

# ISLE OF PALMS

*A family beach, preserved.*

BRAND STRATEGY & IDENTITY PROPOSAL

MAY 6<sup>TH</sup>, 2026



# SUMMARY

Isle of Palms is at a pivotal moment, balancing its identity as a cherished residential community with its role as a sought-after coastal destination.

**The opportunity is not simply to attract more visitors, but to attract *more aligned* visitors.**

## CREATIV'S ROLE IS TO POSITION ISLE OF PALMS AS:

A place families aspire to visit throughout generations

A community locals are proud to protect

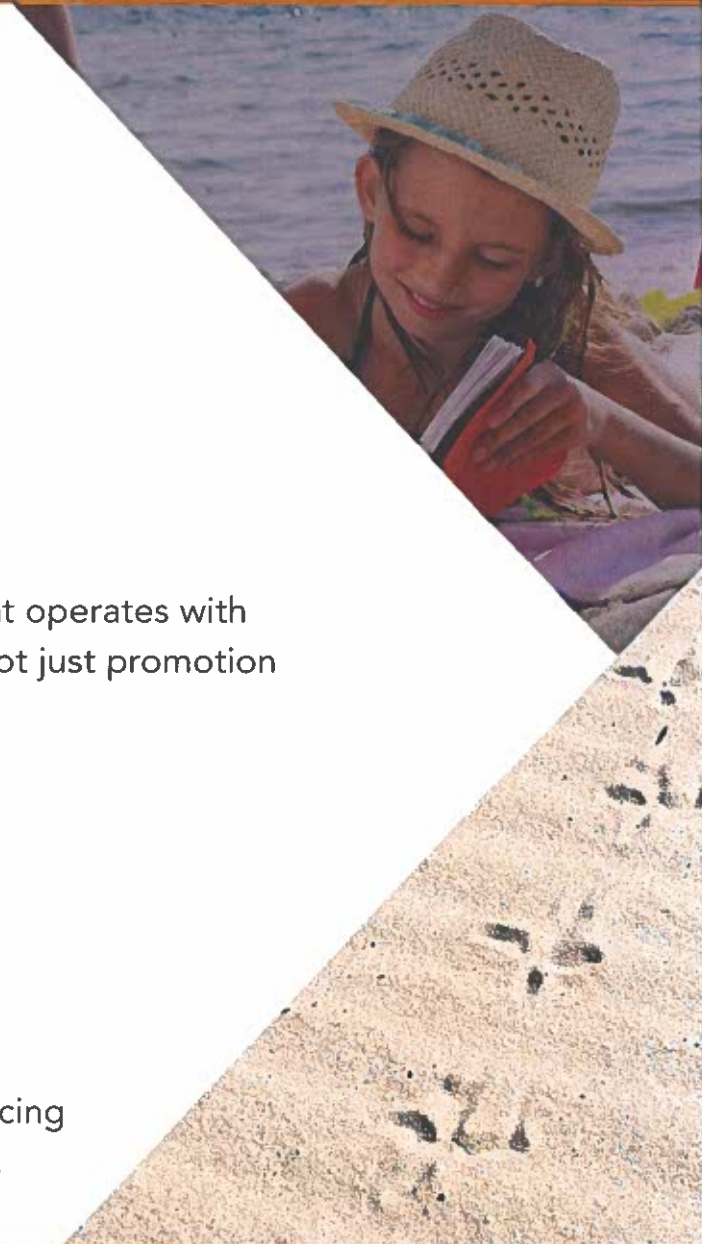
A brand that operates with intention, not just promotion

## Our approach blends:

- ◆ Deep local understanding, led by team with a unique perspective on balancing local sentiment in a community fueled by tourism
- ◆ Destination marketing expertise
- ◆ Experience-first storytelling

## Outcome:

A brand and marketing system that drives high-value tourism while reinforcing the identity of Isle of Palms as a place its residents are proud to belong to.



# SUMMARY

## Intentional positioning informed by a strategic point of view

**Reposition** Isle of Palms from an open-ended beach destination to a place families return to

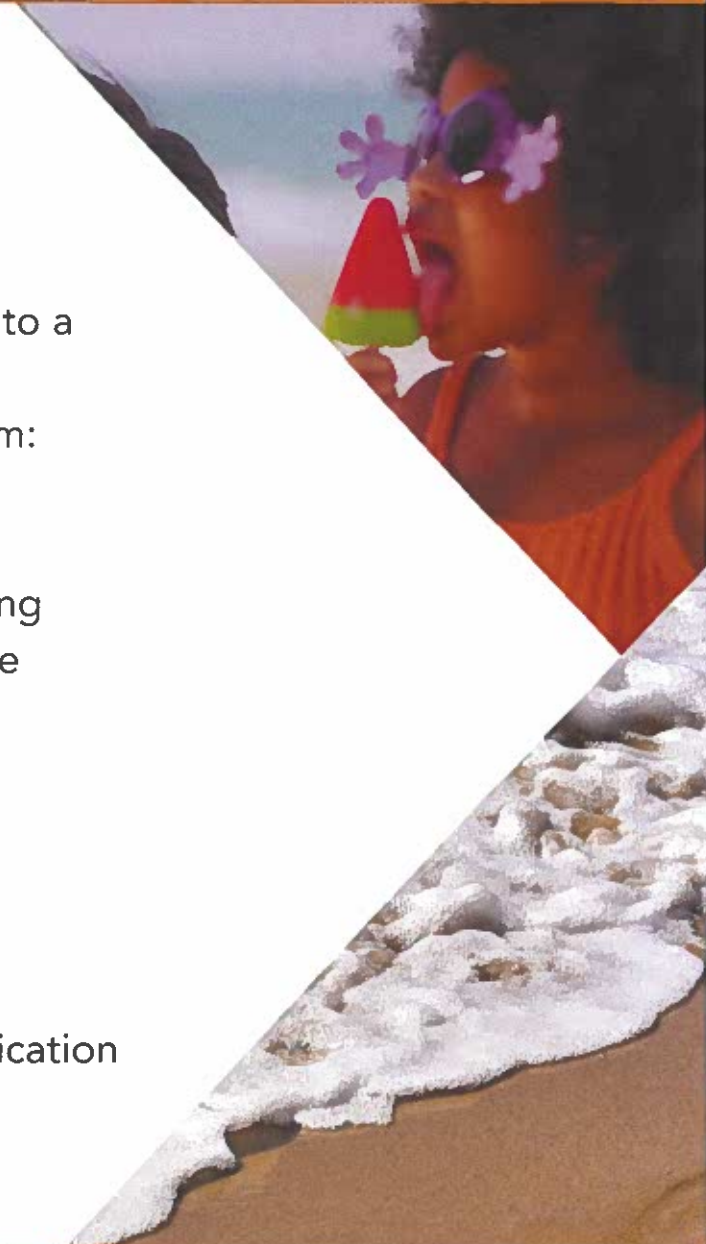
**Balance** two essential roles through a cohesive dual-brand system:

- A trusted municipal identity
- An emotionally resonant destination brand

**Shift perception** through tone and storytelling, naturally attracting higher-value, overnight visitors while discouraging misaligned use

### What this means for Isle of Palms:

- ◆ Fewer party crowds, more longer-term family visitors
- ◆ Stronger resident alignment and trust
- ◆ Clear, consistent communication across all departments
- ◆ A brand that signals quality cohesively, regardless of application



# THE CHALLENGE

**We understand the challenge is to balance IOP's residential identity with tourism growth.**

The City of Isle of Palms is seeking more than a visual identity. It requires a cohesive brand system and strategic foundation that positions the City as a premier family-friendly coastal destination, while aligning internal stakeholders and supporting long-term marketing efforts.

- ◆ Inconsistent branding across departments
- ◆ Need to appeal to both residents + tourists
- ◆ Strategy that acknowledges and provides a solution for existing tension between local community / residents and tourism economy
- ◆ Reflects that IOP has a trusted government + is refined destination for visitors

# THE GUIDING IDEA

**A refined coastal retreat where families return year after year, drawn by its natural beauty, sense of ease, and feeling of belonging.**

- ☑ Not a high-energy, party destination.
- ☑ Stands apart from other Lowcountry barrier islands and beach destinations.
- ☑ Not a place to visit once. *A place to return to again and again.*
- ☑ A family beach, preserved throughout generations.



# THE OPPORTUNITY

The Opportunity is not to simply attract more visitors, but *more aligned people*, while strengthening identity for those who already call Isle of Palms home.

**SHIFT FROM** → Visit Isle of Palms

**TO** → This is *why* your family will return again and again

## THIS RESULTS IN:

- ◆ Higher quality visitation
- ◆ Stronger local alignment
- ◆ A more premium, differentiated brand

## WITH CREATIV, YOU'LL GAIN:

- ◆ A recognizable, consistent identity that is flexible to various audiences
- ◆ Clear positioning as a family-friendly destination AND a government that residents trust
- ◆ Tools the City can easily implement internally
- ◆ Plan to launch rebrand that focuses on resident buy-in first, markets IOP as a destination next



# RECOMMENDATION

**Implement a dual system brand.**

**Shared design system, separate messaging hierarchy.**

We do not want "city government is just branding themselves for tourists"

## **CORE BRAND: ISLE OF PALMS**

"This is Isle of Palms, what makes us different, what we're proud of and what we protect"

## **MUNICIPAL BRAND: CITY OF ISLE OF PALMS**

- ◆ Seal that speaks to what visitors and residents care most about
- ◆ Evokes civic competence, trust, stewardship for residents + visitors alike

## **TOURISM BRAND: VISIT ISLE OF PALMS**

"If you share the sentiments that make us different, this is why you should visit"

- ◆ Emotional, storytelling to visitors, attract those who belong

# PROJECT APPROACH

## PHASE 1: DISCOVERY & RESEARCH

- ◆ Workshop with City Council
- ◆ Stakeholder interviews (City staff, Council, CVB, business owners)
- ◆ Resident Engagement
  - Seeking participation earns trust, transparency builds credibility, creates a sense of ownership.
- ◆ Brand Audit (existing materials)
  - Brand cohesiveness, in branding, on digital channels and in communications is your first impression. We'll analyze this objectively to see how people feel about IOP, where we can leverage and/or improve on this.
  - Existing Meta / Constant Contact / Web Analytics / Internal Data Review
- ◆ Competitive Scan (comparable beach destinations in the Lowcountry)

## OUTPUT:

- ◆ Key insights to inform visual identity & strategic direction
- ◆ Brand Positioning

# PROJECT APPROACH

## PHASE 2: BRAND ARCHITECTURE DEVELOPMENT

- ◆ Define:
  - Brand positioning and differentiator
  - Audience segments
  - Brand voice + personality
  - Messaging pillars + framework
  - Taglines, slogans, mottos
- ◆ Draft Vision Statement

### OUTPUT:

- ◆ Brand Architecture Playbook
- ◆ Define **who** Isle of Palms is, **what** makes it different, its **story** and **how it feels**



# PROJECT APPROACH

## PHASE 3: VISUAL IDENTITY DEVELOPMENT

### 2-3 Initial Brand Concepts

- ◆ Primary logo concept
  - Core mark + variations for dual brand system
- ◆ Color palette exploration
  - Primary + secondary palettes
  - Guidance on how color differentiates or unifies the dual system
- ◆ Typography
  - Primary and secondary typefaces
  - Hierarchy and usage principles
- ◆ Graphic elements & visual language
  - Supporting assets (patterns, icons, textures, map illustrations, etc.)
  - Distinctive visual motifs that reinforce each direction

### OUTPUT:

- ◆ Research-backed options for new brand identity that speaks to high-value visitors AND reflects residents' pride in their home

# PROJECT APPROACH

## PHASE 4: CONCEPT REFINEMENT

- ◆ Meeting with City Council on preferred direction
- ◆ 2 rounds of logo revisions for chosen concept
- ◆ Finalization of any taglines, mottos or slogans

### OUTPUT:

- ◆ Selection of **one primary direction** to move forward into refinement and full system development
- ◆ Final identity system designed to resonate and be easily adopted across departments and for various uses



# PROJECT APPROACH

## PHASE 5: FINALIZATION OF BRAND TOOLKIT & STRATEGY

- ◆ Brand Standards Manual
  - Where, When, How different versions of visual identity apply
- ◆ Strategy for Social Media, Digital Assets + Physical Experience
- ◆ Define Priority Marketing Assets:
  - Presentation Deck, Social Media Templates, Letterhead, Email Signature, Business Cards, Car Wraps, Municipal Signage, Internal Documents
- ◆ Media Kit
  - Press release, talking points, photos, logo files and relevant links

### OUTPUT:

- ◆ Strategy that **supports how** we shift the narrative from being for everyone to being a refined, family-oriented coastal retreat across platforms and marketing assets
- ◆ **Where** we communicate and **tools used** to do that



# PROJECT APPROACH

## PHASE 6: IMPLEMENTATION GUIDANCE & ROLLOUT

- ◆ Define Rollout Phases
  - Guide Internal adoption/launch
    - Team training
    - Recommendations on which high-value assets to update first
    - Plan for Digital + Social Rollout
  - Resident / Public Launch
    - Plan for Community / Announcement Events & Reveals
    - Ideas for Business Partnerships
  - Tourism Campaign Rollout
    - Provide Campaign Ideas + Activation Strategy

### OUTPUT:

- ◆ A team that is behind the brand and operationally aligned
- ◆ Executable ideas for public launch of rebrand
- ◆ Campaign frameworks for advertising Isle of Palms as destination
- ◆ 1-3 Year Roadmap of Rollout Phases, Milestones, and Ongoing Engagement Across Marketing Channels

# DELIVERABLES

## RESEARCH FINDINGS

Summary report containing key insights from discovery and research phase.

## BRAND AUDIT

Report detailing state of existing brand, analytics of digital marketing assets and executable recommendations for improvement

## COMPREHENSIVE BRAND STRATEGY

Brand Architecture Playbook that includes:

- ◆ Brand positioning and differentiator
- ◆ Audience segments
- ◆ Brand personality + voice
- ◆ Brand pillars and messaging framework
- ◆ Vision Statement
- ◆ Marketing + Communications Strategy

DELIVERABLES CONTINUED ON NEXT PAGE

# DELIVERABLES

## COMPLETE BRAND DESIGN

Including all editable files for:

- ◆ Primary Logo Design Suite + variations for subsections
- ◆ Color palettes + typography
- ◆ Graphic Elements + visual language
- ◆ Brand Standards Manual

## PRIORITY MARKETING ASSETS

Files for the IOP team to use in rollout + future needs

- ◆ Internal branding marketing materials
  - Official Document Letterhead Template
  - Presentation Slide Template
  - Business Card Design Template
  - Report Cover
  - Email Signature

DELIVERABLES CONTINUED ON NEXT PAGE

# DELIVERABLES

## PRIORITY MARKETING ASSETS CONT...

- ◆ Templates including:
  - Email Marketing Header
  - Social Media Event/Announcement Graphic
- ◆ Logo graphics optimized for digital profiles
- ◆ Website Home Page Design Mockup
- ◆ Town Signage Mockup
- ◆ Public Services Vehicle Branding Mockup

## TOOLS FOR ROLLOUT/LAUNCH

Materials to assist with brand launch + beyond

- ◆ Media Kit
- ◆ Implementation timeline for brand design pieces, with suggested vendors
- ◆ Launch plan + timeline for rollout phases, including internal adoption, launch to the public + tourism campaigns

## 3 YEARS ADVISORY SUPPORT

# ABOUT CREATIV

**Simone Bruderer, Founder of Creativ Social**, brings a deeply personal understanding of destination-driven communities to her work. Raised on Hilton Head Island, she grew up in a place shaped by the same dynamic Isle of Palms faces today: balancing a thriving tourism economy with the expectations of a discerning, high net worth local community.

That perspective informs her approach to marketing experiential brands, creating strategies that honor the integrity of a place for those who live there, while simultaneously elevating it as a must-visit destination for those discovering it.

Simone has built her career helping brands that people *go to*. For restaurants, cultural institutions, and lifestyle destinations, she strategizes and crafts messaging that feels authentic to locals yet compelling to visitors, ensuring both audiences feel equally considered, connected, and inspired to engage.

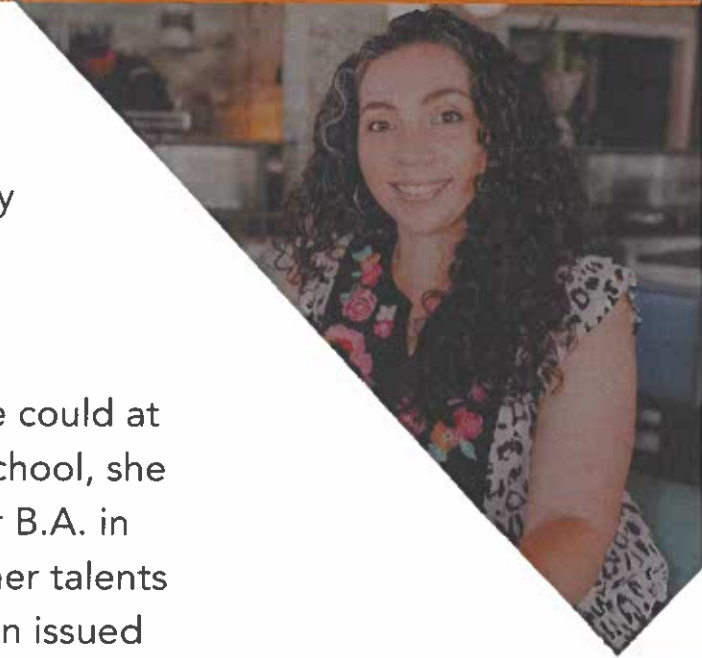


# ABOUT CREATIV

**Ashley Coakley is our Creativ Director** and the heartbeat of our operations. Equal parts analytical and creative, she has the rare ability to be both process oriented and wildly creative, while maintaining a commitment to the big picture.

Ashley grew up in Mount Pleasant, SC, spending every sunny day she could at her special (local secret!) beach spot on IOP. After graduating high school, she moved on to another beach town - St. Augustine, FL to complete her B.A. in Graphic Design at Flagler College. She has spent her career honing her talents in branding, logo development, design and art direction and has been issued a Silver ADDY by the American Advertising Federation for her work.

When she's not creating, she's likely spending time with her family, at a concert, at the beach or salsa dancing - one of her many hidden talents. Since her time at a Southeastern restaurant brand where she eventually became its Vice President of Marketing to today, where she wields her creativity and strategic skills to help small business owners in her own hometown, Ashley transforms our clients' visions and brings their ideas to life.



# ABOUT CREATIV

We're doers. We make things happen, and always from a place of service to our clients and to each other. We move fast, but we have fun and we'd rather eat sand than take ourselves too seriously. Our work though - it's serious business.

**We do what it takes so the work can speak for itself.**



**Aubrey Winkler**  
Social Media  
Content Creator



**Claire Hofmann**  
Marketing + Social  
Media Manager



**Lauren Haviland**  
Graphic Designer

# RELEVANT EXPERIENCE

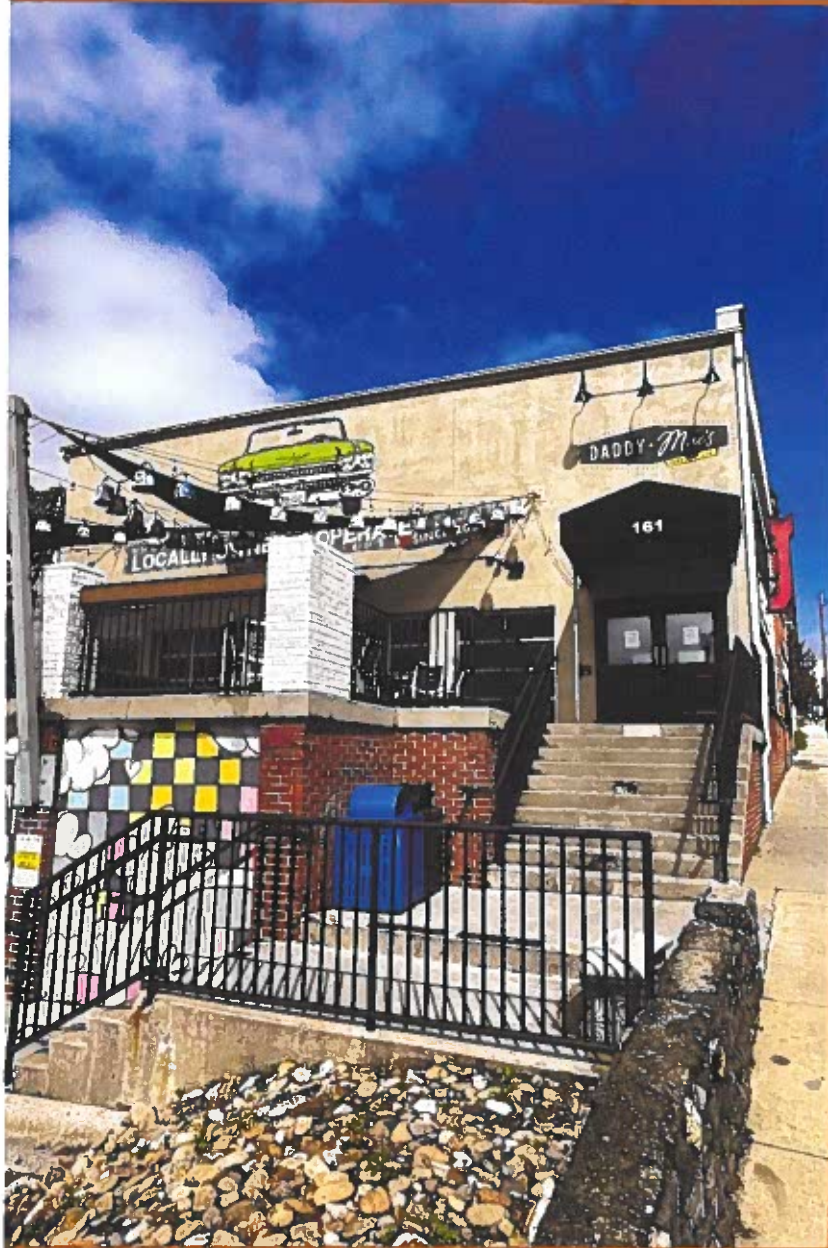
**CREATIV's differentiator** is that we partner with experiential brands whose value lives beyond a product, and moreso in the place, the energy, and the feeling people come for.

We specialize in building strategies that connect on an emotional level, cultivating loyal local communities while simultaneously positioning brands as destinations.

Our approach ensures that the marketing we do for our clients resonates differently when it needs to, but always cohesively at its core, embedding the brand into the daily rhythm of its local audience while inspiring visitors to seek it out as a must-experience.



# OUR BRANDING WORK



Our most rewarding work are the projects we help bring to life from a concept's earliest stage, when an idea is no more than a dream. When the owner of Daddy Mac's Down Home Dive in Asheville, NC approached us, he knew he wanted to open a restaurant that honored his grandparents, that would give locals and tourists a place to relax, be entertained, and make memories over delicious food, whose recipes had been in his family for generations.

From its visual identity and every facet of its brand, to how we'd communicate that within the physical building with murals, menu design, and offerings, and to the community at large through a website, optimized digital presence and marketing strategy, there wasn't a piece of this concept that we didn't touch before its grand opening. After developing, implementing and consistently executing a cohesive strategy with a fabulous team for 5+ years now, this restaurant continues to be the strongest in this group's portfolio, and proof that beginning a project with intention, cohesiveness and buy-in from all stakeholders pays off.

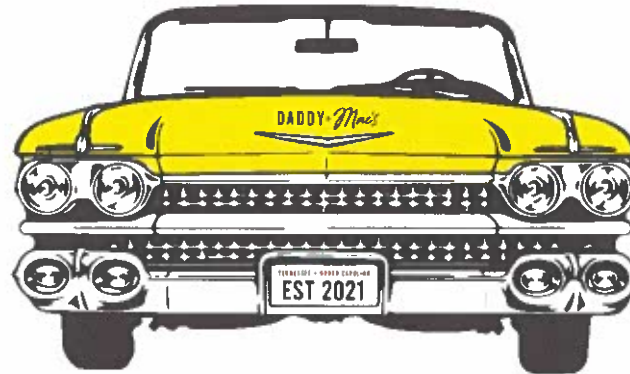
# OUR BRANDING WORK

Main Logo Suite + Variations



# OUR BRANDING WORK

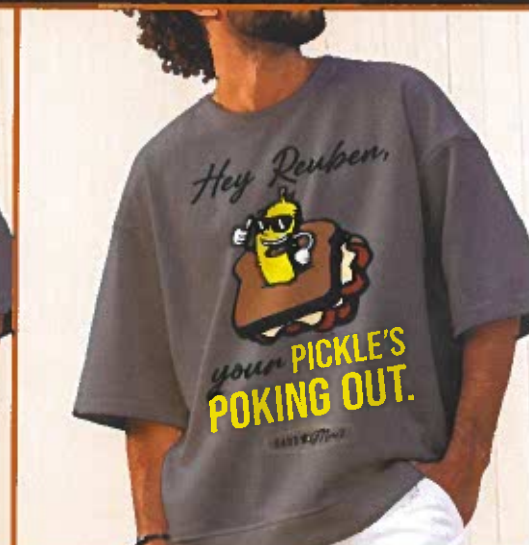
Illustrations for various branding + promotional pieces



# OUR BRANDING WORK



# OUR BRANDING WORK



# OUR BRANDING WORK

Creative partnerships with brands across Charleston, SC



**PARTY of the POINT**  
CHARLESTON HARBOUR BLVD & MARINA

## 2026 LINEUP

4.17   <b>MOTOWN THROWDOWN</b>	6.5   <b>FOLLY PIRATES OVER 40</b> A TRIBUTE TO JIMMY BUFFETT
4.24   <b>THE YACHT CLUB</b>	6.12   <b>ROCK THE 90S</b>
5.1   <b>LANDSLIDE</b> A TRIBUTE TO FLEETWOOD MAC	6.19   <b>EAST COAST PARTY BAND</b>
5.8   <b>TRIBUTE TO REGGAE LEGENDS: OPERATION IRIE</b> FEAT. GENERAL TONK, BARKW & JIMMY'S STRADD	6.26   <b>HIGHWAY BOYS</b> EACH BRYAN TRIBUTE BAND
5.15   <b>20 RIDE</b> AMERICA'S #1 ZAC BROWN TRIBUTE BAND	7.3   <b>ON THE BORDER</b> EAGLES TRIBUTE
5.22   <b>DAVE MATTHEWS TRIBUTE BAND</b>	7.10   <b>MR. FAHRENHEIT</b> A TRIBUTE TO QUEEN
6.29   <b>THE MIDNIGHT CITY</b>	7.17   <b>DEPARTURE</b> THE ULTIMATE JOURNEY TRIBUTE BAND

SEATS ARE AVAILABLE AT CITYPARTYOFTHESOUTH.COM



**LIVE**  
AT  
**FIREFLY**  
DISTILLERY



*Back Porch*  
**JAMS**  
AT FIREFLY DISTILLERY



5/25 **THE MIDNIGHT CITY**

Modelo



**KATIE MCCABE**  
REAL ESTATE  
*lowcountry local*



STARTING IN OCTOBER

**1/2 Price**  
Bottles of Wine  
ALL DAY, EVERY DAY



**ISLANDER 71**  
FISH MOUTH AND RAW BAR

SPECIAL EVENTS AVAILABLE 2026



*Hourglass*  
DESIGNS

# TIMELINE

**6 - 8 months total**

- **Discovery & Research: 6 - 8 weeks**
- **Brand Architecture & Strategy Development: 6 weeks**
- **Visual Identity Development, Concept Refinement + Finalization of Brand Toolkit: 8 - 10 weeks**
- **Development of Implementation + Rollout Plan: 3-4 weeks**

# INVESTMENT

## **Strategy: \$18,000**

- Research + Findings Summary
- Brand Audit
- Comprehensive Brand Strategy + Positioning
- Marketing Strategy

## **Creative: \$18,000**

- Complete Brand Design
- Priority Marketing Assets + Templates
- Brand Standards Manual

## **Rollout strategy: \$14,000**

- Launch Plan + Timeline for Rollout Phases
- Implementation Timeline for Brand Design Pieces
- Media Kit



# REFERENCES



## Alan Perry

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## Jon Bushnell

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## Jeff Condon

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## Dave McFarland

Owner, Daddy Mac's Down Home Dive,  
*Xico, Wild Wing Cafe*  
*Asheville/Knoxville*  
[dave@mcfarlandmanagementgroup.com](mailto:dave@mcfarlandmanagementgroup.com)

# LET'S WORK TOGETHER

## Isle of Palms deserves more than just a new look.

It deserves **intention**; a visual identity and strategic foundation informed by what makes it so special for so many, that evokes pride in residents and visitors alike.

**We'd love to help you shape what's next.**

**SIMONE R. BRUDERER, FOUNDER**

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