



City of
Isle of Palms
South Carolina

City of Isle of Palms, South Carolina

BRANDING STRATEGY

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Every time Digital Relativity takes on a new destination brand, we embrace curiosity first and implement design sensibilities later. We have learned over the years that the most important work happens long before anyone sketches a logo or decides on a color palette. That work happens in the listening and the wandering, in the small questions that everyone else thinks to skip, in the details that only reveal themselves to those paying close attention. We treat curiosity as a working method, and it's what lets us see what has been there all along, just waiting to be named. That is the spirit we would bring to our work with the Isle of Palms.

A quick note on where we're writing from — we live in the other Charleston, the one in West Virginia. The mix-up happens more often than you think, and over the years, it's given us an unusually deep appreciation for what it takes to make a place sound like itself and nowhere else. We would be glad to put that to work for you.

Since 2015, we have served as an agency of record for the West Virginia Department of Tourism, an 11-year partnership spanning statewide brand campaigns, park-level marketing, a forthcoming 2026 website launch and the award-winning "Place I Belong" campaign. We have led brand strategy and identity work for the Huntington Area Convention and Visitors Bureau, Visit Southern West Virginia, the Town of Fayetteville (WV), the Tucker County Convention and Visitors Bureau, the New River Gorge Convention and Visitors Bureau, Ascend West Virginia and many others.

What we bring is a strategic, research-led process that takes the time to understand a place before trying to describe it. This RFP frames this correctly: A brand is more than a logo, and inconsistent application is a credibility problem as much as an aesthetic one. Every engagement begins with discovery, then strategy and then creative, in that order. We know that when a brand is built on clear positioning, the logo and everything that follows will last.



A barrier island community with a year-round residential population, a gated resort, a thriving seasonal rental market and a shared commitment to protecting its identity has a character that's entirely its own. Our work would begin with the careful business of finding, naming and preserving that character, then building a system that protects it across every department and every visitor touchpoint, every season of the year.

We also understand what the RFP makes clear about how this project needs to work. Input from City Council, City staff and the Charleston Area Convention and Visitors Bureau is required, and the work will need to serve each of them well. That's familiar ground for us. Our partnership with West Virginia State Parks engages dozens of individual park constituencies alongside the Department of Tourism and the Division of Natural Resources. Our work with Visit Southern West Virginia spans nine counties and three sub-regional Convention and Visitors Bureaus. Bringing multiple stakeholders into a single, coherent brand is work we value and are familiar with.

Thank you for considering us. We would be honored to partner with Isle of Palms on this work.

In partnership,

The Digital Relativity Team

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COMPANY QUALIFICATIONS & EXPERIENCE

About Us

Digital Relativity (DR) is a nimble, full-service marketing agency with big agency benefits that combines proven fundamentals, advanced tools and ingenuity to solve the problems that keep you up at night.

We bring deep experience in tourism and destination marketing, and the most important lesson from more than a decade of this work is that every destination is genuinely one of a kind. That belief shapes everything we recommend. A great brand is one of the most valuable tools a community has for turning curiosity into commitment and first-time visitors into people who come back for a lifetime. We know exactly how to build that.

This is the kind of work we were built for, helping destinations move from where they are to where they deserve to be, with a brand that's flexible, enduring and designed to last. We bring data-driven strategy, thoughtful design and creative execution that make a lasting impression.

Tourism & Destination Experience

DR brings extensive experience in destination brand strategy, positioning and identity development across tourism organizations, Convention and Visitors Bureaus (CVBs) and municipal partners. In 2015, DR was selected as an agency of record for the West Virginia Department of Tourism and has remained so since. One component of this work includes marketing for West Virginia State Parks.

Through this partnership, DR has led brand strategy, brand identity work, campaign development, creative and multimedia production, website development and analytics across an 11-year continuous relationship.

Some highlights of this work include:

- Development and execution of the West Virginia Paranormal Trail
- June 2025 launch of West Virginia State Parks' park-forward website
- In partnership with the West Virginia Department of Tourism, development, creative and execution of the award-winning "Place I Belong Campaign"
- Ascend West Virginia branding and website development
- Multiple West Virginia Department of Tourism website redesigns
- West Virginia State Parks Visitor Guide
- West Virginia Welcome Center and West Virginia International Yeager Airport Baggage Claim Redesigns
- Olympic Trials Bid Video
- Development of the new West Virginia Department of Tourism website, scheduled to launch in 2026

Outside of the West Virginia Department of Tourism and West Virginia State Parks work, DR handles brand strategy, marketing and creative services for many other partners in the travel and tourism industry. A sample of the tourism-related partners for which DR has engaged in branding and marketing project work includes:

- Bridge Day (WV)
- Visit Southern West Virginia (WV)
- Huntington Area Convention & Visitors Bureau (WV)
- Pocahontas County Convention & Visitors Bureau (WV)
- Tucker County Convention & Visitors Bureau (WV)
- New River Gorge Convention & Visitors Bureau (WV)
- Mercer County Convention & Visitors Bureau (WV)
- Visit Fayetteville (WV)
- Town of Fayetteville, West Virginia (WV)
- VisitSoSi (VA)
- Destin Commons (FL)

- Salt Water Vacations (FL)
- Wheeling Convention & Visitors Bureau (WV)
- Hatfield & McCoy Convention & Visitors Bureau (WV)
- Hampshire County Convention & Visitors Bureau (WV)
- Elk River Trail Foundation, Inc. (WV)
- West Virginia Trails (WV)

Navigating Multi-Stakeholder Environments

DR's experience extends well beyond single-organization engagements. The Isle of Palms RFP calls for meaningful input from City Council, City staff and the Charleston Area CVB. This is a structure that requires an agency experienced in managing competing priorities, building consensus across stakeholder groups and delivering work that serves the whole without losing sight of the goal. That is precisely the kind of environment DR navigates regularly.

Visit Southern West Virginia spans nine counties and three distinct travel regions, each with its own CVB, business partners, municipalities and community members who contribute to decision-making and the evaluation of success. Over a 15-year relationship, DR has successfully produced strategic plans, new branding, travel guides, websites and integrated marketing campaigns within that structure.

West Virginia State Parks represents perhaps the most complex stakeholder environment DR manages as an Agency of Record. Each park operates as its own constituency, with staff and a superintendent who have a voice in the development of the website, guides and other marketing efforts. Alongside individual park teams, the West Virginia Department of Tourism and the West Virginia Division of Natural Resources are both active stakeholders in the process. DR navigates these relationships by working with all parties simultaneously and producing successful marketing initiatives, including a new website and an interactive visitor guide.

Municipal branding engagements add another dimension: elected officials. In DR's work with the Town of Fayetteville, West Virginia, the team collaborated directly with the city council to gather local insights that shaped the visual identity, including the development of a secondary logo, "The Ville," reflecting the town's familiar nickname. The project resulted in a refreshed visual identity supported by a detailed brand style guide and a full wayfinding system. For Isle of Palms, where City Council approval is integral to the process, that experience is directly applicable.

Relevant Branding Experience & References

The following engagements represent DR's most directly relevant destination brand strategy and identity work. Each began with a strategic discovery process — research, stakeholder engagement and positioning — before moving into creative development. Each contact listed is available as a professional reference.

Huntington Area Convention and Visitors Bureau (HACVB)

Tyson Compton, President | tyson@visithuntingtonwv.org | 304.525.7333

In 2018, the Cabell-Huntington Convention and Visitors Bureau partnered with Digital Relativity to address a foundational brand strategy challenge: inconsistent messaging, an outdated identity and a name that no longer reflected the organization's purpose or the destination's strengths. DR opened the engagement with a strategic discovery phase: conducting stakeholder interviews, secondary research and social media analysis to understand how visitors and locals perceived the destination. That research surfaced a clear strategic insight: "Huntington" held significantly more brand equity than the broader Cabell County framing, informing both a name change and a repositioning strategy. The organization was renamed the Huntington Area Convention and Visitors Bureau.

With the brand strategy established, DR developed a comprehensive brand package to bring that positioning to life: a new logo, brand standards guide, website redesign, brand video, rack cards, group itinerary materials and a suite of print advertising. The creative concept — “(re)defined” — was rooted directly in the strategic finding that Huntington was actively rewriting its story. A public launch event was held, press coverage was secured and the brand remains in active use today.

Visit Southern West Virginia (VSWV)

Lisa Strader, Director | lisa@visitwv.com | 304.663.6901

Visit Southern West Virginia is a nine-county regional destination organization covering three distinct travel subregions. After more than a decade, the existing brand had become outdated and lacked the strategic coherence needed to represent such a diverse landscape. Digital Relativity opened with a comprehensive brand strategy phase: conducting a community and stakeholder survey to gather data on current perceptions, iconographic preferences, color associations and tone of voice. Those findings directly shaped every subsequent creative decision.

The resulting brand strategy centered on celebrating regional diversity while building a unified identity. DR delivered updated logo options with regional icon variations, a color-coded map defining the three travel regions and a modernized color palette designed to broaden the destination’s appeal. Graphic elements inspired by the mountainous terrain of Southern West Virginia were integrated throughout. The brand system was built for consistency and flexibility across digital and print platforms and continues to serve the organization today.

Town of Fayetteville

Sharon Cruikshank, Mayor | sharon@fayettevillewv.gov | 304.574.0101

In 2024, Digital Relativity led a comprehensive branding project for the Town of Fayetteville, West Virginia. Collaborating closely with the city council, DR gathered local insights to guide the design process, including the creation of a secondary logo, “The Ville,” to reflect the town’s familiar nickname. The project resulted in a refreshed visual identity supported by a detailed brand style guide and a full wayfinding system to guide the design and placement of signage throughout the community.

Additional Branding Experience

The three engagements above represent DR’s most directly comparable destination brand strategy and identity work, but they are far from the full picture. Across each additional engagement below, DR’s process began with strategic clarity — defining positioning, audience and voice — before moving into logo design, brand guide development and collateral. A selection of those engagements is outlined below.

Ascend West Virginia

Digital Relativity developed brand positioning and logo design for Ascend West Virginia, a first-of-its-kind statewide remote worker recruitment initiative that attracted national media attention. The strategic challenge was positioning West Virginia as a destination for a specific, high-value audience — remote workers — against established competitor states.

New River Gorge Convention and Visitors Bureau

Digital Relativity delivered a comprehensive brand strategy and identity package for the New River Gorge CVB, including strategic positioning, logo design, brand guide development, collateral design, copywriting, digital design

and photography. The New River Gorge region — home to one of the newest U.S. National Parks — required a brand strategy capable of capturing the destination’s dramatic natural landscape and rapidly growing national profile, then translating that into a system deployable across multiple channels and audiences.

Marion County Convention and Visitors Bureau

Digital Relativity completed strategic brand development, logo design, brand guide creation, collateral design, copywriting and digital design for the Marion County CVB. The engagement established a clear positioning strategy and then produced a cohesive visual identity and messaging system to carry that strategy across digital and print platforms.

Tucker County Convention and Visitors Bureau

Digital Relativity developed brand strategy documentation, brand guide production, collateral design, copywriting, digital design and photography for Tucker County CVB. The work established Tucker County as a four-season outdoor destination, building a unified brand voice and visual identity that resonates with skiers, mountain bikers and heritage travelers across all touchpoints.

The Summit Bechtel Reserve

Digital Relativity completed brand strategy, logo design, brand guide development, digital design and copywriting for The Summit Bechtel Reserve, home of the National Scout Jamboree and one of the largest outdoor youth activity venues in the country. The strategic brief required positioning the venue as an ideal event space for both intimate gatherings such as weddings and large-scale events hosted by national organizations — two audiences with distinctly different needs and expectations. The brand strategy needed to be flexible enough to speak to each clearly, without weakening its impact for either.

Waterstone Outdoors

Digital Relativity developed brand positioning, logo design and brand guide documentation for Waterstone Outdoors, an outdoor recreation partner.

The engagement began with defining a strategic position in the competitive outdoor recreation market before translating that strategy into a foundational visual identity built for long-term use.

Mountaineer Bike Yard

Digital Relativity led brand strategy and identity development for Mountaineer Bike Yard from the ground up, establishing positioning, developing the logo, building the brand guide and producing launch collateral for the new mountain biking destination brand.

PROJECT APPROACH & PROPOSED EXECUTION

Digital Relativity approaches destination branding as a discovery-led process. The agency does not arrive with a predetermined visual direction. It arrives with a framework for listening, synthesizing and building something that belongs to the Isle of Palms. The following outlines DR's proposed methodology, phase by phase.

Branding for Isle of Palms will be treated as a strategic tool for shaping how the city is understood, not a cosmetic refresh. The brand will be developed to support tourism positioning, reinforce credibility with visitors and the broader South Carolina coastal market and provide a cohesive identity that city departments, businesses and community partners can apply consistently. It will reflect the character of a place that is genuinely distinctive within a crowded coastal landscape, a barrier island with a residential community and a strong sense of place that sets it apart from neighboring resort destinations.

The identity will avoid generic beach town aesthetics and will instead reflect what actually makes Isle of Palms worth choosing, in a way that still signals quality and confidence to leisure travelers and meeting planners.

Phase 1: Discovery & Research

Brand strategy begins with understanding, not assumptions. DR will open the engagement with a structured discovery process designed to surface the full picture of the Isle of Palms: what the City is today, what it aspires to become and how it is currently perceived by the people who matter most.

Discovery activities will include:

- Kickoff meeting with key City staff to align on project goals, timeline and communication protocols

- A minimum of one facilitated workshop with the Isle of Palms City Council, designed to capture the governing vision and priority outcomes for the brand
- Stakeholder engagement sessions with identified City staff and coordination with the Charleston Area CVB to ensure the destination marketing and municipal identity perspectives are both represented
- Competitive and comparative analysis of peer coastal destinations to identify white space and differentiating opportunity
- Review and audit of existing brand assets, including current logo usage, color applications and how the brand functions or misses the mark across City departments and materials
- Research into the Isle of Palms' core visitor audiences: who they are, what draws them and what experience they expect from a family beach destination

The deliverable of Phase 1 is a consolidated discovery report presenting research findings, audience insights, competitive positioning analysis and the strategic framework that will guide brand development. This document becomes the foundation for every creative decision that follows.

Phase 2: Brand Strategy Development

With a clear research foundation established, DR will move into brand strategy, which is the bridge between what the Isle of Palms is and how it communicates that to the world. This phase produces the strategy that supports all creative work.

Phase 2 deliverables include:

- Brand positioning statement defining Isle of Palms' unique place in the coastal destination landscape
- Vision statement developed in alignment with the City Council's priorities and the City's Strategic and Comprehensive Plans
- Brand voice and tone guidelines: how the City speaks, its personality and its relationship to different audiences
- Tagline and messaging exploration: multiple directions are tested against research findings before a recommendation is made

DR will present the brand strategy to City staff and Council for review and alignment before creative development begins. This approval ensures that the visual work that follows is built on a foundation everyone has endorsed.

Phase 3: Visual Identity & Creative Development

Creative development is where strategy becomes visible. DR's entire creative team engages in concepting from the Chief Creative Officer to senior designers, the art director, graphic designers and copywriters.

DR will develop two distinct logo and brand concepts for presentation to the City. Each concept will include:

- Draft logo design and seal
- Color palette
- Sample applications across key City touchpoints (letterhead, signage, social media, website header, business card)

Following the presentation of both concepts, the City will select a preferred direction. DR will then conduct two dedicated rounds of revisions on the chosen concept, with each round incorporating City feedback before proceeding. This structured revision process ensures the final direction is refined, consensus-built and fully approved before moving into brand standards. The final brand system will be designed for flexibility and adaptable for use across all City departments, programs and services while maintaining visual coherence.

Four weeks are dedicated to logo development within Phase 3, reflecting the importance of getting the primary visual asset right and ensuring adequate time for City review and feedback between rounds.

Phase 4: Brand Standards & Deliverables

A brand is only as strong as its consistent application. DR will produce a comprehensive brand standards guide that gives City staff and future vendors everything they need to implement the brand correctly, every time. Four

dedicated weeks are allocated to this phase, reflecting the breadth of editable file production required to serve a city government across departments and applications.

Phase 4 deliverables include:

- Complete brand standards guide: logo usage rules, color specifications, typography guidelines, iconography usage and photography direction
- Editable file templates for common City applications: letterhead, business cards, email signatures, report covers, social media graphics, PowerPoint presentations and brochure layouts
- All logo files delivered in editable and export formats (AI, EPS, SVG, PDF, PNG) across color variants (full color, reversed, single-color, black and white)
- Executive summary report documenting findings, strategy rationale and implementation guidance
- Full ownership of all files transferred to the City upon project completion and final payment

Phase 5: Implementation Planning & Brand Launch

DR recognizes that a new brand is only valuable if it is adopted. Phase 5 translates the brand from a document into a living, operational reality for the City.

Phase 5 deliverables include:

- A phased implementation roadmap covering Year 1, Year 2 and Year 3 following brand launch, including short-term quick wins and long-term brand stewardship strategies
- Brand rollout plan identifying priority touchpoints for immediate transition: City website, social media, official communications and public signage
- Community launch strategy, including guidance on potential launch events, public announcements and digital campaign integration
- Staff training guidance: practical orientation for City staff on how to use and protect the new brand

PROPOSED PROJECT TIMELINE

Phase	Key Activities & Deliverables	Estimated Time Frame
Phase 1 <i>Discovery & Research</i>	Kickoff meeting, stakeholder sessions, City Council workshop, competitive analysis, brand audit and discovery report	Weeks 1-3
Phase 2 <i>Brand Strategy</i>	Positioning, vision statement, tagline exploration, strategy presentation and City approval	Weeks 4-5
Phase 3A <i>Concept Development</i>	Two full brand concepts developed and presented to the City, each with logo, color palette and sample applications	Weeks 6-8
Phase 3B <i>Logo Development & Revisions</i>	City selects preferred direction; Round 1 revisions presented and reviewed; Round 2 revisions presented and final logo direction approved	Weeks 9-12
Phase 4 <i>Brand Standards & Editable Files</i>	Brand guide production, editable file templates (letterhead, cards, social, presentations, signage), all logo file exports and executive summary report	Weeks 13-16
Phase 5 <i>Implementation Plan</i>	Three-year roadmap, brand rollout plan, community launch strategy and staff training guidance	Weeks 17-20
<p><i>Total project duration is estimated at 20 weeks from contract execution. DR will establish a formal project schedule with milestone dates following the kickoff meeting and will provide regular progress updates throughout the engagement.</i></p>		

Measuring Success

Success is not the fulfillment of deliverables; it is a brand that endures. A strong brand is built over time through consistent application, community adoption and measurable impact and its effects unfold over years, not weeks. DR approaches the 20-week scope of this engagement with that reality in mind. DR's role is to build the foundation and leave behind the tools the City needs to carry it forward. That means two distinct but connected bodies of work: what is measured and delivered within the engagement, and the measurement roadmap that is handed to the City when the contract closes.

What is Measured During the Collaboration

The most meaningful indicators within a 20-week window are internal ones: whether the new brand has been adopted consistently across departments, legacy logos retired and every team working from the same guidelines. The public launch event serves as the first external benchmark. Attendance, community reception and earned media coverage establish the baseline from which all future growth is measured. Where early data is available, DR will advise on capturing website traffic, social engagement and CVB activity as starting points for Year 1 tracking.

What DR Leaves Behind

The more durable deliverable is the measurement roadmap itself. DR will provide the City with a clear framework for tracking brand performance through Year 3, including recommended KPIs, data sources, reporting templates and benchmarks the City can execute without ongoing agency support. Of the longer-term metrics, off-season occupancy deserves particular focus. If the new brand successfully repositions the Isle of Palms as a year-round destination, booking trends will be the clearest proof.

DR's goal is not to remain indispensable; it is to leave the Isle of Palms with a brand strong enough to carry itself and a framework clear enough that any staff member can pick it up and run. That is what a 20-week engagement, done well, looks like.

PROJECT BUDGET



Digital Relativity proposes a fixed-fee engagement for the City of Isle of Palms Comprehensive Brand Strategy, at a total investment of \$50,000, inclusive of all research, strategy, creative development, brand standards production, file delivery and implementation planning as outlined in this proposal.

The following table provides a line-item breakdown by project phase:

Service / Phase	Estimated Fee
Phase 1 Discovery, Research & Stakeholder Engagement	\$8,500
Phase 2 Brand Strategy Development (Positioning, Vision, Messaging)	\$7,500
Phase 3 Visual Identity & Creative Development	\$14,000
Phase 4 Brand Standards Guide, Templates & File Delivery	\$13,000
Phase 5 Implementation Plan	\$7,000
Total	\$50,000

Please note that pricing will be subject to all applicable state and local taxes.

ADDITIONAL REQUIREMENTS & COMPLIANCE

Business License

Digital Relativity acknowledges the requirement to hold or procure an Isle of Palms Business License prior to contract execution and confirms its intent to comply with this requirement upon award.

South Carolina Title 8, Chapter 14 Compliance

By submitting this proposal, Digital Relativity certifies compliance with the applicable requirements of Title 8, Chapter 14 of the South Carolina Code of Laws and agrees to provide documentation as requested. DR will include appropriate language in any subcontractor agreements.

Subconsultants

Digital Relativity does not anticipate the use of subconsultants for this engagement. All work described in this proposal will be performed by DR staff.

Ownership of Deliverables

Digital Relativity confirms that all brand assets, logos, guidelines and materials produced under this contract will be fully owned by the City of Isle of Palms and its partners upon project completion and final payment. All files will be delivered in editable formats as specified in the RFP.

Project Lead Confirmation

Alexa Nagy, Strategic Partnership Manager, will serve as the designated project lead and primary point of contact for City staff for the duration of this engagement.



THE DR TEAM

Digital Relativity will assign a dedicated team to the City of Isle of Palms engagement. Branding projects at DR engage the entire creative team in concepting, ensuring a range of perspectives and the creative depth needed to find the right solution.

YOUR DR TEAM



Alexa Nagy

STRATEGIC PARTNERSHIP MANAGER

*Role for Branding Partners: **Strategy and Account Management***

Alexa is responsible for account management and strategic planning for Digital Relativity partners. She has a background in public relations, marketing and community outreach, and has worked across several industries, including public health, digital marketing and the nonprofit world. Alexa holds a B.S. in journalism and an M.S. in integrated marketing communications from West Virginia University.

Selected Partner Experience

- Mercer County Convention & Visitor's Bureau, Huntington Area Convention & Visitor's Bureau, Pocahontas Convention & Visitor's Bureau, Visit SoSi (Danville, VA), Tucker County Convention & Visitor's Bureau, Pocahontas Convention & Visitor's Bureau, Convention & Visitor's Bureau of Marion County, Princeton Community Hospital, The Claude Worthington Benedum Foundation

YOUR DR TEAM



Abbey Reifsnnyder

CHIEF CREATIVE OFFICER

Role for Branding Partners: **Creative Direction & Brand Strategy**

Abbey understands partner needs and has been leading and producing award-winning advertising campaigns for over 18 years. She started her career in retail advertising prior to moving to West Virginia, where she found her passion in agency work, assisting partners, both large and small, in achieving their marketing goals. While formally trained in print advertising, she is also a skillful writer, director and strategist. Her unique skill set, paired with an understanding of the big picture, means branding strategy and development are executed seamlessly under her direction. She has a B.F.A. from New York State College of Ceramics at Alfred University.

Selected Branding Experience

- **Logo Design:** Ascend WV, Huntington Area CVB, Marion County CVB, Mountaineer Bike Yard, New River Gorge CVB, The Summit, Visit Southern West Virginia, Waterstone Outdoors, West Virginia Division of Natural Resources
- **Brand Guide Development:** Huntington Area CVB, Marion County CVB, Mountaineer Bike Yard, New River Gorge CVB, Pocahontas County CVB, The Summit, Tucker County CVB, Visit Southern West Virginia, Waterstone Outdoors, West Virginia Division of Natural Resources
- **Collateral Development & Design:** Huntington Area CVB, Marion County CVB, Mountaineer Bike Yard, New River Gorge CVB, Pocahontas County CVB, Tucker County CVB, Visit Southern West Virginia

YOUR DR TEAM



Brianna Allen

SENIOR GRAPHIC DESIGNER

Role for Branding Partners: *Visual Identity Design & Logo Development*

Brianna has 11 years of experience as an art educator before transitioning into graphic design. As a graphic designer, she focuses on UX design and illustration. She is an awarded fine artist and has a B.A. in art education from Fairmont State University and an M.A. in studio art from Marshall University.

Certifications & Credentials:

- Google UX Specialization: Foundations of User Experience (UX) Design
- Google UX Specialization: Start the UX Design Process: Empathize, Define, and Ideate
- Google UX Specialization: Build Wireframes & Low-Fidelity Prototypes
- Google UX Specialization: Conduct UX Research & Test Early Concepts
- Google UX Specialization: Create High-Fidelity Designs & Prototypes

Selected Branding Experience:

- **Logo Design:** Mountaineer Bike Yard, The Summit, Waterstone Outdoors
- **Brand Guide Development:** Mountaineer Bike Yard, The Summit
- **Collateral Development & Design:** Huntington Area CVB, Marion County CVB, New River Gorge CVB, Tucker County CVB, Visit Southern West Virginia

YOUR DR TEAM



Emma Malinoski

ART DIRECTOR

Role for Branding Partners: *Visual Identity Design & Logo Development*

Emma is responsible for executing a variety of creative projects at Digital Relativity from concept to completion. She is a passionate generalist with experience in print and digital design, illustration and motion design. She is a published and internationally exhibited artist. Emma earned her B.F.A. with concentrations in graphic design, drawing and printmaking from Xavier University in Cincinnati, Ohio.

Certifications & Credentials:

- LinkedIn: InDesign: Advanced Styles

Selected Branding Experience:

- **Logo Design:** Mountaineer Bike Yard, The Summit, Waterstone Outdoors
- **Brand Guide Development:** Mountaineer Bike Yard, Mountaineer Trail Network Recreation Authority, New River Gorge CVB, Pocahontas County CVB, The Summit, Tucker County CVB, Visit Southern West Virginia, Waterstone Outdoors
- **Collateral Development & Design:** Huntington Area CVB, Marion County CVB, Mountaineer Bike Yard, New River Gorge CVB, Pocahontas County CVB, Tucker County CVB, Visit Southern West Virginia

YOUR DR TEAM



Caitlynn Jones

DIGITAL DESIGNER

Role for Branding Partners: Visual Identity Design & Logo Development

Caitlynn is deeply versed in accessibility and user experience design, with over five years of experience crafting inclusive, user-centered websites and digital interfaces. At Digital Relativity, she designs and implements web experiences that are both visually compelling and fully accessible, ensuring seamless usability across devices and platforms. Caitlynn has a B.F.A. in graphic design from Marshall University and has a background in game design and animation.

Certifications & Credentials:

- Google UX Specialization: Foundations of User Experience (UX) Design - Coursera
- Google UX Specialization: Start the UX Design Process: Empathize, Define, and Ideate - Coursera

Selected Branding Experience:

- **Logo Design:** Mountaineer Bike Yard, The Summit
- **Brand Guide Development:** West Virginia Department of Natural Resources
- **Collateral Development & Design:** Huntington Area CVB, New River Gorge CVB, Tucker County CVB, Visit Southern West Virginia

YOUR DR TEAM



Emily Akers

CONTENT COORDINATOR

*Role for Branding Partners: **Brand Voice, Messaging & Copywriting***

With six years of writing and marketing experience, Emily crafts compelling narratives across digital and print channels, including content for websites, digital campaigns, email marketing and printed material. A skilled copywriter and social media strategist, she fosters engagement and strengthens brand impact. Emily holds a B.A. in public relations from West Virginia Wesleyan College.

Selected Branding Experience:

- **Brand Voice and Messaging:** Huntington Area CVB, Pocahontas County CVB, Tucker County CVB, Visit Southern West Virginia

YOUR DR TEAM



Hilary Roush Freeman

DIRECTOR OF OPERATIONS

*Role for Branding Partners: **Project Manager***

Hilary is responsible for project management at Digital Relativity — guiding projects from initiation to closing and making sure all details are covered. Drawing upon a decade of diverse project management experience, she adapts best practices to meet the unique needs of each partner and project. Hilary earned her B.A. in public relations from Marshall University and her M.A. in higher education administration from West Virginia University.

Certifications & Credentials:

- Professional Scrum Master (PSM I)



Scan here to
meet the entire
DR team.

ABOUT DIGITAL RELATIVITY

For more than 15 years, DR has been serving businesses and organizations throughout the United States. Rooted in Appalachia but reaching far beyond, our team of creatives, strategists, developers and communicators is passionate about delivering high-quality work and building strong, lasting partnerships. As a full-service marketing agency, we combine digital and traditional techniques to craft tailored solutions that deliver measurable results and exceed expectations.

Digital Relativity is where creativity meets strategy. We embrace challenges as opportunities, thinking holistically about each project to ensure every aspect aligns with the identified goals. By collecting and analyzing valuable data, we guide decisions that drive impact and maximize outcomes.

OUR CAPABILITIES

DR offers a wide range of services and professional support. Below is an outline of the agency's capabilities.

Responsive Website Development and Search Engine Optimization

DR uses carefully planned information architecture to create the foundation for a dynamic, user-friendly experience that guides visitors seamlessly toward conversions, no matter what device they're using — all SEO-streamlined to boost organic traffic. We also optimize your content to ensure visibility across AI-powered search engines, so your brand is discoverable wherever your audience is searching.

Strategy and Marketing Development

DR goes beyond big ideas and even big numbers. DR thinks first, then acts, focusing on the metrics that actually count. The team builds roadmaps from research, then continually refines the approach to keep those key metrics trending upward. DR understands the sales funnel and helps partners meet their revenue goals.

Creative and Graphic Design

DR's designs bring beauty and psychology together in a powerful package that compels audiences and reinforces branding with a memorable, meaningful visual identity. The team boils down complex concepts into elegantly simple, actionable visuals, whether those are online, in print or out-of-home.

Multimedia

DR captures gripping moments and ideas in video, photography and illustrations, and brings them to life. Through editing and animation, DR will share your story in a way that grabs — and keeps — attention through the media clutter.

Content and Social Media Strategy

DR speaks with the audience, not at them. With creative, salient campaigns and strategic content that meets the audience where they are, the team digs beyond “likes” to create purposeful two-way engagement that deepens brand investment and increases KPIs.

Media Buying, Including Programmatic Buys

DR makes sure your messaging is leveraged fully but targeted efficiently. The team evaluates the reach, audience and value of every ad buy individually (personally and with fine-tuned algorithms), and uses that information to confidently guide negotiations so DR can guarantee ROI.

Public Relations

DR builds relationships with all of your target audiences — stakeholders, customers, even employees — so the team can build support with everyone involved with your brand. Even media relations goes beyond just sharing; DR plans ahead to make sure you’re creating valuable things to say.

AI Consulting

DR helps partners explore how AI can solve real business challenges, not with off-the-shelf answers, but through thoughtful, hands-on discovery. Whether you’re looking to streamline workflows, enhance customer experience or spark new ideas, DR will work with you to identify where AI can truly add value and where human expertise should lead. The team builds strategies that are practical, ethical and aligned with your goals.

AWARDS

INC. BEST WORKPLACES 2024 & 2025



THE PRSA-WV CRYSTAL AWARDS - 2025

Gold Award - Best Overall Tactic

2024 West Virginia Housing Development Fund Annual Report

Annual Report

2024 West Virginia Housing Development Fund Annual Report

Events & Observances 7 Days or More

West Virginia Department of Tourism Paranormal Trail

Video Scripted - Non-Broadcast

Pocahontas County CVB Spring Campaign Video

Website - External

West Virginia Department of Commerce WorkForce West Virginia Website



THE TELLY AWARDS - 46TH ANNUAL TELLY AWARDS 2025

Silver Telly Award - Travel & Tourism

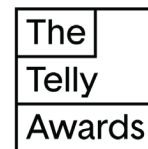
"Paranormal Trail" for West Virginia Department of Tourism

Silver Telly Award - Products & Services

"Jumpstart Savings Program" for West Virginia State Treasurer's Office

Bronze Telly Award - Promotional

"Ride. Roam. Rest" for Pocahontas County Convention & Visitors Bureau



AWARDS

STARS OF ALMOST HEAVEN AWARDS - 2024

Digital Media - Pocahontas County Convention and Visitors Bureau

Digital Media across multiple platforms

Overall Marketing and Advertising Campaign - Pocahontas County Convention and Visitors Bureau

"The Rest" Campaign

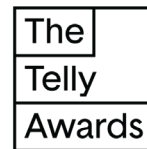
THE TELLY AWARDS - 45TH ANNUAL TELLY AWARDS 2024

Silver Telly Award - Public Interest & Awareness

*"Affordable Connectivity Program" for Broadband West Virginia
Enhancement Council*

Silver Telly Award - Public Interest & Awareness

*"Child Passenger Safety" for West Virginia Governor's
Highway Safety Program*



THE TELLY AWARDS - 44TH ANNUAL TELLY AWARDS 2023

Silver Telly Award - Government Relations for Non-Broadcast

"Save Now for Peace of Mind Later" for WVABLE

Silver Telly Award - Product and Services for Regional TV

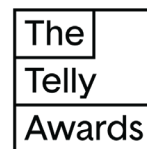
"Be A Little Elfish" for West Virginia Lottery

Silver Telly Award - Direct Marketing for Non-Broadcast

"Olympic Trials Bid" for West Virginia Department of Tourism

Bronze Telly Award - Product and Services for Regional TV

"Jumpstart" for West Virginia State Treasurer's Office



*Digital Relativity did not submit entries for awards in 2020-2022 when the pandemic
paused most award competitions.*

US TRAVEL ASSOCIATION - 2021

West Virginia Department of Tourism - Mercury Award - Printed Collateral Materials

*"Place I Belong" campaign submitted by the West Virginia Department of Tourism;
Digital Relativity partnered with the agency on development, creative and execution*

U.S. TRAVEL
ASSOCIATION®



CASE STUDIES



View more of
Digital Relativity's work

**HUNTINGTON CONVENTION
& VISITORS BUREAU**

*Rebranding &
(Re)defined Campaign*

visithuntingtonwv.org



OVERVIEW

Digital Relativity (DR) has worked with a number of partners on rebranding efforts. As a full-service tradigital agency, DR understands how important it is for a brand to be reflective of the organization or business it represents.

Solidifying a strong visual identity and maintaining a consistent message across all communication platforms and channels is at the center of success.

Rebranding alongside the “(re)defined” campaign provides an example of this work and its power.

SERVICES

Creative Strategy
Project Management
Copywriting

Branding & Logo
Development
Photography
Website Design &
Development

Graphic Design
Video Production
Digital Campaign Strategy
& Execution

THE CHALLENGE

As a city, Huntington has had its fair share of challenges and associated negative perceptions; however, with a rich history, diverse restaurants and shopping, an inspiring art scene and unlimited entertainment options, it also has a lot to offer. Partnering with the Cabell-Huntington Convention and Visitors Bureau (now the Huntington Area Convention and Visitors Bureau), Digital Relativity reinvented the brand to highlight the area's positive attributes and reconnect the organization with its audience.

THE STRATEGY

Changing perceptions is no easy task, but DR seized the opportunity to help the Cabell-Huntington Convention and Visitors Bureau (CHCVB) reimagine its narrative through a strategic rebrand. Drawing inspiration from the local dialect and a desire to reflect the city's modern outlook, DR proposed adopting "H-Town" — a fresh, contemporary nickname that embodies both pride and progress.

To amplify this transformation, DR introduced the brand platform (re)defined. This concept was designed to shift perspectives and position H-Town as a forward-thinking community, where innovation and tradition converge. By highlighting areas like dining, craftsmanship and retail, the platform reintroduced familiar experiences in a refreshingly new light. With its cohesive and empowering message, (re)defined became the core of every communication, sparking a cultural and economic revitalization for the region.

THE DETAILS

In 2018, the CHCVB wanted to reevaluate their marketing goals and execution. They partnered with DR who assessed the current brand to help determine the best path forward. During this evaluation, it became clear that the CHCVB's brand messaging was inconsistent and outdated, thus affecting visitors' ability to connect with the area and the CHCVB. The associated advertising wasn't conveying the best that the area had to offer. Upon DR's recommendation,

the CHCVB decided to update their brand to reflect Huntington's thriving revitalization efforts and develop marketing collateral to match.

Knowing the CHCVB was working with a limited budget, DR combined firsthand, key stakeholder interviews with secondary research and social media monitoring to help shape the rebrand. Through this research, a couple of key points were uncovered. One, visitors were drawn to Huntington rather than Cabell County as a whole, and two, Huntington needed to redefine their brand to communicate the positive attributes of the region. Huntington is the third-largest city in West Virginia, and it is home to Marshall University. These are just two sources of pride. With this knowledge, DR proposed that focusing on Huntington to draw visitors into the area would be far more beneficial than continuing to use the full Cabell-Huntington CVB name. The organization's name was updated to Huntington Area Convention and Visitors Bureau (HACVB). The new brand used modern styling to complement a fresh way of presenting the HACVB as H-town. The shortened, contemporary nickname speaks directly to the renaissance of the city and region while leaning on the locals' lingo, bringing a personal touch to the brand.

The idea of "(re)defining" Huntington was selected as the focus for the marketing campaign to launch the new brand. This comprehensive approach was two-fold. It not only promoted Huntington as a premier urban destination with plenty to discover, it also, more importantly, challenged people's negative perceptions — highlighting the city's fresh outlook and positive developments as it strives to overcome its issues.

DR developed new marketing elements including a fresh logo, website redesign for visithuntingtonwv.org, brand standards guide, brand video, rack card, group itinerary piece and various print ads to promote the (re)defined brand.

A press event was held to announce the rebrand and press coverage was secured. The Huntington Area CVB also partnered with local attractions to promote "Funington — Huntington Fun for Kids" in the summer of 2019 using the (re)defined theme.

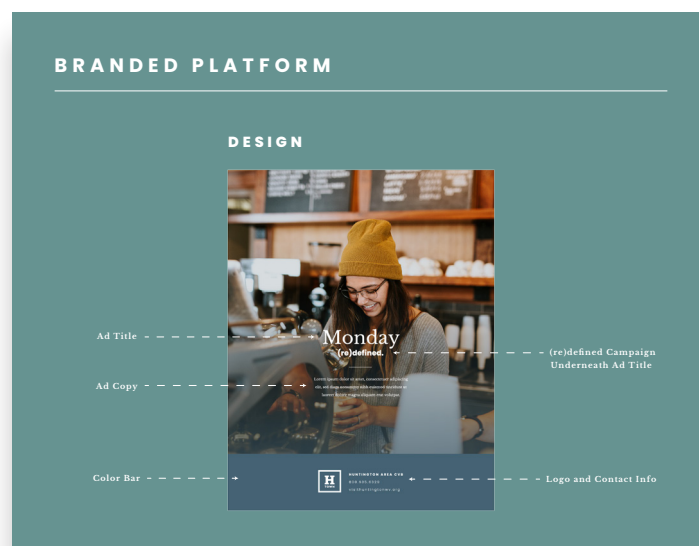


Original Logo



HUNTINGTON
 AREA CVB

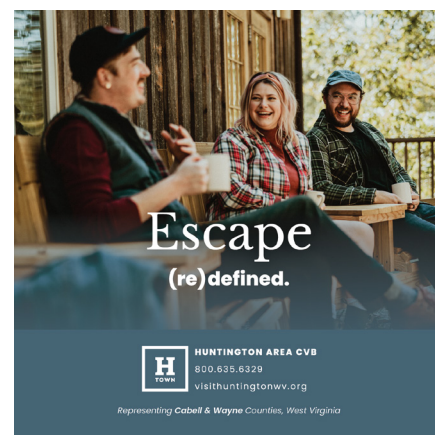
2018 Rebrand



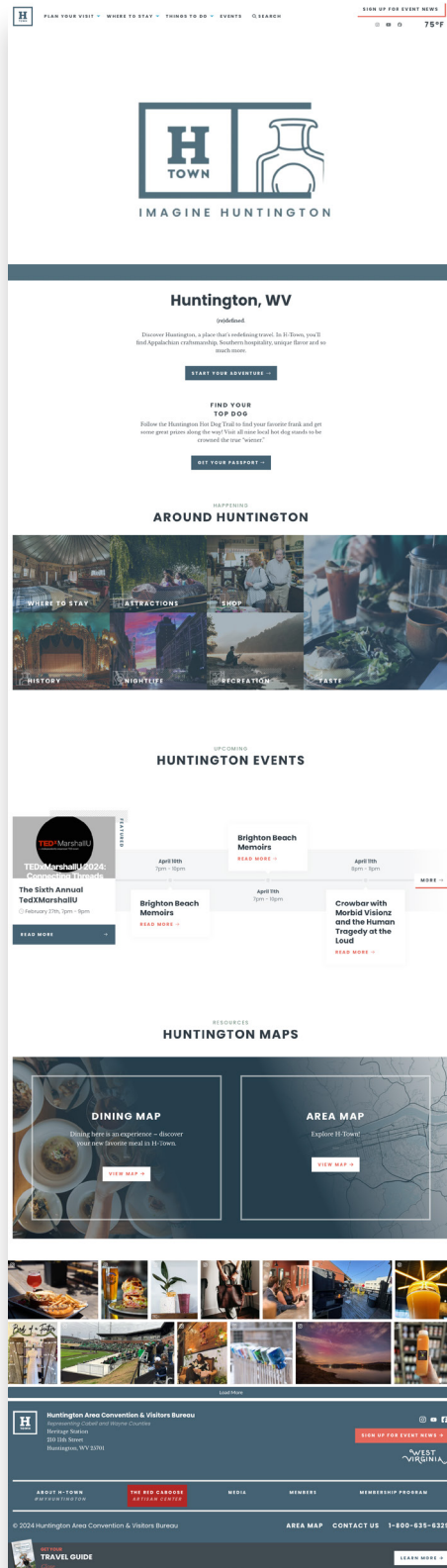
Brand Guide



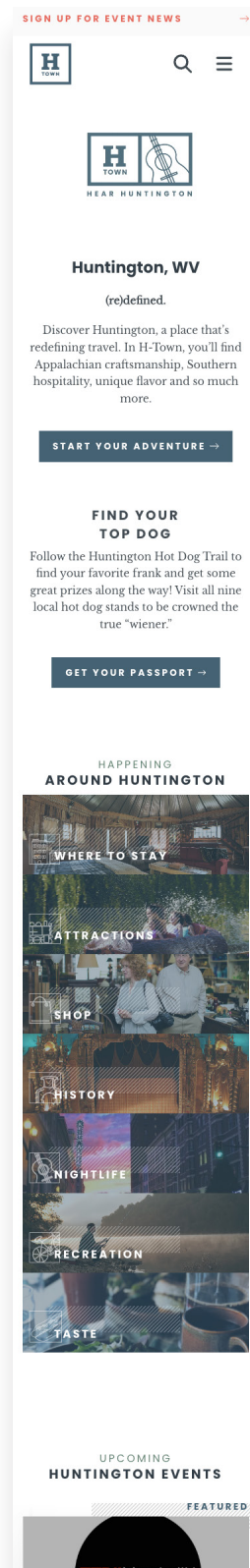
Annual Report



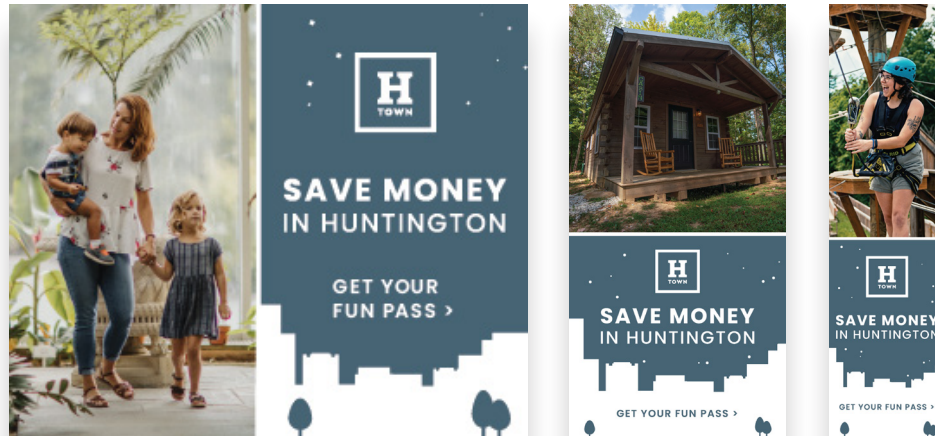
Print Ad



Desktop



Mobile



Digital Ad Set

RESULTS

112%
INCREASE IN
PAGE VIEWS

SESSIONS - 84% INCREASE

UNIQUE USERS - 94% INCREASE

PAGES/SESSION - 15% INCREASE

BOUNCE RATE - 4% DECREASE

Prior to the new site launch, the CVB did not measure outgoing clicks to local partner websites, including lodging, dining and area attractions. Since 2021, listings and events on the website have been viewed over 430,000 times and have driven over 6,000 visits to partner listing websites.

ASCEND WEST VIRGINIA

*From the Outdoors to
the Office: Crafting the
Ascend WV Brand*



ascendwv.com

OVERVIEW

With lush landscapes and roaring rivers, life in West Virginia is far from mundane. Ascend West Virginia invites remote workers to relocate and find a breath of fresh air in the mountains of our home state. A joint partnership of Brad and Alys Smith Outdoor Economic Development Collaborative, West Virginia University, Governor Jim Justice and the West Virginia Department of Tourism, the Ascend brand perfectly embodies the offer to discover “almost heaven” in West Virginia.

The program offers \$12,000 and a year of free outdoor recreation and free coworking space, among other incentives, to applicants who are selected to participate. The program officially launched in April 2021 with the first Ascend community being Morgantown.

SERVICES

Creative Strategy
Project Management

Branding & Logo
Development

Graphic Design
Account Management

THE CHALLENGE

In 2021, Digital Relativity was approached to create a brand for the new Ascend WV program. With a desire to complement the existing West Virginia Tourism brand, the West Virginia Department of Tourism, collaborating with their agency of record Digital Relativity (DR), worked to develop the Ascend WV brand. The main goal was to create a mark representing the entire movement and allow customization to recognize each host city and its selling point.

Creating the Ascend WV brand presented Digital Relativity with a unique challenge: crafting a brand identity for a completely new initiative. This involved establishing a fresh and impactful logo that resonated with the target audience and effectively communicated the program's purpose. An additional barrier was attracting individuals from outside the state, which meant overcoming any negative stereotypes they might hold about West Virginia.

THE STRATEGY

The Ascend WV logo project involved a dynamic, evolving process that required collaboration between DR and multiple stakeholders. DR was tasked not only with designing the program's logo but also with naming the initiative. With a tight time frame and numerous parties providing input, the design journey was both challenging and crucial to the program's success. DR's team quickly worked to meet the project's demands by creating various logo iterations and ensuring the designs aligned with the broader objectives of the program.

THE DETAILS

In the design process, DR's team drew inspiration from the West Virginia Department of Tourism's branding, using the style and color palette as inspiration to maintain consistency with the state's brand. This approach allowed the logo to feel connected to the larger tourism initiative while ensuring it stood independently. At each stage, options were presented for stakeholder feedback, which shaped the design's direction. With just five days left to finalize the design, the decision was made to change the name of the program, requiring a complete

redesign of the logo. Despite the last-minute change, DR's team worked to meet the impending deadline, revising and refining the design to reflect the new direction.

The final logo debuted in April 2021 at a press conference that garnered national attention, effectively launching the Ascend WV program. To ensure the brand was adaptable, DR's team created a design that embodied a rustic, outdoor lifestyle through a font that echoed the region's natural aesthetic. Complementing this typography, simple illustrations were crafted to represent each host city, allowing the logo to function independently or as part of a larger brand family. The muted, earthy color palette reflected West Virginia's terrain, harmonizing with the existing West Virginia Tourism brand colors and strengthening the overall identity. This strategic approach resulted in a logo that communicated Ascend WV's vision while supporting the state's broader tourism initiatives.

COLOR PALETTE



almost heaven





RESULTS

42,000+
APPLICANTS

\$580 MILLION
CONTRIBUTED TO THE STATE'S
ECONOMY TO DATE

The Ascend WV program has yielded impressive results. With over 42,000 individuals applying, the program has welcomed 900 new residents to West Virginia and boasts a remarkable 96% retention rate. The program has expanded to encompass 6 participating communities and has contributed a significant \$580 million to the state's economy to date.

VISIT SOUTHERN WEST VIRGINIA

*A Region Reimagined:
Modernizing the
Visit Southern
West Virginia Brand*



visitwv.com

OVERVIEW

The Visit Southern West Virginia brand, after more than 15 years in use, no longer reflected the region's evolving identity or distinct sense of place. Spanning nine counties, the brand required a modern, unified update to better represent the diversity of experiences across the region.

SERVICES

Community Research

Branding & Logo
Development

Creative Strategy

Project Management

Graphic Design

Copywriting

THE CHALLENGE

Following more than a decade of use, the VSWV brand now had become outdated, lacking regional relevance and distinctiveness. Covering nine counties across three distinct regions — Scenic Views & Endless Experiences (Raleigh, Fayette and Nicholas counties), Historic Coalfields & Off-road Adventures (Wyoming, McDowell and Mercer counties) and Timeless Towns & Farm Country (Monroe, Summers and Greenbrier counties) — the brand needed a cohesive update that reflected these diverse offerings.

THE STRATEGY

To ensure authenticity and alignment with the nine-county region, DR conducted a comprehensive community and stakeholder survey. This survey gathered insights on current perceptions of the VSWV brand and what locals and visitors associated with the region. These insights informed decisions on iconography, color preferences and the tone of voice throughout the rebranding process.

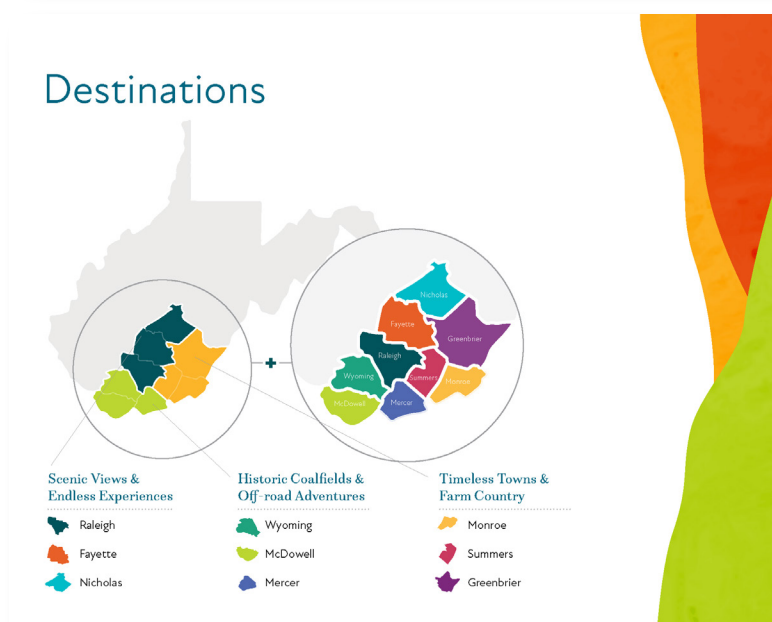
THE DETAILS

With a landscape defined by steep hills, deep valleys and flowing rivers, the refreshed VSWV brand needed to visually reflect that natural beauty. DR updated the logo and incorporated geographic relevance through icon variations. A color-coded map was integrated to clearly define the three distinct travel regions, enhancing storytelling and improving clarity across promotional and wayfinding materials.

To modernize the brand and appeal to a younger audience, DR adopted a brighter, more vibrant color palette that mirrors the diversity and richness of the region. Graphic elements inspired by the mountains of Southern West Virginia were added to reflect the landscape.

The refreshed visual brand featuring versatile logo options, dynamic colors and graphic elements was designed for clarity, consistency and adaptability across digital and print platforms.

Survey insights confirmed that the region is known for its welcoming spirit. That sentiment helped shape a brand voice that is friendly, knowledgeable and inviting – ensuring that everyone feels welcome to explore the region.



Visit SOUTHERN WEST VIRGINIA

BRAND GUIDE

Brand Voice

Visit Southern West Virginia covers the counties with three characteristics that have some of the best sites and activities in West Virginia. With a landscape characterized by rolling hills, deep valleys, lush rivers and scenic lakes, it is the perfect spot for travelers of all kinds.

This land includes the scenic and vibrant of West Virginia, inviting all to discover the experience that await in this diverse region. With a subtle emphasis on being Visit Southern West Virginia speaks with knowledge but is never boastful. The brand is consistently friendly and approachable in all services visitors to explore all it has to offer.

Brand Attributes

Authentic
Visit Southern West Virginia is not only authentic to the region, but also authentic to the brand. It is not only authentic to the region, but also authentic to the brand. It is not only authentic to the region, but also authentic to the brand.

Engaging
The brand is warm, pleasant and approachable. It is casual and conversational with a friendly and inviting attitude, always looking for bright and fun ways to speak to visitors.

Fonts

New Atten
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Marcia
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

New Atten
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular **Book** **Book Italic** **Medium** **Italic** **ExtraBold**

BALBOA PLUS
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MOJITO
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Logo

Small Notes:
The Visit Southern West Virginia logo has a simplified version with subtle differences to allow for more flexibility in smaller size. The brand also features some icons for any small application. The smallest logo and icon variations should be restricted to monochrome only.

Primary **Secondary**

Colors

Primary

- Orange**
HEX: #E67E22
CMYK: 0, 100, 100, 0
PANTONE: 1585 C
- Red**
HEX: #C0392B
CMYK: 0, 100, 100, 0
PANTONE: 1585 C

Secondary

- Lightblue**
HEX: #5dade2
CMYK: 100, 0, 100, 0
PANTONE: 2925 C
- Teal**
HEX: #26a69a
CMYK: 100, 0, 100, 0
PANTONE: 2925 C
- Yellow**
HEX: #f1c40f
CMYK: 100, 0, 100, 0
PANTONE: 1168 C

Extended palette

- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a
- HEX: #26a69a

Photography

Textures

Textures are used to further communicate the brand's inviting, light-hearted and inclusive feel.

Textures act as a vehicle for color, patterns and highlighting text and photography.

The brand utilizes both vector and raster textures, depending on the medium.

Brand color textures can be created through the brand's design system. When used in the correct way, they can help the brand's visual identity.

When used as a background, the brand's color textures can help the brand's visual identity.

SEASONAL PALETTES

<p>Winter - Shades</p>	<p>Winter - Base</p>	<p>Winter - High Contrast Accents</p>	<p>Accent Stark</p>	<p>Winter - Tints</p>	<p>Winter - BW</p>
<p>Spring - Shades</p>	<p>Spring - Base</p>	<p>Spring - High Contrast Accents</p>	<p>Accent Stark</p>	<p>Spring Tints</p>	<p>Spring - BW</p>
<p>Summer - Shades</p>	<p>Summer - Base</p>	<p>Summer - High Contrast Accents</p>	<p>Accent Stark</p>	<p>Summer - Tints</p>	<p>Summer - BW</p>
<p>Fall - Shades</p>	<p>Fall - Base</p>	<p>Summer - High Contrast Accents</p>	<p>Accent Stark</p>	<p>Fall - Tints</p>	<p>Fall - BW</p>



City of
Isle of Palms
South Carolina

