



May 6, 2026

Branding Services

Isle of Palms, SC

PREPARED BY:

Destination by Design Planning LLC
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Zach Hoffman, Business Development
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Cover Letter

Dear Members of the Selection Committee,

Destination by Design is pleased to submit our proposal to support the City of Isle of Palms in developing a clear, cohesive, and memorable brand identity that reflects the community's character while strengthening how the City presents itself to residents, visitors, partners, and stakeholders. This project represents an important opportunity to create a unified brand system that captures Isle of Palms as a family-friendly coastal destination while also providing a practical framework for consistent use across City departments, communications, and public-facing materials.

Destination by Design is a multidisciplinary branding, planning, and communications firm that works exclusively with municipalities, counties, and other public-sector organizations. For nearly 15 years, we have partnered with more than 150 communities across the country to develop brands, messaging platforms, visual identity systems, and implementation tools that help public-sector organizations communicate with greater clarity, consistency, and confidence. Because our work is focused entirely on communities and government clients, we understand the balance this project requires: creating a brand that is compelling and marketable while also being functional, accessible, and durable enough to serve the City's day-to-day operational needs.

We understand that this effort is about much more than designing a logo. For Isle of Palms, success means creating a brand system that expresses the City's unique identity, supports tourism and community pride, and works effectively across a wide range of applications, from signage and digital communications to presentations, publications, and departmental materials. A strong outcome will give the City an identity that feels authentic to Isle of Palms, resonates with families and visitors, and provides staff with practical tools for consistent implementation over time.

Our team will lead a focused and collaborative process that begins with discovery, stakeholder engagement, and a thoughtful review of existing materials, perceptions, and communication needs. From there, we will guide the City through brand strategy, concept development, refinement, and the preparation of standards, templates, and rollout guidance that support long-term adoption. We recognize the importance of delivering work that is both strategic and usable, and our approach is designed to provide the City with a polished final brand as well as the implementation tools needed to put it into practice with confidence.

Isle of Palms presents a particularly strong opportunity for this work. As a beloved South Carolina beach community with a distinct character, loyal visitors, and a highly visible public identity, the City is well positioned to benefit from a brand that brings greater consistency, clarity, and distinction to how it communicates. We also recognize that the City's goals extend beyond promotion alone. This brand must serve both as a welcoming expression of place and as a functional civic system that supports communication across government operations and community touchpoints alike.

We would welcome the opportunity to partner with the City of Isle of Palms on this important initiative. Thank you for the opportunity to submit our proposal and for your consideration of Destination by Design.

Matt Powell
Communications Director, Destination by Design
matt@dbdplanning.com, (828) 386-1866
136 Furman Rd. Boone, NC 28607
www.destinationbydesign.com

Place Branding & Destination Storytelling

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines— we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

Our collaborative, multidisciplinary approach results in distinctive visual solutions, increased public engagement, and innovative end-products for communities and destinations nationwide.



Project Team

Erin Welsh, Branding Director at Destination by Design, will serve as the primary point of contact and lead day-to-day coordination for the City of Isle of Palms branding project, ensuring that all strategic and creative deliverables remain aligned with the City's goals, schedule, and vision for a cohesive, implementation-ready brand system. Creative direction will be led by Senior Art Director Matt Wagoner, with design support from Dylan Connell, to develop a distinctive and adaptable visual identity that captures the character of Isle of Palms while supporting consistent use across municipal communications, visitor-facing materials, digital platforms, signage applications, and branded templates.

Strategic oversight will be provided by Matt Powell to ensure the brand is grounded in research, clearly positioned, and practical for long-term use across City operations and public-facing communications. Backed by Destination by Design's multidisciplinary team, this structure supports a collaborative and transparent process from discovery and strategy through design development, standards, and implementation guidance. The result will be a clear, compelling, and functional brand system that the City of Isle of Palms can confidently use and maintain over time.



Matt Powell

Communications Director

A multi-award-winning Creative Director, Matt leads all of DbD's branding and marketing-related projects, directs multimedia and web campaigns, and develops targeted brand strategies to promote quality of life. With a Masters in Communications and an undergraduate in Recreation & Tourism Management, Matt is passionate about helping communities discover authentic brand stories that increase their visibility, visitation, and economic vibrancy.



Erin Welsh

Branding Director

With over three years at Destination by Design, Erin brings a wealth of expertise in brand strategy, marketing, and project management. A proud Elon University alumna and longtime resident of the NC High Country, Erin has led impactful projects for municipal, county, and destination marketing organizations. Her strategic insights and storytelling skills foster strong connections with communities, driving successful outcomes for clients. Outside of work, she enjoys exploring the region's scenic beauty and staying active in the local community.



Matt Wagoner

Senior Art Director



Dylan Connell

Web & Graphic Designer



Dan Cox

Senior Designer



Megan Biddix

Social Media and Brand
Communications Strategist



Jon Black

Visual Content Director



Zachary Hoffman

Project Manager and Designer



Sunny Morgan

Web Developer



Sarah Pinnix

Paid Media Specialist

Project Approach

TASK 1:

Discovery, Research, and Stakeholder Engagement

OBJECTIVE

The objective of this phase is to build a strong foundation for the Isle of Palms brand by understanding how the City is experienced and communicated today, both as a local government and as a family-friendly coastal destination. This phase is intended to identify the opportunities, distinctions, and practical needs that should shape a coordinated brand system, including a civic identity for government communications and a complementary tourism identity for destination marketing. The work will be grounded in local insight, existing communication practices, and the need for a clear and manageable system that City staff can use over time.

TASK 1.1: PROJECT INITIATION AND ALIGNMENT

The project will begin with a kickoff meeting with City leadership and staff to confirm project goals, priorities, schedule, roles, communication protocols, and expectations for the branding process. Following kickoff, Destination by Design will prepare a detailed work plan outlining key milestones, engagement activities, review points, and decision-making steps

to guide the project from discovery through final deliverables.

TASK 1.2: ONGOING PROJECT MANAGEMENT AND COORDINATION

Destination by Design will provide ongoing project coordination throughout this phase to maintain momentum, organize meetings and materials, document feedback, and support clear communication between the project team, City staff, and leadership. This coordination will help keep the process efficient, collaborative, and aligned with the City's goals.

TASK 1.3: SITE VISIT, STAKEHOLDER CONVERSATIONS, AND LOCAL PERSPECTIVE GATHERING

Destination by Design will conduct an in-person visit to Isle of Palms to better understand the City's physical setting, public environment, visitor context, civic character, and overall sense of place. During this visit, our team will meet with City staff, leadership, and key stakeholders to gather perspectives on how Isle of Palms should be represented through both government communications and destination marketing. These conversations will help identify where a shared visual relationship is beneficial, where distinction is needed, and how the overall brand system can best support the City's goals.

TASK 1.4: VISUAL DOCUMENTATION AND CONTEXT REVIEW

As part of the site visit, Destination by Design will conduct visual documentation of representative settings, streetscapes, gateways, public facilities, signage conditions, and other branded or public-facing environments. This documentation will help inform both strategy and design by grounding the work in the real character, tone, and physical context of Isle of Palms.

TASK 1.5: EXISTING BRAND, COMMUNICATIONS, AND IDENTITY REVIEW

Our team will review the City's current seal, logo usage, messaging, public-facing materials, social media presence, presentation materials, digital communications, and other existing expressions of identity. This review will help identify what is working well, where inconsistencies exist, and where there are opportunities to strengthen both governmental communications and tourism-facing messaging through a more coordinated and effective brand system.

TASK 1.6: REVIEW OF COMPARABLE COMMUNITIES AND RELEVANT BRANDING EXAMPLES

Destination by Design will review a targeted set of comparable coastal communities, destination-oriented municipalities, and public-sector branding examples to identify useful lessons, positioning ideas, and implementation approaches that can help inform the Isle of Palms brand. This task is intended to provide context and inspiration while ensuring the resulting identity is distinctive, appropriate, and competitive.

TASK 1.7: DISCOVERY FINDINGS AND BRAND DIRECTION SUMMARY

Destination by Design will synthesize findings from stakeholder conversations, site observations, visual documentation, and background research into a concise Discovery Findings and Brand Direction Summary. This summary will highlight key themes, communication needs, opportunities, and strategic considerations that will guide development of a coordinated civic and tourism brand approach in the next phase.

TASK 2:

Brand Strategy and Messaging Framework

OBJECTIVE

Building on the research and findings from Task 1, this phase will define the strategic foundation for how Isle of Palms should be positioned and communicated through a coordinated brand system. The goal is to establish a clear framework for both a governmental identity and a complementary tourism identity, ensuring each serves its intended purpose while remaining connected through a shared sense of place and overall character. This work will create the strategic and verbal foundation needed to guide visual identity development, support consistent communication, and provide the City with an approach that is both distinctive and practical for long-term use.

TASK 2.1: BRAND STRATEGY WORK SESSION

Destination by Design will facilitate a focused strategy work session with City leadership and designated staff to review key findings from discovery and discuss the overall direction for the brand. This session will help clarify the City's defining qualities, priorities, audiences, and aspirations, while building alignment around how Isle of Palms should be represented visually and verbally moving forward.

TASK 2.2: BRAND POSITIONING FRAMEWORK

Using insights gathered through discovery, stakeholder input, and background research, Destination by Design will develop a concise framework defining how the City's civic and tourism brands should relate to one another. This task will establish the strategic role of each identity and define the core positioning, distinguishing qualities, and overall direction that should shape how Isle of Palms is presented through government communications and destination marketing.

TASK 2.3: MESSAGING FRAMEWORK AND BRAND VOICE

Destination by Design will translate the approved positioning into a practical messaging framework that supports more consistent communication across both civic and tourism applications. This framework will define tone, message themes, and brand voice guidance for government communications, public information, and transparency efforts, while also establishing messaging direction that supports family-friendly destination marketing and visitor engagement.

TASK 2.4: VISION STATEMENT AND TAGLINE EXPLORATION

Because the City has identified both a vision statement and tagline as desired deliverables, Destination by Design will develop recommended language aligned with the approved strategy. This may include concise verbal positioning for the civic brand as well as tagline exploration or supporting phrases for the tourism brand, ensuring each is authentic to Isle of Palms and useful across the appropriate communications channels.

TASK 2.5: BRAND STRATEGY SUMMARY AND CITY REVIEW

All approved strategic elements will be organized into a concise Brand Strategy Summary documenting the recommended relationship between the civic and tourism brands, key positioning themes, messaging direction, and verbal components. Following review and feedback from City staff and leadership, Destination by Design will refine and finalize the strategy so there is clear alignment before moving into visual identity development.

TASK 3:

Creative Concept and Visual Identity Development

OBJECTIVE

Building on the approved strategy, this phase focuses on translating that direction into a coordinated visual identity system for the City of Isle of Palms. The work will define how the City's civic and tourism brands should look, relate, and function across public-facing applications, creating a system that is distinctive, flexible, and manageable for long-term use. The goal is to deliver a strong and practical identity approach that supports professionalism and trust in government communications while also expressing the family-friendly destination appeal of Isle of Palms.

TASK 3.1: CREATIVE DIRECTION AND VISUAL FRAMEWORK

Destination by Design will develop and present multiple visual concept directions showing how a coordinated civic and tourism brand system for Isle of Palms may be expressed through logo style, seal direction, typography, color palette, iconography, and overall visual tone. Each direction will be grounded in the approved strategy and presented through representative applications to help evaluate fit, character, and usability.

TASK 3.2: SEAL, LOGO, AND CORE IDENTITY DEVELOPMENT

Based on the selected creative direction, Destination by Design will develop the City's core identity system, including recommended approaches for the governmental seal and logo as well as a complementary tourism identity. This work will explore whether refinement of existing elements or development of new visual expressions is the strongest path forward, with the goal of creating a coordinated system that serves both official City communications and destination marketing needs.

TASK 3.3: REVIEW, REFINEMENT, AND FINAL IDENTITY SELECTION

Concepts will be presented to City leadership for review and discussion. Following consolidated feedback, Destination by Design will complete refinement of the selected direction, incorporating up to two rounds of revisions to ensure the final identity reflects City priorities and project goals.

TASK 3.4: BRAND APPLICATIONS AND TEMPLATE DEVELOPMENT

Following identity selection, Destination by Design will develop a focused set of priority branded applications and editable templates based on the City's most frequent public-facing needs. Emphasis will be placed on high-use items such as social media graphics, presentation templates, and business card designs, along with other select applications needed to demonstrate how the civic and tourism brands can be used clearly and consistently across communications.

TASK 3.5: BRAND STANDARDS AND FINAL FILE DELIVERY

The approved identity system will be documented in a concise Brand Standards Guide outlining use of the civic and tourism brands, logo and seal guidance, color specifications, typography, and examples of appropriate application. Upon final approval, Destination by Design will provide the complete identity package and supporting files in editable, print-ready, and digital formats for long-term City use.

TASK 4:

Communications Support and Brand Implementation

OBJECTIVE

Building on the approved brand system, this phase focuses on helping the City of Isle of Palms put the new identity into practical use through a phased and manageable rollout approach. The goal is to provide the City with clear implementation guidance, priority communications tools, and support materials that make it easier for a small internal team to begin using both the civic and tourism brands effectively over time.

TASK 4.1: COMMUNICATIONS PLANNING AND ROLLOUT STRATEGY

Destination by Design will develop a practical rollout strategy outlining how the new civic and tourism brands should be introduced and applied across City operations, public-facing channels, and priority materials. This task will include recommendations for internal adoption, public launch, sequencing of key applications, and a phased implementation approach that reflects staff capacity and operational realities.

TASK 4.2: PUBLIC-FACING MESSAGING AND LAUNCH SUPPORT

Destination by Design will prepare core messaging and launch-ready content to support introduction of the new brand system. This may include announcement language, website or social media copy, and other public-facing content that helps explain the purpose of the new identity, reinforce key messages, and support a clear public rollout. Recommendations may also include ideas for a potential launch event or public introduction.

TASK 4.3: BRAND APPLICATION GUIDANCE AND PRIORITY TEMPLATES

To support early implementation, Destination by Design will refine and organize guidance for the City's highest-priority uses of the new brand, with emphasis on items such as social media graphics, presentation materials, business cards, and other core applications identified during the process. This task is intended to help staff begin using the system confidently and consistently without creating an overly burdensome rollout.

TASK 4.4: STAFF ORIENTATION AND BRAND ADOPTION SUPPORT

Destination by Design will conduct a training session with City staff to review the new brand standards, demonstrate proper use of templates and files, and answer questions related to implementation. This session will help build confidence in day-to-day use of the new identity across departments and communications.

TASK 4.5: THREE-YEAR IMPLEMENTATION FRAMEWORK AND FINAL DELIVERY

Destination by Design will prepare a three-year implementation framework outlining recommended next steps, rollout priorities, and considerations for continued adoption of the brand over time. This task will also include recommendations for how the City can measure success, including indicators related to adoption, engagement, communications effectiveness, and destination marketing performance. Final deliverables will be organized and provided in editable formats to support long-term City use.

Budget

The services outlined in this proposal have been structured to support the City of Isle of Palms in developing a cohesive and practical brand system that strengthens how the City communicates across departments, public-facing materials, and visitor-facing channels. The scope is designed to balance strategic thinking, strong creative development, and implementation-ready tools so the final brand is both distinctive and usable in day-to-day City operations.

The total proposed project cost is \$48,000 and includes the full branding scope outlined in this proposal: discovery and stakeholder engagement, brand strategy and messaging, creative concept and visual identity development, and communications support with implementation guidance. Together, these tasks provide the City with a complete process that moves from research and alignment through final brand development and rollout planning.

Principal / Strategic Director: \$175/hr
Brand Strategy / Communications Director: \$165/hr
Senior Art Director / Senior Designer: \$150/hr
Designer / Digital Communications Support: \$135/hr
Project Manager: \$125/hr
Production / Admin Support: \$95/hr

BRANDING AND COMMUNICATIONS SERVICES

Task 1: Discovery, Research, and Stakeholder Engagement \$12,000

- 1.1: Project Initiation and Alignment
- 1.2: Ongoing Project Management and Coordination
- 1.3: Site Visit, Stakeholder Conversations, and Local Perspective Gathering
- 1.4: Visual Documentation and Context Review
- 1.5: Existing Brand, Communications, and Identity Review
- 1.6: Review of Comparable Communities and Relevant Branding Examples
- 1.7: Discovery Findings and Brand Direction Summary

Task 2: Brand Strategy and Messaging Framework \$9,000

- 2.1: Brand Strategy Work Session
- 2.2: Brand Positioning Framework
- 2.3: Messaging Framework and Brand Voice
- 2.4: Vision Statement and Tagline Exploration
- 2.5: Brand Strategy Summary and City Review

Task 3: Creative Concept and Visual Identity Development..... \$18,000

- 3.1: Creative Direction and Visual Framework
- 3.2: Seal, Logo, and Core Identity Development
- 3.3: Review, Refinement, and Final Identity Selection
- 3.4: Brand Applications and Template Development
- 3.5: Brand Standards and Final File Delivery

Task 4: Communications Support and Brand Implementation..... \$9,000

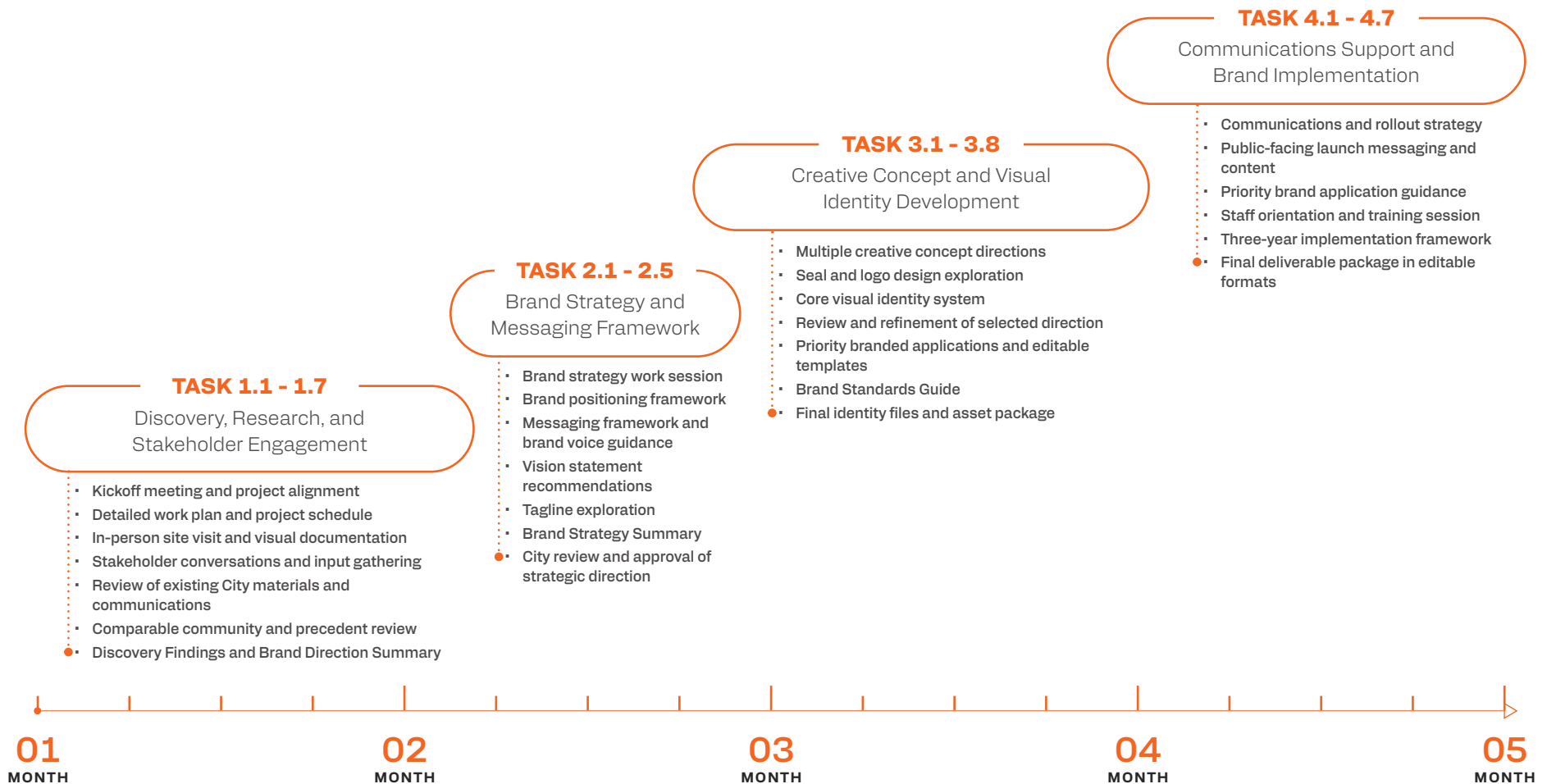
- 4.1: Communications Planning and Rollout Strategy
- 4.2: Public-Facing Messaging and Launch Support
- 4.3: Brand Application Guidance and Priority Templates
- 4.4: Staff Orientation and Brand Adoption Support
- 4.5: Three-Year Implementation Framework and Final Delivery

\$48,000

TOTAL PROJECT COST

Schedule

While the proposed schedule provides a clear framework for project delivery, we recognize that timing may shift as coordination needs, review periods, and City priorities evolve. Destination by Design will work closely with City staff throughout the process to maintain momentum, communicate proactively, and make reasonable adjustments as needed to support the timely and successful completion of all deliverables.



Appendices

Harney County, OR

Project Timeline: 2022 - Ongoing
Services Provided: County Branding, Chamber Branding, Content Production, and Marketing Plan

Harney County, located in remote eastern Oregon, may appear as one of the emptiest areas in the continental US, but it conceals a resilient community and diverse ecosystem. Amidst the expansive high desert, mountains, and meadows, the Burns Paiute Tribe's influence fosters reverence for the land. With our branding and marketing experience, we are positioning Harney as an innovative steward of its natural resources, developing an authoritative brand voice, crafting a land ethos, promoting a new natural resource and restoration economy, while amplifying community voices, and embracing the frontier identity. The essence of the brand revolves around the elements of land, water, sky, and soul, with a focus on becoming an example of stewardship within the region and the United States.

REFERENCE

Marla Polenz
Communications Coordinator
High Desert Partnership
(541) 573-7820
marla@highdesertpartnership.org

[Click for Link](#)



City of Cleveland, TX

Municipal Branding, Brand Strategy, Logo,
Messaging, and Community Engagement

Cleveland, Texas—a growing community at the edge of the Texas Piney Woods—sought a unifying brand to strengthen local identity, promote outdoor recreation, and position the city for long-term economic growth. Through an inclusive, research-driven process, we developed a strategic brand platform that reflects Cleveland’s welcoming spirit, bold vision, and deep-rooted pride.

The “All Paths Lead Home” brand captures the warmth of small-town life while highlighting Cleveland’s access to nature, resilient character, and entrepreneurial momentum. Drawing inspiration from its railroad heritage and cultural diversity, the brand evokes a powerful sense of belonging—anchored by the city’s historic downtown, family-focused values, and proximity to Sam Houston National Forest.

The strategy now serves as a foundation for community storytelling, tourism marketing, and business attraction—equipping Cleveland with a distinctive identity that honors its past while confidently embracing the future.

REFERENCE

Emilio Levario, AICP, PCED
Director of Community Development | Cleveland, TX
(832) 599-0899
elevario@cleveland.texas.gov



City of Danville, VA

City Branding and Community Engagement

Danville, Virginia, the namesake of the Dan River, needed a reinvigorated identity to engage their community and help lead the city out of the past and into a new era. Our mission was to align it with the community's dynamic spirit, forward momentum, and abundant outdoor recreation opportunities. Through our community engagement, we uncovered a profound commitment to fostering a sense of belonging, which led to the creation of the "Danville: HOME" brand, a symbol of optimism and progress, deeply rooted in the city's unique identity. The new brand encompassing strategy, vision and mission statements, along with a redesigned logo and city seal is now being integrated across the full range of municipal departments. This comprehensive adoption ensures a unified representation of the city's ethos in every facet of its leadership. As we move into implementation and marketing, our focus remains on ensuring Danville's new brand not only resonates with residents but sets a new standard in city branding, mirroring its aspirations and values.



City of Aiken, SC

Agency of Record, Website, Destination Brand & Marketing Campaign

Nestled in the heart of South Carolina, Aiken is a captivating city that seamlessly blends history, charm, and modern vitality. With roots dating back to the early 19th century, Aiken is steeped in equestrian heritage, cultural diversity, and a strong sense of community—a city where visitors can explore picturesque trails, boutique shopping, diverse culinary delights, and rich history. Destination by Design (DbD) is helping shape Aiken's competitive tourism future through an inclusive brand strategy, visual identity refinement, and extensive marketing initiatives, including the development of a new website (VisitAikenSC.com), commercial content and creative production, and a comprehensive digital marketing campaign plus print advertising. These efforts have resulted in a 250% increase in web traffic, demonstrating the power of a strategic, well-executed tourism marketing approach in driving engagement and visitation.

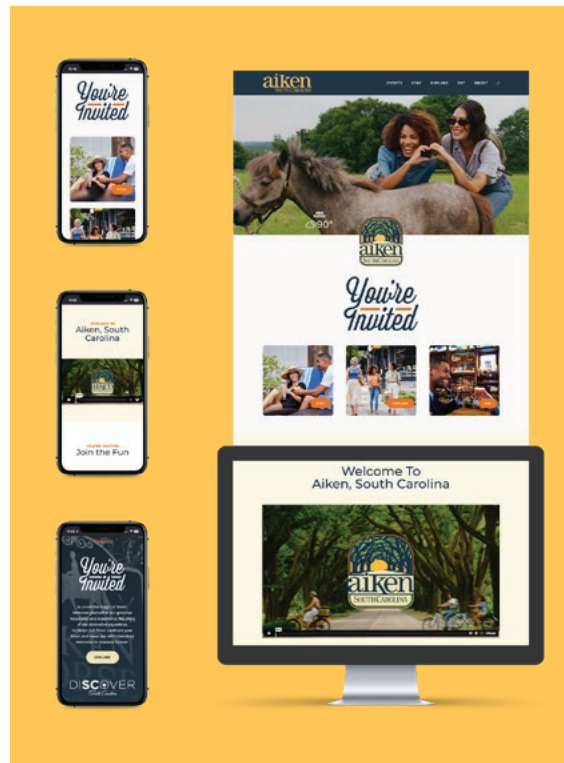
REFERENCE

Eric Gordon

Tourism Manager

(803) 679-0012

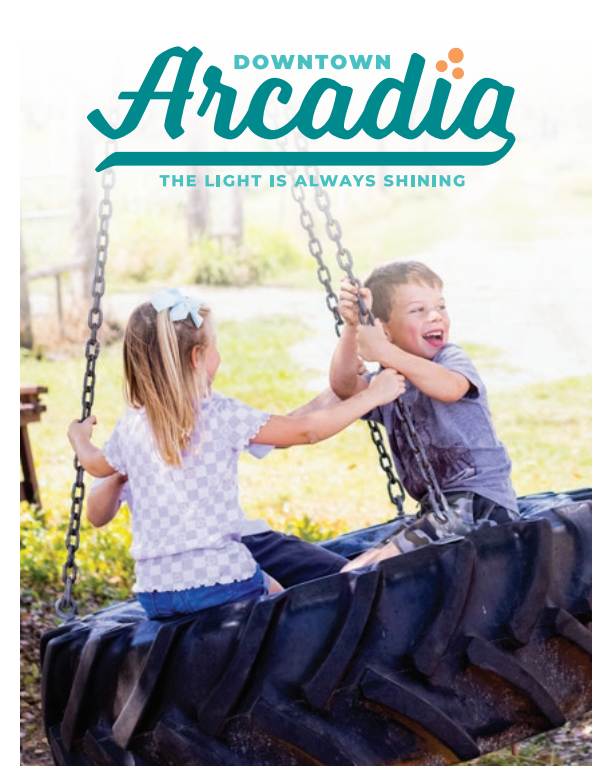
egordon@cityofaikensc.gov



Downtown Arcadia, FL

Destination Branding

Arcadia, Florida is a charming inland destination boasting miles of distinct historic architecture and along its Downtown Streets. They needed an identity that would distinguish the Town from larger, coastal communities and help promote the downtown district as a desirable destination for both visitors and residents of DeSoto County, Florida. Destination by Design worked with Arcadia Main Street representatives to design a Visual Brand Identity that supports their goal of making downtown Arcadia a year-round destination for all to enjoy by encouraging arts, culture and a good mix of prosperous businesses. Spanning the banks of the Peace River, the Town of Arcadia chose to focus on a visually distinct bridge as the centerpiece of their new logo, with the tagline “The Light is Always Shining” echoed in the mark’s bright lamp posts.



City of Galax, VA

Project Timeline: Sept. 2024 - Jan. 2025

Services Provided: Community Engagement, Brand Strategy, Logo and Visual Identity Design, Brand Guidelines, and Implementation Support

As part of the Galax Grows initiative, the City of Galax partnered with Destination by Design to develop a unified brand identity that celebrates the city's unique culture, creative energy, and Appalachian character. Building on the city's distinction as the "Old-Time Music Capital of the World," the brand strategy captures Galax's authentic small-town feel while positioning it as a vibrant destination for residents, entrepreneurs, and visitors alike.

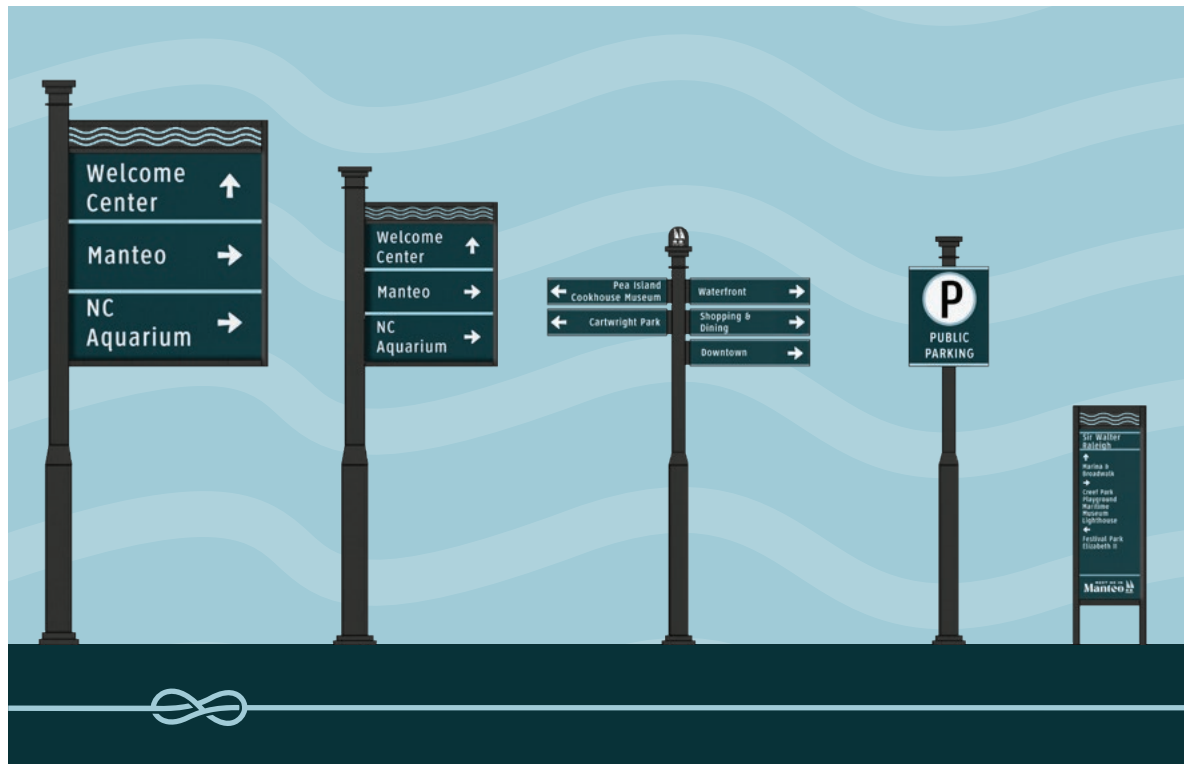
Through an inclusive process involving community workshops, stakeholder engagement, and deep discovery, Destination by Design delivered a full suite of branding services—including a comprehensive brand strategy, logo design, messaging framework, visual identity toolkit, and brand rollout planning. The resulting brand reflects Galax's timeless sense of place while supporting future growth and downtown revitalization.



Downtown Manteo, NC

Branding, Wayfinding, & Community Engagement

DbD helped the Town of Manteo, NC to develop a brand identity for its historic downtown Main Street area. Although part of Dare County, and adjacent to the famed Outer Banks, our research determined that Manteo was in need of a distinct identity that would set them apart from this popular coastal destination. They needed to create a destination brand all their own by embracing their historic walkable downtown, wayfaring heritage, and friendly, leisurely vibe. The resulting logo mark and brand concept, Meet Me in Manteo, perfectly encapsulates this.



City of Ithaca, NY

Project Timeline: 2022–2023

Services Provided: Brand Strategy, Visual Identity Design, Place-Based Messaging, Stakeholder Collaboration, and Neighborhood Positioning

In Ithaca, a city defined by creativity, intellect, and cultural energy, Destination by Design partnered with Visum Development Group to establish a new creative district: the Neighborhood of the Arts (NOTA). Set within an emerging mixed-use environment, the project called for a brand that could both reflect Ithaca's artistic character and support long-term growth.

DbD developed a place-based brand strategy and visual identity that balanced heritage and momentum—drawing inspiration from vintage signage and graphic traditions while embracing a bold, contemporary expression. The resulting brand is approachable, energetic, and deeply rooted in local culture, providing a flexible framework for wayfinding, marketing, placemaking, and future development.

REFERENCE:

Catherine Cullen
Senior Development Associate
Visum Development Group
(607) 269-7300
catherine@visumdevelopment.com



Oak Hill, WV

Branding

As part of its downtown revitalization and community development efforts, the City of Oak Hill partnered with Destination by Design to create a new brand identity that reflects the city's role as a gateway to the New River Gorge National Park and Preserve. With a focus on capturing Oak Hill's authentic character, outdoor assets, and momentum for growth, the branding process engaged local leaders, business owners, and residents in shaping a shared vision for the city's future.



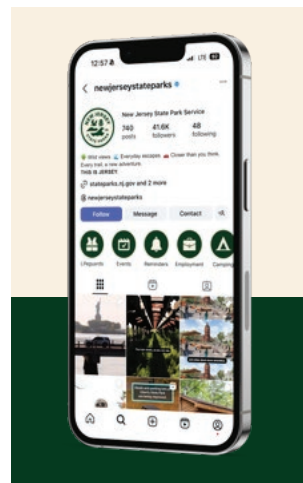
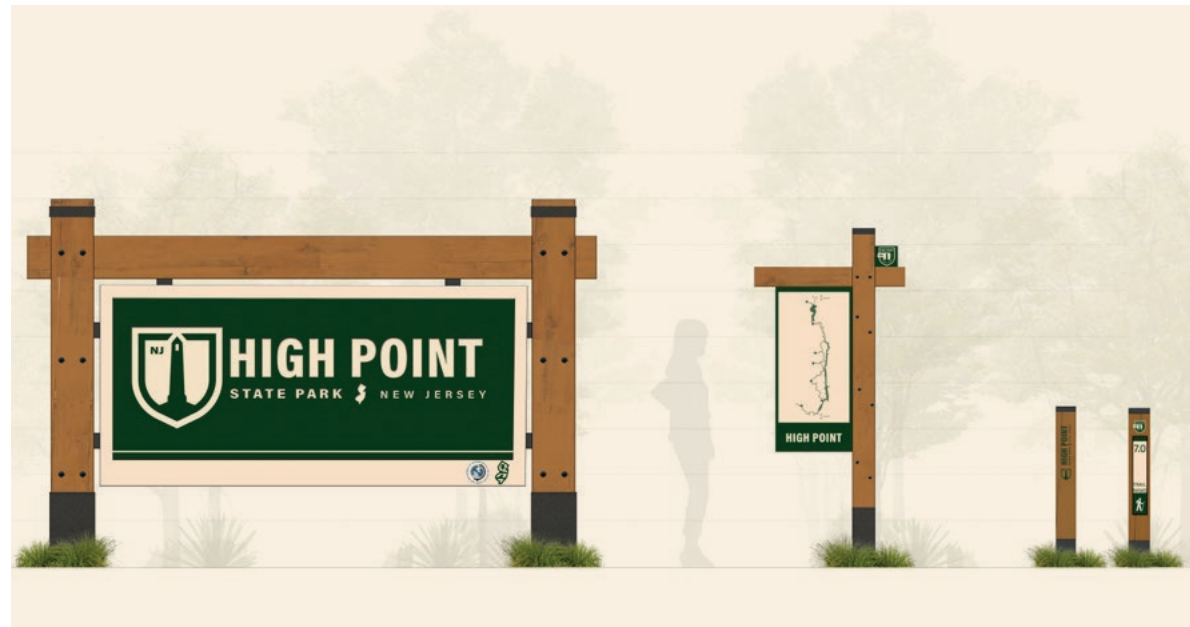
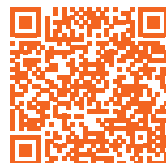
New Jersey State Parks, NJ

Destination by Design partnered with the New Jersey Division of Parks and Forestry to lead a transformative rebranding initiative for the entire New Jersey State Park System. The project began with the development of a unified brand identity for the Division—one that honors the state's natural beauty, ecological diversity, and deep cultural heritage while creating a more engaging and accessible experience for the public.

Following the successful launch of the organizational brand, the partnership expanded to include the rebranding of every individual state park, forest, and historic site across New Jersey. Through in-depth research, stakeholder engagement, and field visits, Destination by Design developed custom logos, visual identities, and signage-ready brand systems tailored to the unique story and environment of each location.

This system-wide rebranding effort ensures consistency across all communications and touchpoints while celebrating the distinct character of each park. The result is a modern, cohesive, and flexible brand family that invites all visitors to explore, connect, and discover the best of New Jersey's natural and historic treasures.

[Click for Link](#)



Visit Bath County, VA

Project Timeline: 2022–2023

Services Provided: Destination Branding,
Marketing Plan, Campaign Photography, and
Community Engagement

Bath County offers a wide range of experiences—from outdoor adventure to quiet restoration—set within the Allegheny Mountains. In partnership with Visit Bath County, Destination by Design helped shape a destination identity that balances the region’s natural beauty, historic character, and long-standing tradition of wellness.

Anchored by the enduring appeal of the County’s natural springs, the identity positions Bath County as a restorative destination where nature, heritage, and unhurried experiences come together—inviting visitors to reconnect, recharge, and return.

[Click for Link](#)



DeSoto County, FL

Project Timeline: 2023 - 2024

Services Provided: Destination Brand, Website,
and Marketing Content

Discover the last southern wilderness, where history, landscape, and cultures merge into "FLORIDA WILD." Partnering with DeSoto County, DbD crafted a distinctive destination identity that invites adventurers to explore this inland gem and uncover a new side of Florida. We not only developed the [VisitDeSoto.com](https://www.VisitDeSoto.com) and [GoDeSotoFL.com](https://www.GoDeSotoFL.com) websites but also created the original content that brings them to life. Together with the branding, marketing, and advertising campaigns we produced, these sites serve as the central platforms driving visitors and businesses to experience and invest in DeSoto County.

The Florida Wild campaign earned top honors from Visit Florida, receiving the 2024 Henry Award for Best Integrated Marketing Campaign.

REFERENCE

Sondra Guffey
Economic Development Director
(863) 993-4807
s.guffey@desotobocc.com

Click for Link



Winchester, VA Old Town Branding

Brand Discovery and Stakeholder Engagement, Place-Based Brand Strategy, and Logo and Visual Identity Design

As part of a comprehensive downtown revitalization effort, the City of Winchester partnered with Destination by Design to develop a bold new brand identity for Old Town that reflects its historic charm, cultural vibrancy, and forward-looking vision. Rooted in Winchester's rich heritage and evolving sense of place, the brand serves as a unifying tool to strengthen civic pride, attract visitors, and support local businesses. This place-based identity lays the foundation for future placemaking investments and reinforces Old Town as a welcoming, connected, and thriving destination in the heart of the Shenandoah Valley.



New River Gorge Towns, West Virginia

Project Timeline: 2025

Services Provided: Regional Tourism Brand

DbD helped create NRG Towns to unite the communities surrounding New River Gorge National Park and Preserve under a shared identity - "Real Towns. Unreal Adventures." The brand captures Appalachian heritage, outdoor adventure, and small-town connection, inviting visitors and residents to "Feel the NRG." A flexible visual system features adaptable logos, vibrant colors, and playful iconography, supported by a comprehensive style guide. Implementation emphasizes community-led adoption, regional collaboration, and growth through partner toolkits, storytelling campaigns, and events like NRG Towns Day. The result is a cohesive, authentic brand that builds pride, strengthens tourism, and positions the region as a premier Appalachian destination.

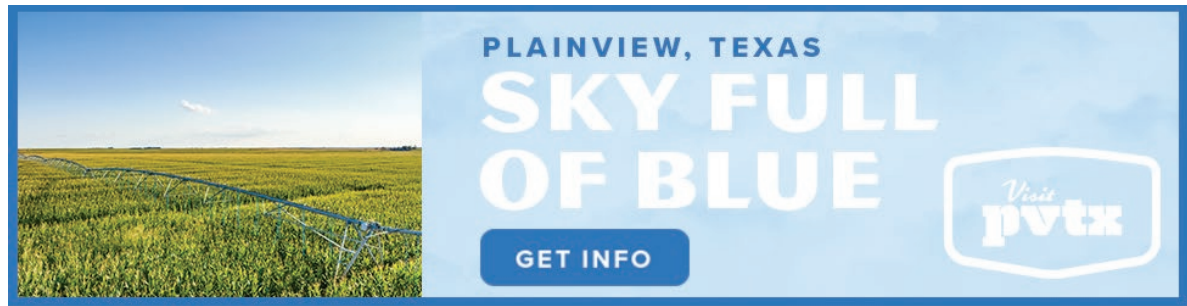


Plainview, TX CVB Brand Marketing

Tourism Branding, Marketing Plan,
and Community Engagement

Plainview, Texas—a community rapidly revitalizing its historic downtown and enhancing quality of life through park investments—sought a modern, future-focused brand to elevate its appeal as a visitor destination and highlight its unique cultural and recreational assets. Through our collaborative, research-driven approach, we developed a comprehensive branding strategy that celebrates Plainview’s rich history and budding downtown arts scene.

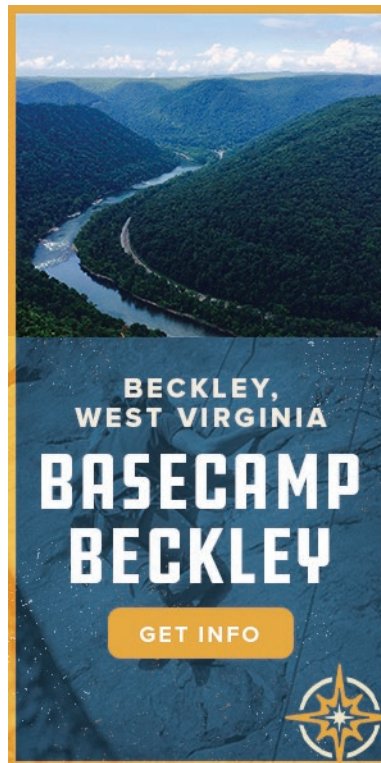
The “PVTX” brand identity was crafted to capture the city’s distinct sense of place, using a memorable shorthand to foster local pride and enhance recognition among travelers exploring the Texas Panhandle. The tagline “Sky Full of Blue”—inspired by hometown legend Jimmy Dean- is now a memorable symbol of Plainview’s wide-open landscapes, blue-sky adventures, and limitless opportunities for visitors to experience the Texas Panhandle.



City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

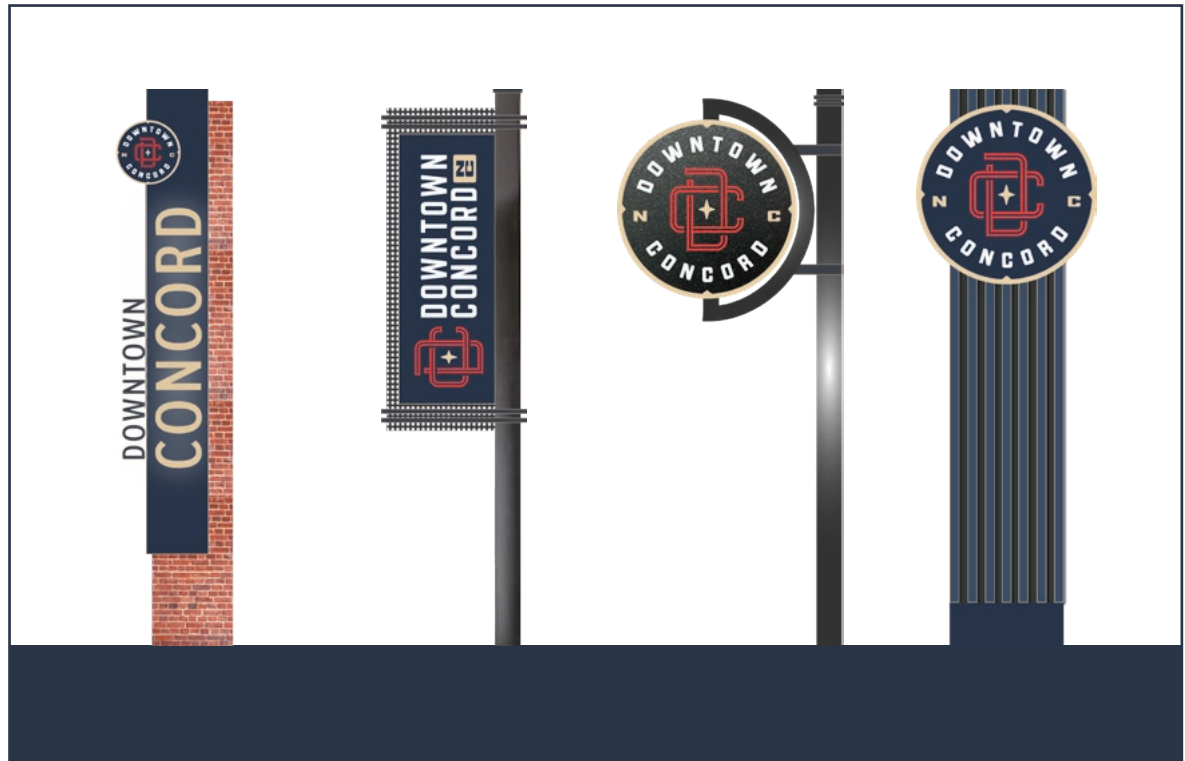
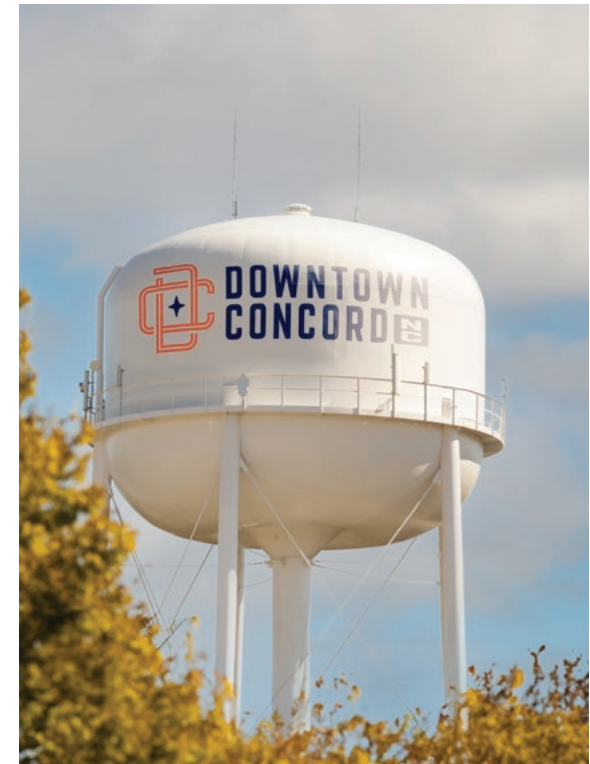
The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



Downtown Concord, NC

Destination Branding, Community
Engagement, & Wayfinding

DbD recently completed a new Brand Identity for the Concord Downtown Development Association to coincide with a massive streetscape redevelopment and main Street revitalization project. Our brand research and engagement for this project spanned the course of many months and ultimately landed on the concept, Harmony on Union, a unique tagline which ties their primary downtown thoroughfare back to the historic origins of the City's name and foundation as a community location of harmony and commerce.

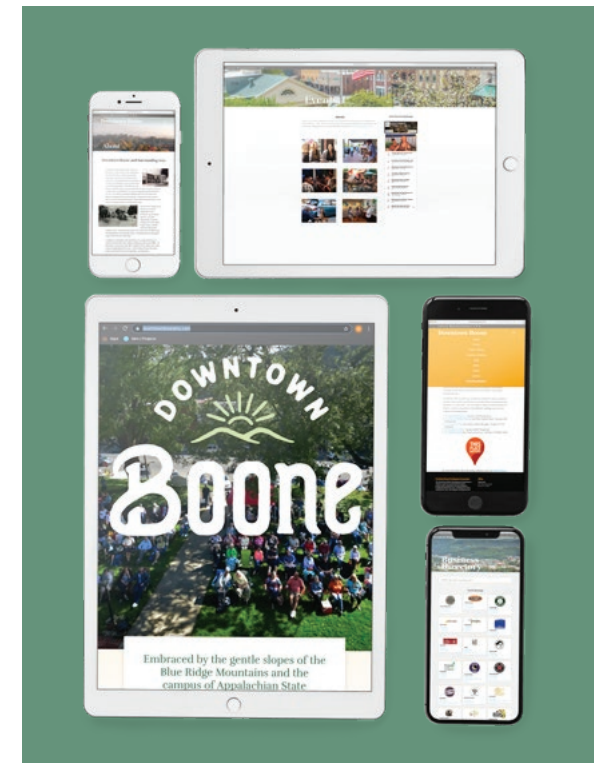


Downtown Boone, NC

DOWNTOWN BOONE DEVELOPMENT ASSOCIATION

Downtown Branding,
Community Engagement

Located in the heart of the North Carolina High Country, and one of the top leisure destinations in the state, Downtown Boone never had a visual identity to call its own. To effectively capture the imaginations of locals and visitors alike, this new brand needed to exemplify exactly why people love Downtown Boone so much. Extensive community involvement resulted in a fun, soulful expression of Boone's easy-going, mountain vibe at 3,333 feet in elevation and the perfect tagline. After all, everyone can "Live it Up" in Downtown Boone. After providing renderings and recommendations for a mural in downtown, the project culminated with a fun-filled mural reveal.



Let's Get
Started.



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Monday-Friday
9:00am-5:00pm