



City of  
*Isle of Palms*  
South Carolina

RFP 2026.02 CITY BRANDING

Presented by Blue Ridge Creative Marketing | 5/6/2026



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# EXECUTIVE SUMMARY



***The City of Isle of Palms exists at an intersection of multiple identities – a close-knit residential coastal community, a destination for families drawn to the South Carolina shoreline, and a municipal government serving residents while welcoming visitors. It’s this complexity that makes this branding initiative both important and nuanced.***

The challenge is not creating a new visual identity. It’s creating alignment across communication, perception, and experience.

Currently, inconsistent messaging and visual application across departments and public-facing materials create fragmentation that weakens recognition and blurs perception. At the same time, Isle of Palms is navigating the more delicate balance of honoring resident identity, supporting tourism, and protecting long-term community value without losing what makes it distinct.

**With deep roots in the Coastal Carolinas, we understand the responsibility that comes with shaping the identity of a place like Isle of Palms.** Beyond a destination – these cities are emotional landmarks woven into infinite family traditions, memory, identity, and *return*.

We at Blue Ridge Creative Marketing approach branding as an infrastructure – a system that must function *beyond* the color palette. Our process combines research, stakeholder engagement, strategic positioning, and implementation planning to create a cohesive, *lasting* identity that is emotionally resonant, operationally usable, and adaptable across City departments and public-facing communications.



**Our goal is to help the City of Isle of Palms establish a brand that brings clarity and consistency to strengthen the connection between the island, its residents, the families who continue to return to it – and those who haven’t found it yet.**

# UNDERSTANDING THE OPPORTUNITY



**A successful municipal brand doesn't purely define how a place looks. It shapes how it is experienced, communicated, and sustained over time.**

For Isle of Palms, this means creating a brand system that reflects the character of the island while supporting clear communication across civic initiatives, tourism efforts, public engagement, and future growth.

**Isle of Palms has a genuine identity, built over generations** – where returning families summer and first-time visitors become enamored. A place where quiet neighborhood routines exist alongside world-class amenities. The goal is not to prioritize one audience over another, but to create a framework that respects the realities of both while holding both truths in balance.



**The right identity positions Isle of Palms as something worth protecting.** The coastal landscape shapes not only the visual character, but also the pace, atmosphere, and values associated with the community itself. As coastal communities face increased pressure tied to rapid growth and development, a brand that signals stewardship as much as it signals welcome becomes essential to preserving the very beaches, marshes, and tidal waterways that define the island and shape lasting memories.

**Done well, this initiative establishes more than consistency.** It creates a shared framework that allows the City to communicate clearly, evolve intentionally, and sustain its identity over time. This initiative presents an opportunity to establish a clear, adaptable framework that strengthens recognition and supports long-term brand stewardship across all City touchpoints.

# STRATEGIC POINT OF VIEW



**Most destination brands fail because they are built outward – often losing sight of the very thing that makes it meaningful to begin with. The best ones are built to honor the people who already call it home while inviting visitors to share in the belonging.**

We approach destination branding differently. Rather than starting with what a place wants to say, we start with how it is lived – by residents and returning visitors alike – to identify the foundation for a structured reflection of its reality.

From there, our role is to translate what already exists into a system that holds over time, guides decisions, maintains consistency, and evolves without losing its core.

***We do this by:***

- **Belonging before marketing.** Our team of near-locals and outsiders engage residents, visitors, and City stakeholders before ideation comes to mind.
- **Building a system, not a moment.** A logo is a signature, not a brand. A system determines how an institution shows up, follows through, and is remembered.
- **Having an outsider, near-local advantage.** While not a government branding agency, our experience is rooted in industries where brands have to earn attention and hold trust across varying audiences. And, while not local to the Isle of Palms, we're near-local outsiders with a penchant for the same preservation. Same muscles, different movements.

The Isle of Palms has a real story. A real character. And, real people who love it in a specific, irreplaceable way.

**Let's make it impossible to overlook.**

# PROJECT APPROACH



**The project is structured across four key phases over a 5-month timeline – moving from alignment through implementation with clear milestones, defined deliverables, and consistent stakeholder involvement.**

Each phase builds on the previous to ensure that strategy informs creative and that creative is delivered in a format that can be applied across City departments, communications, and skillsets. City staff will be engaged at key points throughout the process to provide input, review progress, and guide decision-making.

## **PROJECT PHASES:**

- Phase 1: Onboarding & Discovery (2-4 Weeks)
- Phase 2: Strategic Foundation (4-6 Weeks)
- Phase 3: Creative Development (8-12 Weeks)
- Phase 4: Implementation & Rollout (2-4 Weeks)

## **PHASE 1: ONBOARDING & DISCOVERY**

### **Timeline**

2 Weeks Onboarding + 2-4 Weeks Development

### **Objective**

Establish a comprehensive understanding of the City's current brand landscape, stakeholder priorities, and the key factors influencing both internal operations and external perception.

### **Onboarding**

Before strategy can begin, the groundwork has to be laid. During onboarding we meet the core City team, collect existing brand assets and documentation, gain access to relevant digital channels and analytics, and align on communication cadence and project logistics. It's the week that makes every other week run smoothly.

### **Immersion-Led Discovery**

Our approach begins with immersion. Before strategy is developed or creative concepts are explored, it is essential to understand a place through direct experience, observation, and conversation.

For Isle of Palms, this means experiencing the Island as both a visitor and a resident. We will walk beach access points and commercial corridors, spend time in public spaces, observe how families move through the environment, and engage with local businesses and community members.

# PROJECT APPROACH



We will pay close attention to how the Island feels at different times of day and how its pace shifts between peak visitation and quieter, residential moments.

The strongest destination brands are built from the intersection of perception and lived experience – not simply from what is marketed, but from what people genuinely connect with emotionally.

### *Through this process, we identify:*

- What residents value and protect about the community
- What visitors are emotionally drawn to
- Where gaps exist between perception and reality
- Opportunities for stronger positioning and storytelling alignment
- Existing brand inconsistencies or missed opportunities

This discovery phase uncovers the emotional and cultural foundation that supports long-term brand consistency and relevance, while capturing the core of what makes it unique.

### **Review & Approval**

Findings will be presented to the IOP team for review and validation prior to advancing to Phase 2.

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## **PHASE 2: RESEARCH, ALIGNMENT & STRATEGY**

### **Timeline**

4-6 Weeks Development

### **Objective**

Develop a clear, actionable strategy that aligns stakeholder input with the City's long-term vision, operational needs, and positioning as a family-friendly beach destination that responsibly manages growth.

### **Research & Engagement**

Research is foundational to understanding community identity, visitor perception, and long-term direction. We begin by reviewing existing brand materials, tourism positioning, communication systems, and peer businesses to identify what's working, what's not, and where the real opportunities exist.

# PROJECT APPROACH



From there, we work with stakeholders to close information gaps, define success metrics, and ensure resources are focused where they matter most.

Quantitative insights are always balanced with human input, grounding the work in both data and lived experience.

And, direct stakeholder engagement is built into the process from the start, ensuring the people who shape Isle of Palms are reflected in how it moves forward.

### ***Our engagement process includes:***

- Stakeholder interviews
- Workshops and collaborative feedback sessions
- Audience and visitor perception analysis
- Competitive and regional positioning review
- Messaging and visual consistency audits
- Research into tourism and destination search behavior

Visitors connect with what feels authentic. People (and the stories they carry) are the fabric and our approach ensures the Isle of Palms community is represented in the brand as much as it is active in shaping its voice and direction.

### **Strategic Foundation**

The insights gathered through discovery and engagement are translated into a clear strategic foundation that guides all work moving forward. This includes defining positioning, messaging structure, and success criteria – ensuring every creative decision is grounded in a shared understanding of what Isle of Palms stands for and how it should show up.

Establishing this foundation early harbors alignment, reduces subjectivity, and provides the structure needed for the brand to be applied consistently.

### **Review & Approval**

Strategy will be presented to the IOP team for feedback and formal approval prior to initiating creative development.

# PROJECT APPROACH



## PHASE 3: CREATIVE DEVELOPMENT

### Timeline

8-12 Weeks Development

### Objective

Translate the approved strategy into a cohesive, flexible brand identity system that can be consistently applied across City departments and communication channels.

### Approach

Creative development is grounded in the strategic foundation established in Phase 2. Positioning, messaging, and voice are translated into a visual and verbal system that reflects how Isle of Palms should be experienced – clearly, consistently, and across all use cases.

Rather than separating narrative and design, both are developed in tandem to ensure alignment between what the City says and how it shows up.

### *This phase includes:*

- Brand positioning refinement (as needed for creative translation)
- Messaging framework and voice application
- Visual identity exploration (2–3 distinct directions)
- Logo and seal development
- Typography, color, and visual language systems
- Concept application across real-world use cases (digital, print, civic materials)

### Development Process

We will present multiple distinct brand directions to City staff and Council to be evaluated not only on aesthetic strength, but on how well they function across real scenarios – from official documents to tourism-facing materials.

A structured feedback process will guide refinement, ensuring alignment and clarity before finalization. The result is a fully realized brand identity system and a cohesive framework that translates strategy into consistent, usable expression across all City touchpoints.

### Review & Approval

Concepts will be presented for review, with iterative revisions incorporated based on City feedback until final approval is achieved.

# PROJECT APPROACH



## PHASE 4: IMPLEMENTATION & ROLLOUT

### Timeline

- 4 Weeks Development
- 2-4 Weeks Development Offboarding
- 3 Years Ongoing Guidance

### Objective

Provide the City with a complete, usable brand system with the tools and training required to implement, manage, and sustain the brand over time.

### Approach

This phase ensures the brand is not only delivered, but *adopted*. Strategy and creative are translated into practical tools, clear guidelines, and a structured rollout that supports consistent use across channels. We'll focus on usability to ensure City staff can confidently apply the brand in day-to-day operations.

### *This includes:*

- Rollout strategy and implementation planning
- Brand governance and usage guidelines
- Communication planning and launch support
- Internal brand usage recommendations
- Template and application guidance across key touchpoints
- Staff training and onboarding support

The result is a fully operational brand system supported by clear standards, accessible tools, and a defined path for adoption.

### 3-Year Consultative Guidance Period

Following rollout, we provide ongoing strategic guidance through scheduled quarterly check-ins. These sessions are designed to review implementation progress, address challenges, and provide recommendations to support consistency and evolution over time.

### Review & Approval

Final presentation and handoff to City leadership and staff, including all assets and documentation required for ongoing use.

# PROJECT DELIVERABLES



**The City of Isle of Palms will receive a complete, integrated brand system with deliverables structured to ensure immediate usability and long-term sustainability.**

## **DELIVERABLES OVERVIEW**

### **Executive Summary Report**

Key findings and insights from discovery and research

### **Brand Strategy Framework**

Positioning, messaging structure, and success criteria

### **Visual Identity System**

Logo, seal, typography, color, and visual language

### **Brand Guidelines & Standards**

Usage rules and application guidance across departments

### **Templates & Communication Toolkit**

Ready-to-use materials for day-to-day operations

### **Editable Asset Library**

All final assets delivered in industry-standard formats

### **Implementation & Rollout Plan**

Launch strategy and adoption framework

### **Three-Year Brand Stewardship Strategy**

Long-term guidance for consistency and evolution

### **Training & Handoff**

Staff onboarding and delivery of all assets and documentation

# PROJECT TIMELINE



PHASE		WHAT HAPPENS	KEY DELIVERABLES	DECISION POINTS
ONBOARDING & DISCOVERY	2-4 Weeks	Stakeholder onboarding, asset + data review, immersion into on-the-ground experience and operations	Discovery summary, stakeholder insights, initial findings	Alignment on priorities + success criteria
RESEARCH, ALIGNMENT & STRATEGY	2-4 Weeks	Audience perception analysis, competitive + regional positioning, messaging and visual audits, stakeholder workshops	Research synthesis, opportunity areas, audience definitions	Validation of insights + strategic direction
	2-4 Weeks	Development of positioning, messaging hierarchy, brand narrative, and success metrics	Brand strategy framework, messaging platform, KPIs	Strategy approval
CREATIVE DEVELOPMENT	8-12 Weeks	Translation of strategy into visual identity, brand systems, and real-world applications	Identity concepts, brand system, final brand package	Concept selection + final approval
IMPLEMENTATION & ROLLOUT	2-4 Weeks	Internal rollout planning, training, communications support, and adoption guidance	Rollout plan, training materials, implementation toolkit	Launch readiness + internal alignment

**ESTIMATED TIMELINE**

**4.5-5 MONTHS**

# PROJECT ESTIMATE



The following project estimate reflects a strategic, phased approach to developing a cohesive and enduring brand system for the Isle of Palms. Each phase is designed to build upon research, stakeholder insight, and collaborative strategy development to ensure the final identity system is practical, adaptable, and representative of the community it serves.

**PHASE 1: ONBOARDING & DISCOVERY** ..... \$5,000

- Access to Data & Current Systems
- Access to Brand & Marketing Assets
- Org. Structure & Operations Overview
- Key Stakeholder Introductions
- Brand Strengths & Inconsistencies
- Stakeholder Priorities & Areas of Tension
- Strategic Considerations to Inform Phase 2
- Information & Opportunity Gaps Review
- Positioning, Perception & Messaging Review

**PHASE 2: RESEARCH, ALIGNMENT & STRATEGY** ..... \$14,700

- Focus Group Interviews
- Audience Perception Analysis
- Stakeholder Interviews
- Competitive & Regional Positioning Review
- Messaging & Visual Consistency Audits
- Tourism & Destination Research & Search Behavior
- Discovery Review // Key Findings & Insights
- Alignment Workshop
- Audience Definitions
- Positioning Statement, Hierarchy & Voice Guidelines
- Brand Pillars & Narrative Framework
- Measurement Criteria (KPIs)
- Brand Strategy Document
- Workshops & Collaborative Feedback Sessions

# PROJECT ESTIMATE



**PHASE 3: CREATIVE DEVELOPMENT** ..... \$12,400

- Design & Brand Research
- Brand Positioning Refinement (for creative direction)
- Messaging Framework & Voice Application
- Tagline Development & Support Messaging
- Visual Identity Exploration (3 Directions)
- Logo & Seal Development
- Brand System: Typography, Color, Visual Language Systems
- Concept Application Mockups (Digital, Print, Civic Materials)
- Final: Brand Narrative & Identity Package

**PHASE 4: IMPLEMENTATION & ROLLOUT** ..... \$12,900

- Comprehensive Brand Guide
- Template & Editable Assets Archive
- Workshops & Collaborative Feedback Sessions
- 3-Year Rollout Plan
- Training Sessions
- Final Review
- Packaged Delivery

**3-YEAR CONSULTATIVE GUIDANCE** ..... \$5,000

- Quarterly Reviews
- Annual Plan Support

<b>ESTIMATED PROJECT COST</b>	<b>\$50,150</b>
<b>COST PER INSTALLMENT (6 MONTHS)</b>	<b>\$8,358</b>

For an itemized list of deliverables, view Appendix.

# RELEVANT EXPERIENCE



## TIDES BEVERAGE CO. & TAPROOM

*Brand Development & Awareness Campaign*

### THE CHALLENGE:

Tides Taproom had just undergone a complete reinvention – transitioning from the former Wilmington Bull City Ciderworks into an entirely new brand and concept - including its own beverage line.

With a new name, and product, they faced the classic launch challenge: how do you build awareness and drive consistent foot traffic and sales in a competitive hospitality & F&B market – without an established brand identity or audience?

### SERVICES PROVIDED:

- Brand Strategy
- Creative Development
- Graphic Design
- Content Creation
- Paid Advertising
- Copywriting

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### THE INSIGHT:

Through research in to the local market and cultural trends, we discovered that on the heels of the COVID pandemic *folks were eager for a return to genuine in-person experiences, connection, and something they could share together.*

Using this insight, and thinking of the Taproom as a physical extension of the beverage brand, we formed a brand purpose that tied Tides Taproom and Tides Beverage Co. together cohesively: *To craft a variety of coastal-inspired beverages that bring people together and create memorable moments of connection.*

With such a wide variety of coastal-inspired beverage choices, and a big beautiful space for connection, Tides Beverage Co. was the drink of choice and Tides Taproom was the place to *bring these moments to life - no matter the occasion.*

# RELEVANT EXPERIENCE



## CREATIVE BRIEF:

### Reach

Coastal lifestyle - 21-50 YO

### Who

Crave experiences & social connection outside their phones

### To

Recognize Tides is the local favorite that provides the variety needed to help connect & share moments together. No matter the occasion.

### By

Showing that Tides (and its wide variety) is the beverage & venue choice for connection with others and *sharing in moments together.*



## OUR APPROACH:

### Brand Positioning

We mapped Tides Taproom to their parent beverage company & built one ownable idea: Tides is the place & beverage of choice to "share the moment." Every piece of content tied back to this.

### Content Engine

A weekly events content calendar gave followers a recurring reason to engage and show up: trivia nights, product launches, seasonal specials consistently branded.

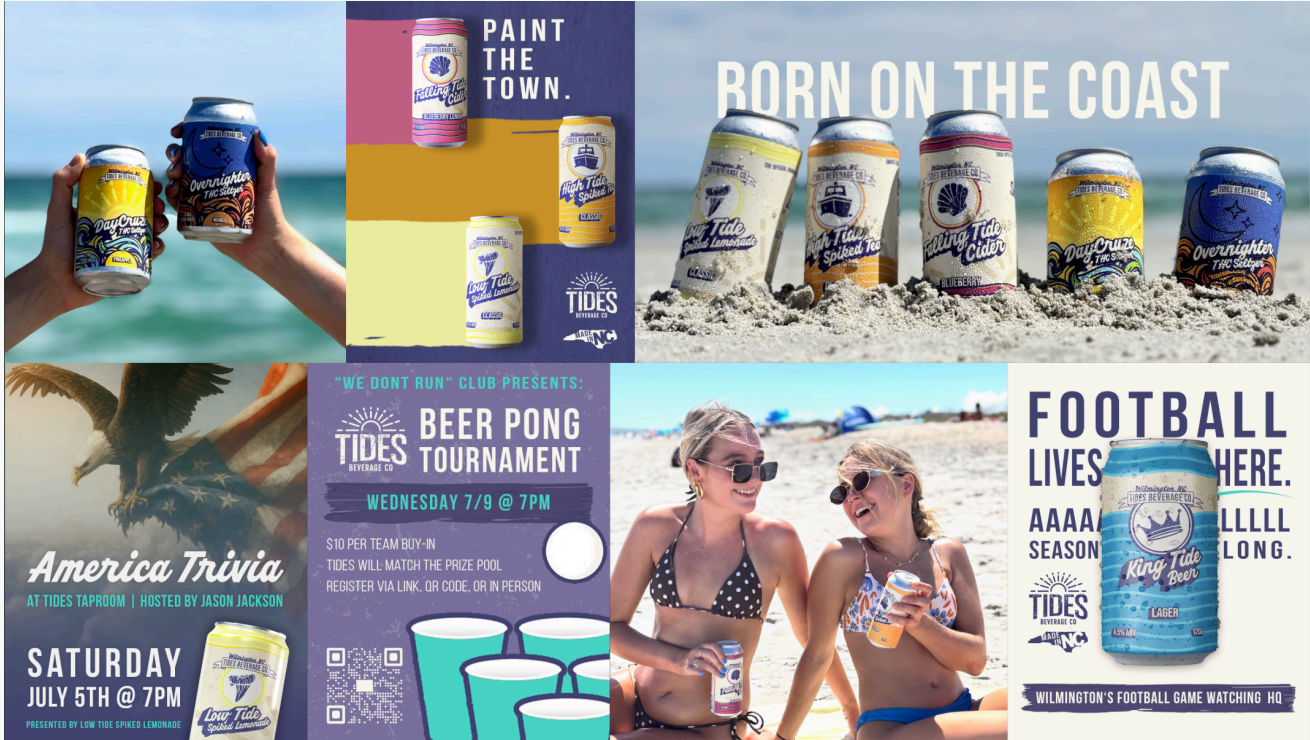
### Media Mix

A precise blend of organic storytelling and targeted paid social maximized reach with the right audience - locals ready to walk through the door and experience the brand first-hand.

# RELEVANT EXPERIENCE



## CREATIVE WORK SAMPLES:



## THE RESULTS:

Across the **first 90 of our engagement**, Tides Taproom & Beverage Co. saw **consistent sales and social media increases** - both at the bar and on the shelves. A direct result of a cohesive, relatable brand and an increase of people through the doors.

**↑91%**

Instagram Reach

**↑106%**

Content Interactions

**↑1000+**

New Followers

**↑18.5%**

MoM Sales Growth

# RELEVANT EXPERIENCE



## BREVARD EXPERIENCE COMPANY

*SEO Strategy in Response to Research*

### THE CHALLENGE:

Brevard Experience Company was a new destination-adjacent brand, working in-tandem with Brevard, NC's Tourism Development Authority to distinguish the lifestyle cadence of Brevard and create hyper-local, personalized trip plans for visitors.

Credit for most of the region's high-visibility natural experiences was going to Asheville, even though many of those experiences took place in Brevard. Travelers arriving to Asheville would have a certain impression of what they would find, only to learn the natural attractions were actually in Brevard. The choice was to build independent awareness over time, or work with the behavior that already existed.

### SERVICES PROVIDED:

- Competitor Research
- Destination Branding
- SEO
- Copywriting
- Brand Management
- Multi-channel Strategy



### THE INSIGHT:

We chose to align with how people were already searching, instead of forcing a new narrative. We developed an SEO-driven content strategy around Asheville's search terms, positioning Brevard as the base for those experiences. Since Brevard Experience Company was still in its early phases of growth and exposure, we prioritized visibility and relevance – using that entry point to introduce a more accurate story for travelers.

The audience searching for Asheville would also get the opportunity to learn about a small, quiet town, only a handful of miles away, that may be more suitable for a relaxing vacation base.



# RELEVANT EXPERIENCE

## CREATIVE BRIEF:

### Reach

Recreation & Outdoor Enthusiasts 31-60 YO

### Who

Want to take a WNC mountains vacation

### To

Identify Brevard, NC as a slower-paced basecamp for Asheville – ripe for outdoor exploration.

### By

Mirror Asheville-ranking SEO strategy in the primary structure of messaging to intercept user searches and opportunistically refer to Brevard.

## OUR APPROACH:

### Research

We conducted a competitor analysis of Asheville destination brands to determine their appeal models, as well as scouting keyword traffic that related to outdoor and recreational searches in the Asheville area.

### Channel Audits

We cherry-picked keywords that most closely related to Brevard Experience Company's core offerings, determining their strategic use as uniformed messaging across channels.

### Implementation

Copy and visual creative reflected the Asheville-intercept carefully – guidance without misdirection, while insulating Brevard Experience Company's independent identity.

## THE RESULTS:

**↑37%**

### Impressions

3 months post implementation

**25%**

### Highest Traffic Driver

By organic impressions and click-through contribution

**↑40%**

### Non-branded Query Lift

Aligned with Asheville-based discovery

# RELEVANT EXPERIENCE

## GOODLIGHT CANDLES

*Email Marketing & SEO*

### THE CHALLENGE:

GoodLight had strong product integrity with national distribution and a clear sustainability ethos, but their marketing treated the audience as a single *eco-conscious customer*. In practice, customers arrived with entirely different motivations ranging from ritual, gifting, sustainability, scent, or aesthetic.

Broad messaging reduced relevance, lifecycle touchpoints were generic, timing rarely reflected *actual* user behavior, and growth was driven by volume rather than precision. The solution wasn't more reach, but a bulletproof understanding of those *already* engaging with the brand.

### SERVICES PROVIDED:

- Channel Strategy
- Creative Development
- Graphic Design
- Content Creation
- Copywriting
- SEO Strategy
- Automation & Campaign Development

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### THE INSIGHT:

What looked like one audience was actually a collection of distinct buying mindsets operating under the same brand umbrella. The common thread wasn't who the customer was – it was *why* they were buying in *that moment*.

Once we shifted from demographic *assumptions* to behavioral *intent*, the path forward became crystal clear: customers weren't responding to product alone – they were responding to how, when, and why that product fit into their lives. This signaled that growth wouldn't come from louder messaging, but from more precise alignment between *intent* and *communication*.



# RELEVANT EXPERIENCE

## CREATIVE BRIEF

### Reach

Eco-conscious consumers and repeat buyers

### Who

Arrive with different buying intentions

### To

See GoodLight not as a single eco-conscious brand, but as the right candle for their specific reason for buying

### By

Building a hypersegmented lifecycle and campaign ecosystem rooted in *real* customer behavior, not assumed personas.



## OUR APPROACH

### Segment Architecture

Rebuilt the audience using behavioral and predictive signals from channel data (alongside SEO search intent) to create a dynamic model that continuously evolved with customer behavior and *intent*.

### Lifecycle Mapping

Generic flows were replaced with intent-based journeys, aligning messaging, timing, and offers to real customer behavior across first-time, repeat, and at-risk segments.

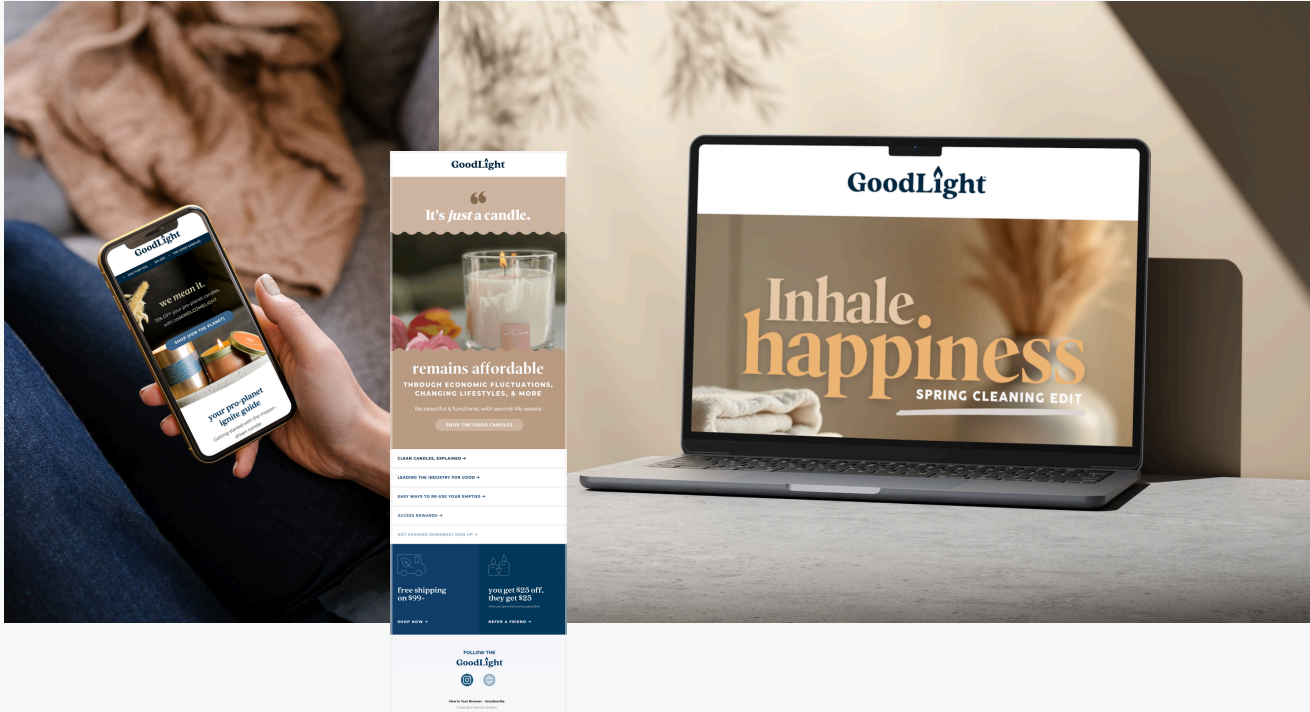
### Campaign Intelligence

Campaigns shifted from broad sends to targeted distribution, using engagement tiers, purchase history, and predicted value – from continuous refinement of segmentation strategy.

# RELEVANT EXPERIENCE



## CREATIVE WORK SAMPLES:



## THE RESULTS:

By aligning segmentation with real customer behavior and search-driven intent, GoodLight saw measurable gains in efficiency, retention, and acquisition quality. Performance improved through more relevant entry points, better-timed communication, and stronger alignment between intent and messaging. Email ultimately became the brand’s most efficient and reliable revenue driver – by communicating more effectively with the right people at the right time.

**↑152%**

### Conversion Rate

1 year post launch through behavior-based segmentation

**↑311%**

### ROI

From a more efficient, lower-cost program, 1 year post launch

**↑45%**

### Engagement Rate

1 year post launch through targeted messaging

**↑20%**

### Order Rate Lift

From improved communications timing and relevance



# MEET THE TEAM



**Nicole Rodzen - Project Leadership & Brand Stewardship**

*Familiar Outsider Perspective | Charlotte, NC (with origins in Greenville, SC)*

Nicole Rodzen will oversee strategic alignment across the project, ensuring the brand vision remains cohesive throughout discovery, stakeholder engagement, creative development, and implementation planning. With experience leading complex brand initiatives from concept to execution, she brings a balance of operational structure and creative leadership that helps projects maintain momentum while navigating multiple stakeholder perspectives.



**Lexi Boese - Audience Research & Strategic Insights**

*True Visitor Lens | Albuquerque, NM*

Lexi Boese specializes in translating audience behavior, perception, and engagement into actionable strategic direction. Her role will focus on helping identify audience insights, visitor perception opportunities, and messaging considerations that support the City’s positioning as a family-friendly beach destination. Her work will help ensure the brand strategy is grounded in both emotional resonance and audience relevance.



**Aaron Lee - Creative Direction & Brand Identity Systems**

*Near-Local Perspective | Wilmington, NC*

With a background shaped by the VCU Brandcenter and over a decade of experience in branding, Aaron specializes in translating strategic brand positioning into visual systems that are both emotionally resonant and highly functional across digital and physical applications. His family has been visiting Isle of Palms for generations, giving him a personal understanding of the island’s rhythm, character, and the emotional connection families build with the community over time. His work will guide the development of logo concepts, typography systems, visual language, and scalable brand applications for the City.

# MEET THE TEAM



**Alexa Saltarelli - Brand Narrative & Strategic Messaging**

*Familiar Outsider Perspective | Brevard, NC*

Alexa Saltarelli will help shape the strategic narrative foundation of the brand, translating research, stakeholder input, and audience insights into a cohesive messaging framework and brand identity direction. Her approach focuses on building brands with clear emotional positioning, intentional messaging systems, and long-term consistency across communication channels.



**Amanda Donohue - Content Strategy & Stakeholder Integration**

*Near-Local Perspective | Wilmington, NC*

Amanda Donohue will support messaging development, stakeholder communication, and content strategy throughout the engagement. With a background in journalism and audience-centered storytelling, Amanda brings experience crafting messaging that balances clarity, emotional resonance, and strategic positioning. She will also support client coordination, content alignment, and implementation-focused communication systems throughout the project.

# OUR COMMITMENT TO ISLE OF PALMS



***This is not a proposal. It is a commitment — to this island, to the community that calls it home, and to the families who haven't found it yet.***

Blue Ridge Creative Marketing is a strategic branding and design agency serving clients across Virginia, North Carolina, and South Carolina. We build emotionally resonant brands for hospitality, healthcare, and community-centered organizations, blending strategic rigor with storytelling that creates lasting connection.

With deep roots in the Coastal Carolinas, we understand that places like Isle of Palms are more than destinations. They are emotional landmarks woven into family traditions, memory, identity, and return. We believe destination branding should reflect that reality: not simply marketing a place, but articulating why people feel drawn back to it again and again.

## **What we commit to:**

**We commit to *listening before we create*.** The Isle of Palms brand will not come from our imagination alone. It will come from City Council, from staff, from the CVB, and from the community members who know this island in ways no brief can capture. Our stakeholder engagement process is not a formality — it is the creative foundation everything else is built on.

**We commit to *honoring what makes IOP irreplaceable*.** Isle of Palms is not a generic beach town. It is a residential community with world-class amenities, a small-town feeling, and the rare ability to be something for everyone — from the toddler building her first sandcastle to the grandparent who's been coming back for forty years. We will protect that character in every brand decision we make.

**We commit to work that lives *beyond the launch*.** A brand is only as good as the people who carry it. Every deliverable we produce — the guidelines, the templates, the implementation plan — will be built for your team to own, use, and evolve with confidence. We'll leave you stronger than we found you.

**We commit to being a *true partner, not just a vendor*.** Our Wilmington, NC headquarters keeps us close. Our process keeps us accountable. And our personal investment in this island keeps us honest. This engagement matters to us in a way that goes beyond the scope of work — and we'll show that in how we show up, every step of the way.

# OUR COMMITMENT TO ISLE OF PALMS



Isle of Palms has always been the kind of place that didn't need to shout to be loved. Part of our job — and the part we are most honored to take on — is helping the world understand why. We pledge to bring our full creativity, our full rigor, and our full hearts to this work.

The families who will make Isle of Palms “theirs” in the years ahead deserve a brand worthy of the memories they haven't made yet. We intend to build it.

— *The Blue Ridge Creative Marketing team*

# APPENDIX



# ITEMIZED SCOPE



PHASE		DELIVERABLES	COST
1	ONBOARDING	Access to Data & Current Systems	\$1,800
		Org. Structure & Operations Overview	
		Key Stakeholder Introductions	
	DISCOVERY	Brand Strengths & Inconsistencies	\$3,200
Stakeholder Priorities, Areas of Tension & Phase 2 Considerations			
Information & Opportunity Gaps Review			
Positioning, Perception & Messaging Review			
2	RESEARCH & ALIGNMENT	Focus Group Interviews	\$8,600
		Audience Perception Analysis	
		Stakeholder Interviews	
		Competitive & Regional Positioning Review	
		Messaging & Visual Consistency Audits	
		Tourism & Destination Research & Search Behavior	
		Discovery Review // Key Findings & Insights	
		Alignment Workshop	
	STRATEGIC FOUNDATION	Audience Definitions	\$6,100
		Positioning Statement, Hierarchy & Voice Guidelines	
		Brand Pillars & Narrative Framework	
		Measurement Criteria (KPIs)	
Brand Strategy Document			
	Workshops & Collaborative Feedback Sessions		
3	CREATIVE DEVELOPMENT	Design & Brand Research	\$12,400
		Brand Positioning Refinement (for creative direction)	
		Messaging Framework & Voice Application	
		Tagline Development & Support Messaging	
		Visual Identity Exploration (3 Directions)	
		Logo & Seal Development	
		Brand System: Typography, Color, Visual Language Systems	
		Concept Application Mockups (Digital, Print, Civic Materials)	
		Final: Brand Narrative & Identity Package	
4	IMPLEMENTATION	Comprehensive Brand Guide	\$12,900
		Template & Editable Assets Archive	
		Workshops & Collaborative Feedback Sessions	
		3-Year Rollout Plan	
		Rollout Strategy & Implementation Plan	
		Communications & Launch Support Plan	
		Brand Implementation Training Manual	
		Training Sessions	
5	GUIDANCE PERIOD	Quarterly Reviews	\$5,000
		Annual Plan Support	
<b>TOTAL</b>			<b>\$ 50,000.00</b>

# REFERENCES



## **TIDES BEVERAGE CO. & TAPROOM**

*Brand Development & Awareness Campaign*

**Contact:** AJ Nelson - Founder & Owner  
(919) 824-3402 | aj@tidesbeverage.com  
615 S 17th St, Wilmington, NC 28401

## **CAPESIDE PSYCHIATRY**

*Social Media Marketing & Brand Development*

**Contact:** Al Capps - President & CEO  
(336) 382-3636 | acapps@capsidepsychiatry.com  
311 Judges Rd #4E, Wilmington, NC 28405

## **BREVARD EXPERIENCE COMPANY**

*SEO Strategy in Response to Research*

**Contact:** Geoff Saltarelli - Founder & Owner  
(828) 554-8747 | hello@brevardexperience.com  
Brevard, NC

## **BOWSTRING BREWYARD**

*Brand Design & Advertising*

**Contact:** Alex George - General Manager  
(304) 222-2330 | alex@bowstringbrewyard.com  
1002 Princess St, Wilmington, NC 28401

## **GOODLIGHT**

*Email Marketing & SEO*

**Contact:** Sarah Callicott - Founder  
sarah@naturalcandles.com

## **MILITARY BENEFIT ASSOCIATION**

*Graphic Design & Social Media Marketing*

**Contact:** Mike Reyna - President  
(703) 304-4735 | mreyna@militarybenefit.org  
14605 Avion Pkwy, Chantilly, VA 20151