sequencing recommendations for updating public-facing materials and communications
  - Identification of priority touchpoints and brand application opportunities
- Creation of a brand implementation matrix outlining cost vs. impact of placements/channels
  - Evaluation of brand placements across all digital, print, signage, and communications
  - Prioritization of updates based on visibility, importance, and budget
- Creation of public launch strategy
  - Development of core launch messaging
  - Recommended channels for brand announcement and amplification
  - Suggested launch activities and communications with high, medium, and low-budget scenarios (EX: Public event, digital launch, marquee event sponsorship, etc.)
  - Recommendations for content themes, storytelling opportunities, announcements, and municipal communications vs. destination marketing actions
- Delivery of all final brand assets and files in a structured shared folder

Project Investment: \$7,200

*\*Based on BLKDOG's estimated 45 hours to complete at @160/hour.*

# EXPERIENCE

Quantifying the value and impact of tourism.

# OAKLAND COUNTY, MICHIGAN

Contact:

Ryan Dividock  
Supervisor – Planning, Zoning & Land Use  
[dividockr@oakgov.com](mailto:dividockr@oakgov.com)  
(248) 858-4071

# OAKLAND COUNTY, MI

## Place Brand & Strategic Tourism Plan

Black Dog Designs and Think Place Agency partnered to assist Oakland County's Department of Economic Development in developing its seminal Tourism & Attraction Strategic Plan and destination/place brand.

In 2024, the County attracted over 16.7 million visitors who spent \$3.3 billion, or \$9.0 million daily average spending. Despite its scale of impact as an industry, the County has yet to establish a clear strategy to sustainably grow visitation and extend visitor stay and spending.

The Go Oakland plan will aim to determine sustainable models for tourism development and management in the County, and chart actionable strategies to attract new visitors and extend visitor stays by enhancing experiences, products, mobility and marketing.

In May 2025, a Destination Assessment Report was presented as a culmination of key findings from a variety of research tasks conducted in the early phases of the project. The final plan is slated to be released in 2026.

[View Strategic Plan Website](#)



Building connections through the Blackstone Valley.

# WOONSOCKET, RHODE ISLAND

Contact:

John Ahumada, Business Growth & Recovery Administrator  
City of Woonsocket, RI  
(401) 597-6613  
[jahumada@woonsocketri.org](mailto:jahumada@woonsocketri.org)

# VISIT WOONSOCKET

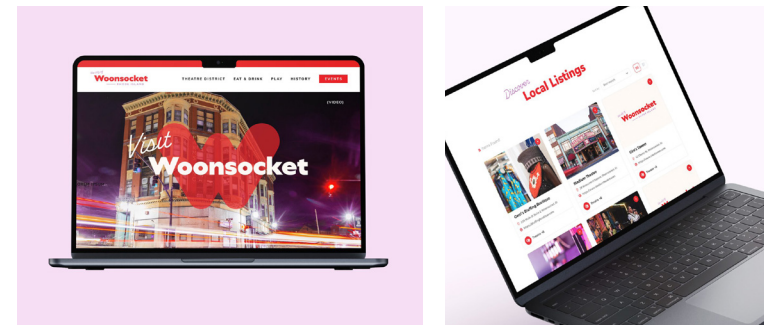
## Brand & Web Design

Located between Boston, Worcester, and Providence, Woonsocket features numerous tourism assets but is not currently a notable destination. Woonsocket is also a vital connection and location along the Blackstone River Valley, for those traveling from Central Massachusetts to the Providence.

The goal of this project was to design a brand and website that will market the city as a destination for tourism, conventions, meetings, sporting events, and special events through active promotion and engagement with leisure travelers.

The brand identity drew inspiration from Woonsocket's Theater District, Riverfront, and historic French-Canadian roots to create an immersive and authentic feel across all communications.

Once launched, the website will become the central hub for content, providing visitors an in-depth resource to explore the city's diverse businesses, activities, events, facilities, and more.



A legacy of wellness, reimagined.

# MINERAL WELLS, TEXAS

Contact:

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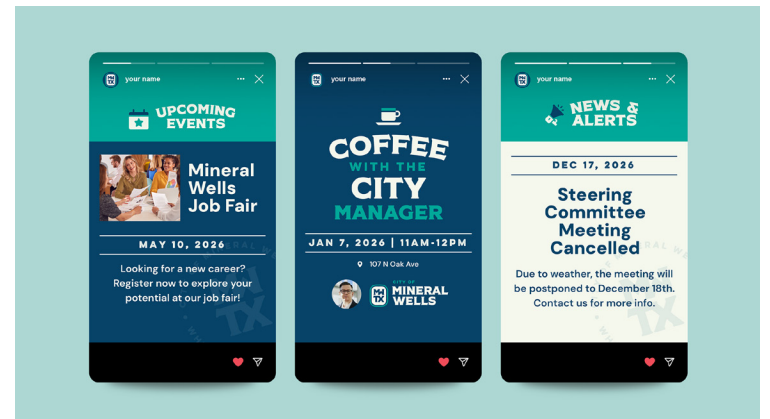
# MINERAL WELLS, TX

## Brand Development

Mineral Wells, Texas is a city at a turning point, balancing its historic wellness identity with a renewed vision for growth. We led a comprehensive rebrand rooted in discovery, storytelling, and community engagement.

Through immersive project team visits, in-person interviews, and structured public surveys, we engaged city leadership, business owners, and residents to uncover shared values around heritage, revitalization, and civic pride. These insights informed a unified messaging and positioning strategy that connects the city's past as the "Wellness Capital of Texas" with its future as a destination for residents, visitors, and investors.

We developed multiple brand concepts, facilitated stakeholder feedback, and developed a visual identity system that can be adapted across departments and initiatives. This also includes a suite of brand assets and brand guidelines, to ensure consistency across all communications. The result is a cohesive, community-driven identity that positions Mineral Wells for sustained growth and long term success while strengthening economic development, tourism, and local pride.



Built from community. Designed for what's next.

# CAMPBELL COUNTY, VIRGINIA

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# CAMPBELL COUNTY, VA


## Brand Development

Campbell County, Virginia sought to modernize its identity while staying rooted in its strong sense of community and tradition. BLKDOG led and executed the county's rebrand, managing the process end-to-end with a focus on community insights and alignment. Through site visits, public workshops, focus groups and interviews with residents, business owners, and local leaders, we uncovered shared themes of resilience, opportunity, and pride.

These insights informed a unified messaging and positioning strategy that balances the county's small-town character with its economic potential and forward-looking vision. We developed a brand identity system designed to align departments, strengthen communication, and support long-term growth. Through iterative concept development and stakeholder feedback, the brand evolved into an authentic representation of the community it serves.

The final brand guide provides the tools needed to ensure consistency and activation across all channels and departments. The result is a clear, community-driven identity that enhances economic development efforts, fosters collaboration, and empowers both leaders and residents to confidently promote Campbell County's future.





Breathing life into Northern Cali's original summer vacation.

# LAKE COUNTY, CALIFORNIA

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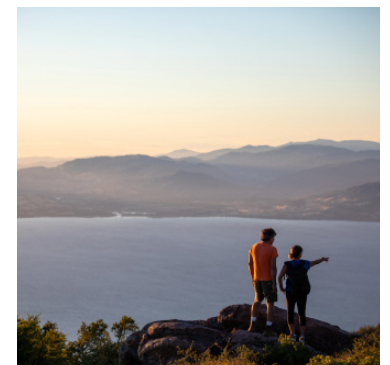
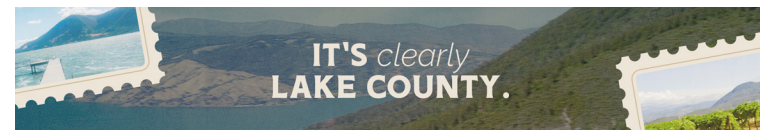
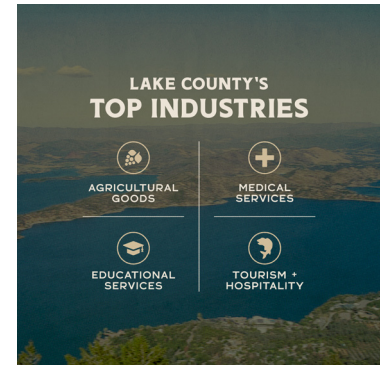
# LAKE COUNTY, CALIFORNIA

## Brand & Web Development

Lake County California features a mountainous landscape, and an economy that is steadily diversifying from primarily agriculture to now include medical services, education, local goods/services, clean energy, and hospitality. However much of the economy is still seasonal due to the tourism, agricultural sectors, and a lack of traditional economic development for multiple decades. During this time neighboring counties have seen dramatic growth, while this original vacation destination of the Bay Area has not.

We've worked with the county to develop their place brand, marketing assets/strategies, and now a website that will position them favorably within the region to attract businesses and residents. Currently the county boasts a lower cost of doing business and living than adjacent counties such as Napa and Sonoma, strategically positioning them for growth in the future. The county is also strategically positioned within 2 hours of Sacramento and San Francisco.

The result is a place brand and website ready to be actively promoted to not only attract business and residents to the county, but support the small businesses currently making an impact within the county.



Many Neighborhoods. One Long Beach.

# LONG BEACH, CALIFORNIA

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# LONG BEACH, CA

## Community & Neighborhood Branding

The City of Long Beach is home to numerous distinct, culturally diverse neighborhoods, many of which are lacking a clear brand identity for communications. As the city continues to position itself as its own destination, coming out of the shadows of Los Angeles, this branding process is critical.

This process started with a 3 day site visit, touring the city, and each neighborhood, meeting with the client team, key business owners/stakeholders, and the development of key neighborhood indicators. Collectively, this engagement and data aids in telling each neighborhood's story alongside the developed identities.

The third element to the project is implementing these identities (with new photography assets) across profile sheets used for distinct audiences for the city's retention and attraction efforts.







**BLKDOG**

**THANK YOU!**

If you have any questions about the information included in this proposal, we welcome the opportunity to discuss them further. We understand the significance of your brand and the work it represents, and appreciate the opportunity to be considered. Our team would be proud to help bring clarity and consistency to the next chapter of your organization's story.

**WE LOOK FORWARD TO  
HEARING FROM YOU**

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