

PROPOSAL

Rebranding Services for The City of Isle of Palms,
South Carolina

RFP # 2026-02

SUBMITTED BY CHRISTOPHER KEMPER
Chris@ermarketinggroup.com (Authorized Rep)

This document is proprietary and confidential and for the use of EMILY: Revolutionary Marketing Group™ and the Client.

COVER LETTER

Douglas Kerr
City Administrator
City of Isle of Palms
1207 Palm Boulevard/ PO Box 508,
Isle of Palms, SC 29451

Dear Mr. Kerr,

EMILY Revolutionary Marketing Group is honored to submit the following proposal in response to the Rebranding RFP 2026-02 for The City of Isle of Palms. We understand your goal to be a premier, family-friendly beach destination while also highlighting its unique community character and natural beauty in your brand.

Our team based in Newberry, South Carolina, brings a no-nonsense approach to marketing that values integrity, hard work, and transparency. Our veteran team has completed over 100 branding and graphic design projects. We understand that a brand must be more than just attractive but also functional and effective across the breadth of your organization. Our goal is to help deliver your message with consistency and clarity by developing a new visual identity that reflects the current state of the City and enables a consistent image across your organization's various entities.

We are committed to providing you with a new brand through hard work, clear communication, and collaboration. Thank you for considering EMILY Revolutionary Marketing for this project.

We affirm the following:

- EMILY is registered in South Carolina and is a Limited Liability Corporation (LLC).
- We are VA-certified as a Service-Disabled Veteran-Owned Small Business (SDVOSB).
- We are fully licensed and insured to operate in SC, and our Federal Employer ID Number is 83-2692056.

The personnel authorized negotiator and representative to make binding commitments for our firm is:

Christopher Kemper
CEO, Co-Founder
803-877-4290
chris@ermarketinggroup.com

Respectfully,

Christopher Kemper and Samie Worthington

Christopher Kemper

Samie Worthington

COMPANY PROFILE

EMILY: Revolutionary Marketing Group

EMILY: Revolutionary Marketing Group LLC was founded to provide small business owners with the capabilities and knowledge to compete in today's fast-paced digital environment.

 **803.271.0875**

 **info@ermarketinggroup.com**

 **ermarketinggroup.com**

 **1201 Boyce St., Newberry, SC 29108**

INFORMATION

- EMILY: Revolutionary Marketing Group LLC
- DBA: N/A
- Year Incorporated: November 30, 2018
- State of Incorporation: South Carolina
- D-U-N-S Number: 116933512
- CAGE Code: 87ZN8
- SBA: SDVOSB
- Federal EIN 83-2692056

CERTIFICATES



OVERVIEW

Team EMILY™ collectively brings extensive experience working with both large and small companies alike in marketing, sales, business, and design. We have seen extensive growth as a company since our inception in 2018 and have worked with a variety of clients including, government entities, educational institutions, and small to medium-sized businesses. Our work in design, reputation management, and website development is all produced in-house by our veteran content creation team. We are a skilled team of professionals with capabilities in marketing strategy, graphic design, search engine optimization, advertising, brand development, website design, and photography. Our understanding of today's fast-paced digital environment allows us to deliver your message effectively and integrate technology to streamline marketing efforts.

PAST REBRAND PROJECTS

- The Greater Community Council of Dallas
- Pathwise - Formerly the Laurens County Special Needs and Disabilities Board
- The Tybee Post Theater
- Newberry County Continuing and Adult Education
- Georgetown County School District Magnet Schools
- Greater Chapin Chamber of Commerce
- Ducks Unlimited SC
- Growing Hope SC
- Carolina Sunshine
- CyberSC
- Newberry County Chamber of Commerce
- SC Tracking Brand
- North Carolina Public Health Region 4



PROPOSED TEAM

EMILY
REVOLUTIONARY MARKETING

PROPOSED TEAM



CHRIS KEMPER **Co-Founder**

Chris Kemper is a seasoned business leader with over 23 years of military service and eight years of civilian experience in business administration. He holds a bachelor's degree in International Studies from Virginia Military Institute, an MBA from Brenau University, and a graduate certificate in Financial Management from the University of Maryland Global Campus.

Before co-founding EMILY™ with Samie, Chris led a 75-person software development team spanning six time zones and four countries. He also managed three government contracts totaling over \$3 million for a Colorado-based software company, later spearheading its sales and marketing efforts. Recognizing the need to help small businesses expand their reach, he seized the opportunity to launch EMILY™.

Chris brings expertise in search engine optimization, data analytics, financial management, project management, and operations, making him a key asset in driving strategic growth.



ALICIA HOLBROOK **Operations Manager**

Alicia is a seasoned operations manager with over 15 years of experience in human resources, project management, and organizational leadership. Known for her steady, detail-oriented approach, she brings structure, efficiency, and consistency to complex workflows, ensuring teams and initiatives operate smoothly and effectively.

Since joining EMILY™ in 2019, Alicia has overseen workflow organization, human resources, policy administration, procurement of ads and print materials, and project management for all contracts. A small business owner herself, she draws on a broad professional background, including ISO 9001/9002 training administration and corporate HR leadership.



KATIE CHAPPELL

Brand Strategist, Editor and Copywriter

Katie is an adept and experienced collaborator skilled in time management, organization, and keen attention to detail and accuracy. She excels at transforming complex ideas into clear, compelling messaging that drives engagement and delivers measurable impact.

Since joining EMILY™ in 2019, Katie has led branding, campaign development, social media strategy, and content creation, with a focus on nonprofit organizations. Her project management experience includes the SC Department of Mental Health (SCDMH) 988 Hotline, SC Department of Public Health (SCDPH) Immunization, and SCDPH SC Tracking campaigns.



MARYLANE WILKERSON

Brand Manager

Marylane is a skilled marketing professional with a strong foundation in advertising, communications, and campaign execution. She brings a detail-oriented, organized approach to managing complex initiatives while ensuring clear communication, consistent delivery, and alignment with client goals.

Since joining EMILY™ in May 2021, Marylane has led project management and client coordination efforts while supporting social media content creation and management, marketing strategy, and email campaign development. Her project management experience includes the SC Department of Public Health (SCDPH) Tobacco Prevention campaign.



MAGGIE WHITE

Graphics and Website Developer

Maggie is a creative and strategic designer with a strong foundation in marketing, communications, and user experience. She brings clarity, organization, and thoughtful execution to every project, delivering messaging that is both impactful and accessible.

Since joining EMILY™ in 2022, Maggie has played a key role in branding, content creation, lead generation, and website design. She has led the design and development of multiple websites, with a particular emphasis on serving state and federal government clients. Maggie is one of our best and is a dedicated designer who will be the primary website designer on this project.



PROJECT APPROACH

E M I L Y
REVOLUTIONARY MARKETING

PROJECT APPROACH

A truly impactful brand identity is the cornerstone of effective marketing. For the City of Isle of Palms, rebranding is more than just a new logo; it is a vital tool that touches every aspect of how the government represents itself and how the island is marketed as a destination. We understand that presently inconsistent uniformity in branding and a lack of cohesion are weakening the city's identity and creating doubt around official representatives. We use a hands-on, no-nonsense approach to unify your brand and the various elements of the Isle of Palms into a powerful voice that reflects the character of your barrier island community.

Phase I: Foundational Brand Audit and Discovery

- The first step in our methodology is to gain a profound understanding of the city's identity, history, and strengths. We also need to understand what issues with the current brand must be addressed in the new one, and where it is disconnected from the current vision and needs of the City.
- We view research as the compass that guides creative decisions, ensuring that our designs are based on strategic insight rather than guesswork or an incomplete picture. We begin by conducting a comprehensive brand audit, meticulously reviewing current messaging guidelines, brand story, values statements, and all visual identity elements of the brand. This audit helps us identify where the current brand is lacking consistency, visual appeal, strength, or no longer reflects the Isle of Palm's identity.
- Our team will also study the island's most important assets, such as the beach, tidal marshlands, marinas, and amenities, which are the primary reasons residents and tourists are drawn to the area. We will review the heritage of Isle Palms to identify specific symbols that evoke community pride and historical significance. To ensure the brand reflects the collective vision of the leadership, we will facilitate at least one interactive workshop with the City Council. These sessions will cover pain points, needs, and the vision for the island's future. By the end of this discovery phase, we will provide a comprehensive report on our findings, which we will present and discuss with key stakeholders.

PROJECT APPROACH

Phase 2: Visual and Written Brand Development

- Once we have established a solid foundation of research, we move into the creative development of a new brand, including visual and written elements. We will work to capture the City of Isle of Palms' beach community character and family vacation appeal while maintaining alignment with the City's strategic and comprehensive plans. Our creative team will create a new brand for the city, including a new logo for daily use, an updated City seal, and a new slogan.
- We will also develop a curated color palette with specific codes, a clear typographic hierarchy for headers and standard text, and other key elements of the visual identity. Beyond visuals, our copywriter will create a new mission statement, new vision statements, a comprehensive brand story, and new or updated mission and value statements. The guidelines for the visual aspect will include a branded tone of voice and focused taglines/messaging for official government communications and tourism marketing.

Phase 3: Brand Standards and Materials Toolkit

- A successful rebrand requires that the new identity be applied uniformly across all departments and communications. To ensure this, we provide a robust brand guidelines manual as part of the rebrand. The manual will serve as your rulebook for the design, holding the visual and messaging elements of the brand all in one place. The manual will also provide clear guidance on the use of the brand on items such as logo usage, messaging usage, and how the seal should be used. The brand manual is designed to be shared across all departments and be a regularly viewed document to ensure brand consistency and longevity.
- To further equip the City for practical transition to the new brand, we will develop a toolkit of editable files, designs, and templates for the city's everyday needs. The toolkit is designed to be a useful resource for the day-to-day operations of the city. The package will include:
 - Stationary templates like business cards, LinkedIn banners, and email signatures.
 - The letterhead design
 - Branded brochures, rack cards, an official slide deck, and a tourism slide deck. (These are completed materials, not templates.)
 - Brand static ad designs for tourism/ beach vacation destination (complete designs).
 - A City Newsletter Template and two other email templates
 - Social media templates.

PROJECT APPROACH

Phase 4: Brand Implementation and Rollout

- The final phase of the project focuses on the successful launch of the new brand and maintaining its value long term. We will provide you with a comprehensive plan for a phased brand rollout, specifically focusing on signage and physical updates. The implementation plan will also provide specific metrics and Key performance indicators to be used to guide the implementation of the brand.
- The plan will begin with implementing the brand on websites, official city communications, your digital presence, and in day-to-day activities. Then the implementation plan goes into physical implementations of the brands (such as changing the signage at city hall), utilizing community events and digital campaigns to build excitement and awareness around the new identity. Finally, it will provide a plan and guidance on maintaining the brand year to year.

Our commitment to the Isle of Palms is to deliver your message and provide a new identity that will set the Isle of Palms up for success for years to come. The project will conclude with a final handoff session, during which we will review all branding assets and provide practical training for your staff on how to use these tools. All materials and editable files will become the property of the City of the Isle of Palms.

ANTICIPATED TIMELINE

Project Phase	Key Deliverables and Activities	Estimated Duration
Phase I: Discovery	Brand Audit, History/Icon Study, Council Workshop, and Executive Summary Report	Weeks 1-3
Phase II: Identity Design	Development of Multiple Concepts, Logo/Seal Design, Tagline Creation, and Messaging	Weeks 4-8
Phase III: Review & Revisions	Up to 3 Rounds of Stakeholder Review and Design Refinement	Weeks 9-11
Phase IV: Brand Standards	Finalization of Logo Assets and Creation of Comprehensive Brand Guidelines Manual	Weeks 12-14
Phase V: Toolkit Creation	Delivery of Editable Templates for Signage, Social Media, and Official Documents	Weeks 15-16
Phase VI: Rollout Plan	Development of 3-Year Implementation Strategy and Final Project Handoff	Week 17



PROPOSAL NUMBER

5535

DATE

April 24, 2026

EXPIRY DATE

May 16, 2026 at 2:00 PM

FROM

Christopher Kemper
EMILY Revolutionary Marketing
Group LLC

1201 Boyce Street (PO Box 221)
Newberry, SC 29108
www.ermarketinggroup.com/

PHONE

+1 8032710875

FOR

The City of Isle of Palms

TO

Joshua Uys

EMAIL

juys@iop.net

Quote- RFP 2026-02: Rebranding for The City of Isle of Palms

Brand Audit

Our team will review the current Isle of Palms brand, messaging guidelines, and content like letterhead, car wraps, email signatures, values, and mission statements, etc.

- Review the current data and information on the Isle of Palms, such as economics, demographics, and your strategic plan
- Review the heritage and past of Isle of Palms and identify specific symbols linked to community pride.
- Identifying the key elements of the City of Isle of Palms
- Identify measures to be used to determine if the branding effort is successful
- Conduct a workshop with the City of IOP council to discuss needs, pain points, and get their views on key elements of the Isle of Palms.
- Once complete these will be compiled into a complete report and presented to the IOP city council

4,000.00
x 1
4,000.00

ERMG-001

Brand Development

12,000.00

x 1

12,000.00

Overview:

Our comprehensive branding service, offered by EMILY: Revolutionary Marketing Group, is designed to craft a distinctive and consistent brand identity that reflects the City's mission, engages your audience, and drives long-term growth.

What's Included:

1. Strategic Consultation

Initial call (1 hour): An initial concepting workshop for new brand ideas.

- Up to 2 meetings for review and feedback on revisions needed until the brand is finalized into a final draft.

Final Handoff Call (1 Hour): Review and deliver the final branding assets, with guidance on implementing and maintaining brand consistency.

2. Brand Marketing Strategy

A customized brand strategy outlining your core goals and objectives.

Strategic positioning and audience targeting to enhance market impact.

- Strategic guidance on uniformly applying the brand across departments and City communications, including website, social media, official documents, etc.

3. Brand Story & Messaging

Discovery and development of your brand story and key messaging pillars. Also develop/ modernize your mission statements, values, etc.

- Develop branded tone of voice, taglines, and messaging guidelines for use across digital and print assets. A slogan for official city uses and a more focused tourism tagline will be provided.

4. Brand Identity Items

Develop:

- A new logo for daily use
- An updated city seal
- Color palette with color codes in Hex, RGB, and CMYK formats and iconography items
- Typography including a hierarchy for headers, subheadings, and standard text.

5. Comprehensive Brand Guide

- A document placing your brand story, messaging guidelines, and visual brand elements into one place with explanations and guidance on usage of the brand, including maintaining consistency in its use.

Templates and Application Items

12,000.00

x 1

12,000.00

- Branded business card and email signature templates for city staff
- Place official seal on letterhead.
- A city email newsletter template
- signage designs (3)
- An overall slide deck and a tourism/ business development slide deck.
- Report cover designs.
- 2 Brochure designs
- 2 Rack card Designs
- 2 other email templates
- Banners and cover imagery for each of the city's social media pages.
- Social media templates (8)
- static ad designs for tourism/ beach vacation destination (5)

Brand Implementation Plan

- Develop a comprehensive plan and guide on implementation of the Isle of Palm's new brand identity.
- Identify ongoing strategies for communication, maintaining, and enhancing the brand's value as a family-friendly beach vacation destination over the first 3 years following brand launch
- Identify both short-term and long-term strategies and tactics for communicating, including a timeline utilizing a variety of communication tools.
- Brand roll-out plan, including how community events, digital campaigns, and other promotional activities could be used.

5,000.00
x 1
5,000.00

Rate Sheet for Common Support Services

Below are the hourly rates for various communications support services if additional items are needed.

- Graphic Design: \$85.00/ Hr
- Copywriting and Editing: \$110/ Hr
- Media Buying and Advertising Management: \$95/Hr
- Marketing Strategy Services: \$95/Hr

Subtotal

33,000.00

Total

\$33,000.00

Reviews [See all reviews ↗](#)



Great response time and friendly staff to answer all your questions.

by Jimmy Gregory




Wonderful to work with in order to achieve goals! Very helpful to our non-profit organization with great designs and ideas!

by Pam Branton



The EMILY team was amazing. Creative, responsive and time sensitive. No better team in the industry.

by Ben Marich



CASE STUDIES

EMILY
REVOLUTIONARY MARKETING

PATHWISE

ABOUT THE CLIENT

Contact: Tara Glenn

Address: 364 Evergreen Skills Rd, Laurens, SC 29360

Phone Number: 864-682-2314

Email: tglenn@lcdsnb.org

Pathwise is a public, non-profit organization dedicated to supporting individuals with intellectual and developmental disabilities. Pathwise empowers people with disabilities to achieve their fullest potential through opportunities that promote independence, dignity, and inclusion.

Project Task: Logo & Full Rebranding, Brand Strategy Development & Marketing Plan, Website Design, Web SEO Strategy & Optimization, Target Audience Analysis, and Fundraising Target Market Awareness & Strategy

Project Timeline: December 2024 - March 2025

Problem/Solution: Pathwise faced challenges with inconsistent branding, unclear messaging, and limited awareness across its target markets. Their digital presence needed refinement, and their fundraising strategies lacked a cohesive marketing framework. EMILY was engaged to provide a comprehensive branding and marketing solution that aligned Pathwise's identity, streamlined its communications, and strengthened community engagement.

Our Approach: EMILY partnered closely with Pathwise through collaborative calls, creative workshops, and strategy sessions. The process began with deep discovery to capture the organization's mission and goals, followed by the development of a 12-month content strategy and full rebrand for consistency. Visual identity work included logo refinement and service mapping, ensuring alignment across print and digital channels. A website revamp integrated the new brand voice and identity, while tailored awareness and fundraising strategies were built to connect with Pathwise's priority audiences. Deliverables included actionable marketing plans, creative assets, and training handoffs, equipping Pathwise to carry its refreshed brand forward with confidence.



Pathwise


Guided by Care, Built on Community




Accessible housing empowers lives, one room at a time.

Pathwise

EVERY JOURNEY IS UNIQUE



Pathwise

Pathwise

Everyone deserves a place to grow, not just to stay.

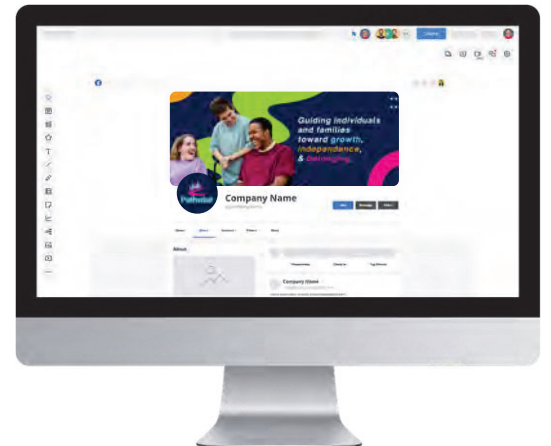



Pathwise

NAVIGATING GROWTH, EMPOWERING JOURNEYS

Partnering with our community to support every journey forward.

LEARN MORE AT LCDNSB.ORG



Pathwise

BUILDING DREAMS: EARLY INTERVENTION SERVICES



Once qualified for this **FREE** service, dedicated Early Interventionists are dedicated to helping them succeed while helping build their dreams.

- For children ages 0-6 with developmental delays & special needs.
- Catch up with same-age peers through personalized support.
- Scheduled visits at the child's home or daycare to work on specific developmental needs.
- Early Interventionists can help set up any services that may benefit the child and family.

*Building Skills.
Building Confidence.*

CONTACT US:
864-682-2314
contact@pathwise.org
364 Evergreen Skills Rd.
Laurens, SC 29360

MONTHLY NEWSLETTER

UPCOMING EVENT INFO COMING SOON

VOLUNTEER WITH US:

JOURNEY TO SUCCESS

STAFF MEMBER SPOTLIGHT

www.pathwise.org

364 Evergreen Skills Rd, Laurens, SC 29360

Pathwise

MAKE A DIFFERENCE VOLUNTEER WITH PATHWISE



BUILDING UP OUR COMMUNITY, ONE STEP AT A TIME

Are you ready to give back, spread kindness, and uplift your community?

Pathwise invites you to join our dedicated team of volunteers who are passionate about making a positive change. Every action, big or small, adds up to create a lasting impact.

HOW TO JOIN US

- Visit pathwise.org to learn more.
- Email us at contact@pathwise.org.
- Chat with our team at 864-682-2314.

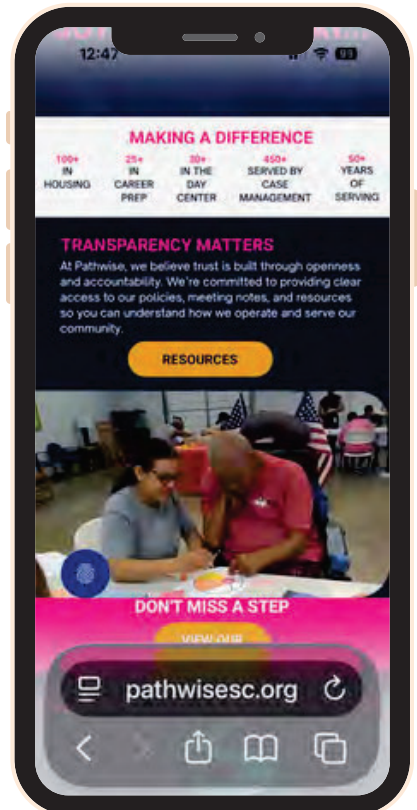
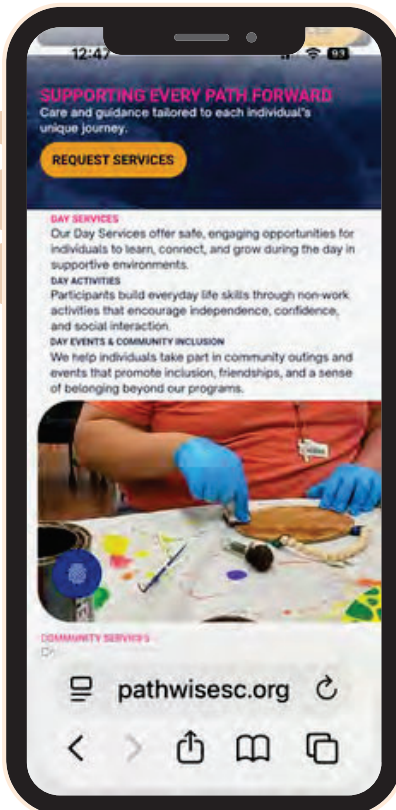
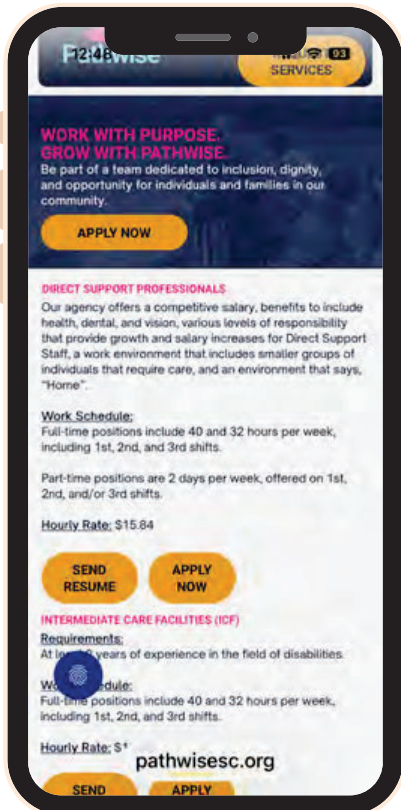
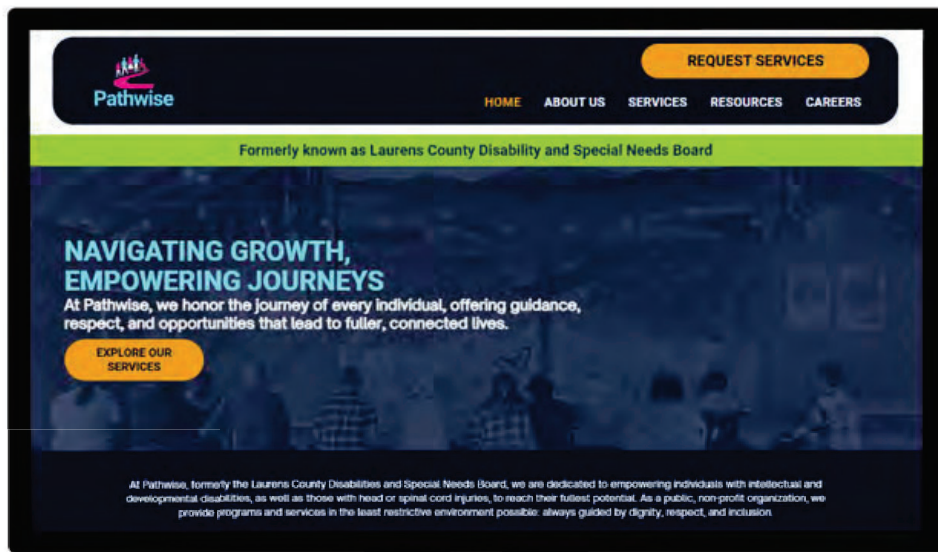
VOLUNTEER BENEFITS

- Empower others to reach their full potential.
- Make a lasting impact in your community.
- Support families through guidance and encouragement.

OUR VISION

Pathwise volunteers help individuals with disabilities reach their full potential by supporting independence, inclusion, and growth in a safe and respectful community.

BECOME A PATHWISE VOLUNTEER TODAY!



CAROLINA SUNSHINE FOR CHILDREN

ABOUT THE CLIENT

Contact: Kayleigh LaQuay

Address: Carolina Sunshine For Children
P. O. Box 1803 Columbia, SC 29202

Email: kayleigh@northstarnonprofitstrategies.com

Website: <https://www.carolinasunshine.org>

Carolina Sunshine for Children grants wishes for children with uncertain futures throughout South Carolina.

Project Tasks: Rebranding, Website Redesign, Social Media Management, Email Marketing, SEO, and Google Analytics

Project Timeline: September 2025 - Present

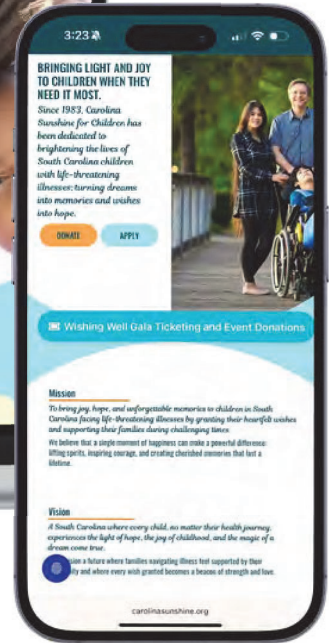
Problem/Solution: Carolina Sunshine needed a stronger digital foundation to support growth and visibility. Their existing website and brand presence lacked consistency, search visibility, and the technical structure required to effectively track performance and attract qualified online traffic.

EMILY Marketing delivered a comprehensive digital overhaul designed to strengthen Carolina Sunshine's online presence and create a scalable marketing framework. We rebuilt their website with SEO best practices fully integrated, ensuring the site was technically sound, visually cohesive, and discoverable. We implemented advanced tracking and analytics tools to provide actionable insights and refreshed the brand identity to establish consistency across digital, social, and print platforms. As the partnership continues into 2026, EMILY Marketing is expanding support through ongoing social media content creation and email marketing to maintain engagement and long-term growth.

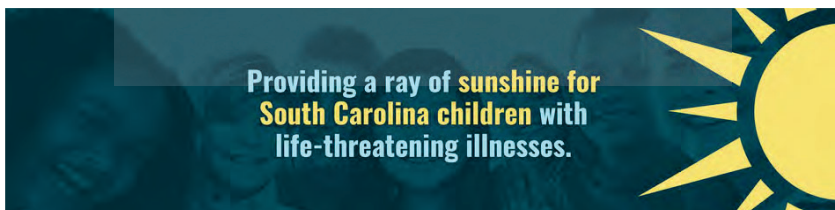

Key Objectives:


- Develop a modern, user-friendly website optimized for search visibility and performance
- Improve organic search rankings through strategic keyword research and on-page optimization
- Establish reliable data tracking and reporting for informed marketing decisions
- Create a cohesive and recognizable brand identity across all platforms
- Support long-term growth through ongoing social media and email marketing efforts

Our Approach: Team EMILY launched a fully optimized website with SEO, analytics, and tracking tools in place, while refreshing the brand identity with a new logo, colors, fonts, and a branding guide for consistent application across digital and print. In 2026, we are expanding our work to include social media content and email newsletters, maintaining engagement and driving measurable results.




CAROLINA SUNSHINE for Children



CAROLINA SUNSHINE
for Children

PROVIDING A RAY OF SUNSHINE FOR SOUTH CAROLINA CHILDREN WITH LIFE-THREATENING ILLNESSES

100% of Proceeds Go Towards a Child's Wish

Granted Nearly 800 Wishes for Children

Each wish costs \$6,000 on average

Donate today!

Since 1983, Carolina Sunshine for Children has granted Wishes for children with uncertain futures. The wishes for the children served by Carolina Sunshine are as diverse as the children themselves.

Please help our organization spread sunshine throughout South Carolina by:

- ✦ Making a Donation
- ✦ Volunteering
- ✦ Attending Events
- ✦ Following Us for Updates

carolinasmunshine.org

admin@carolinasmunshine.org

Carolina Sunshine For Children
P. O. Box 1803 Columbia, SC 29202

Contact Us

EUDORA FARMS WILDLIFE SAFARI PARK

ABOUT THE CLIENT

Contact: Mark Nisbet

Address: 219 Salem Ln, Salley, SC 29137

Email: drivethrusafari@gmail.com

Phone Number: (803) 564-5358

Website: eudorafarms.net

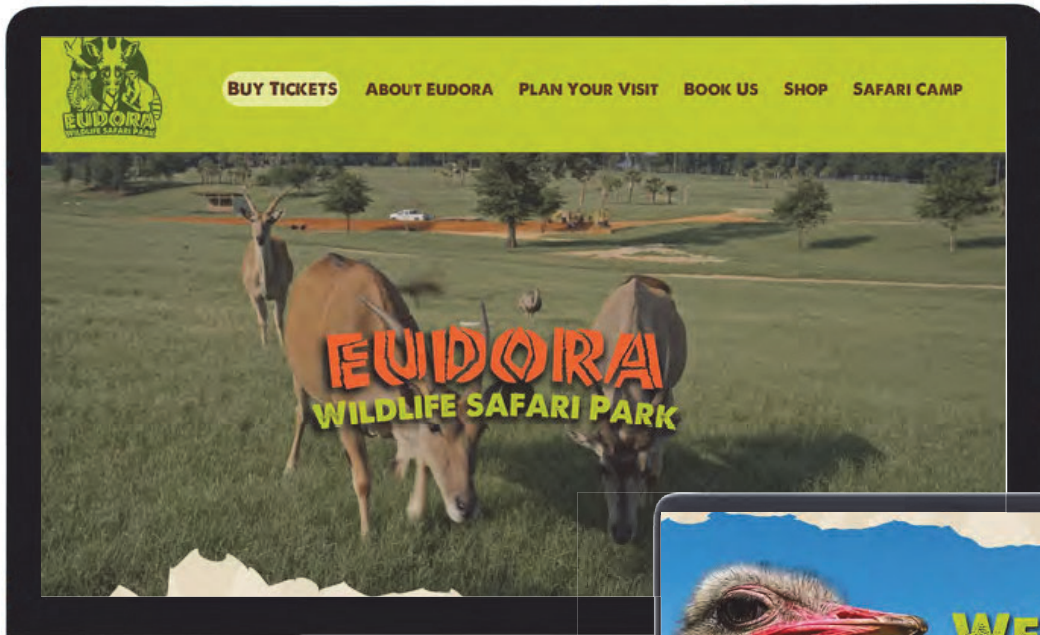
Eudora Farms Wildlife Safari Park is a drive-thru safari experience in Salley, SC that offers group tours, a petting zoo, and several in-person events throughout the year.

Project Task: Full Website Design, Social Media Strategy, Google Display, and Geotargeted Ads

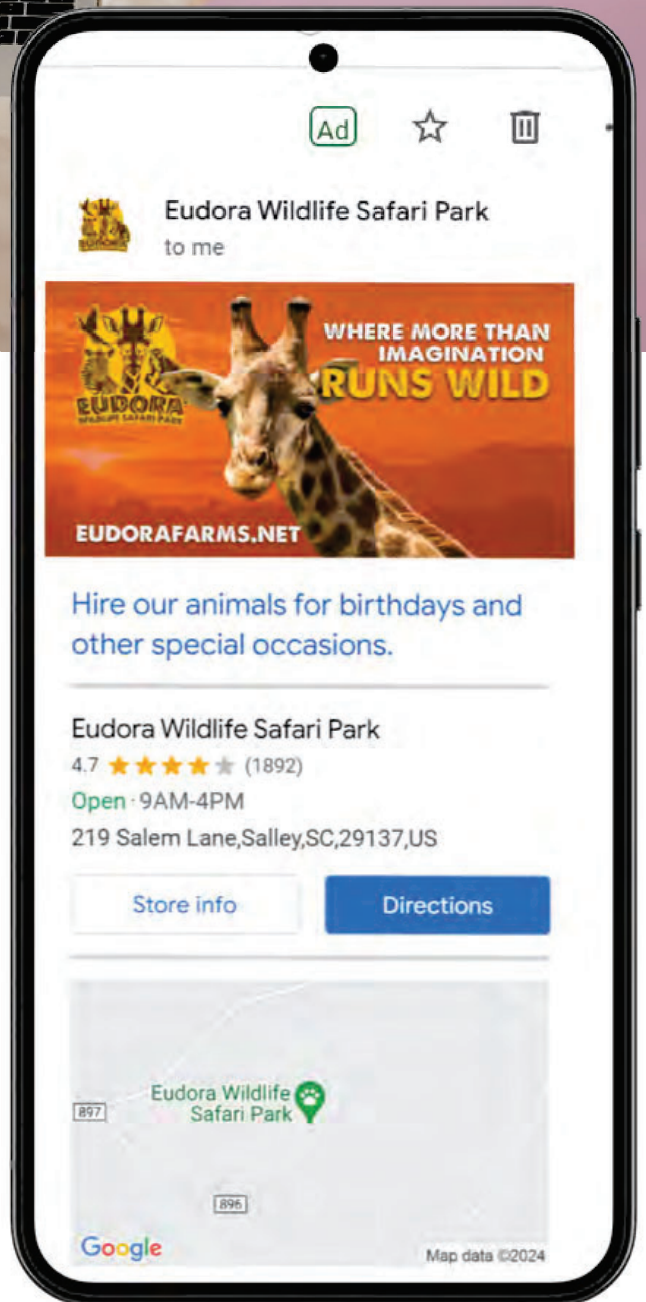
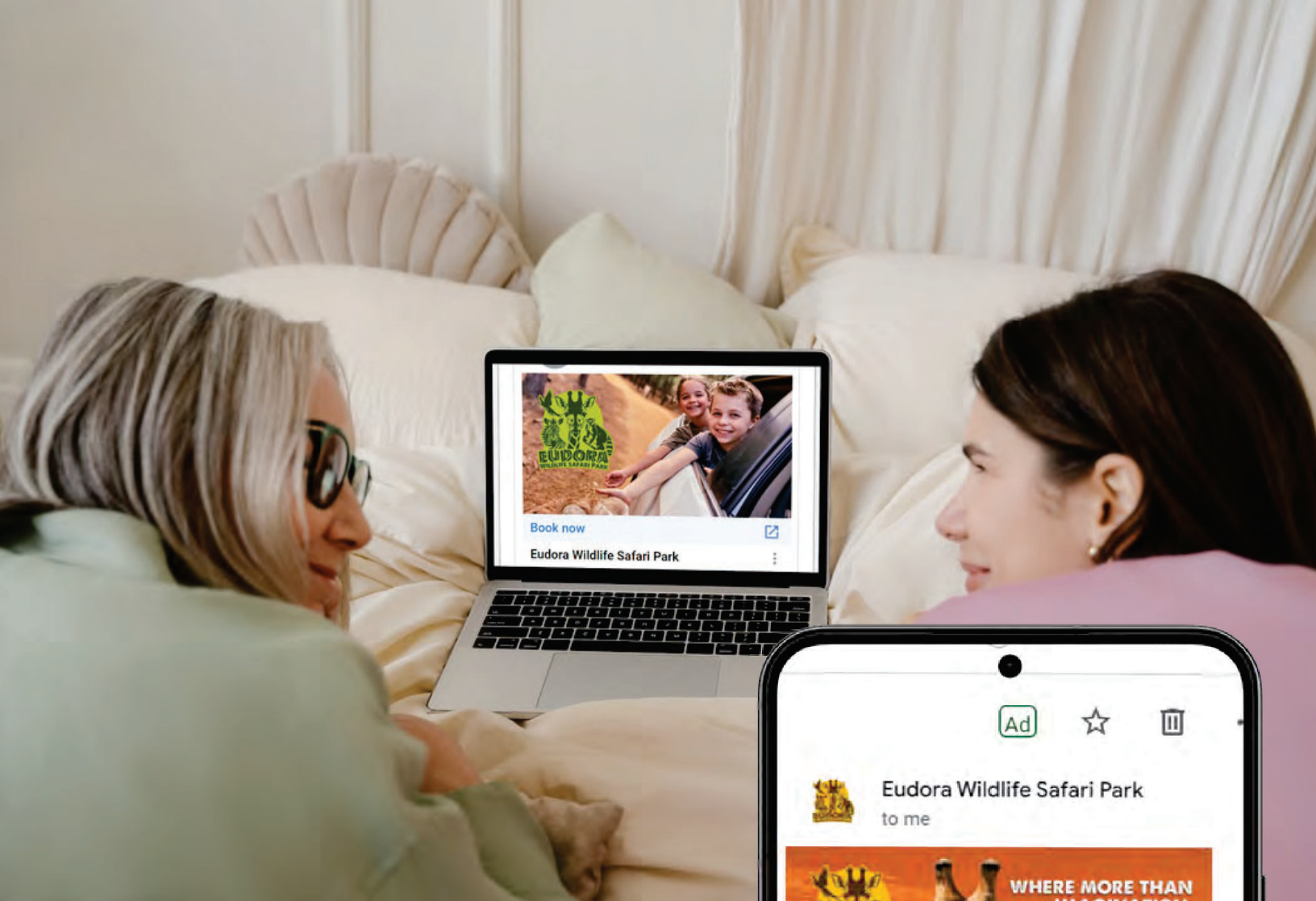
Project Timeline: August 2023 - Present

Problem/Solution: Eudora Safari Park sought to enhance its online presence and attract more visitors through a robust social media strategy. They needed a plan that their team could easily implement on-site and effective ads to boost park visits. Additionally, their website required a redesign to improve functionality, integrate ticketing and field trip bookings, and better showcase their property.

Eudora Safari Park hired Team EMILY in 2023 to address their needs. EMILY created visually appealing geotargeted Google video and graphic ads, showing significant increases in ticket sales. To ensure the park's team could efficiently manage their social media, EMILY provided detailed social media calendars and training sessions on best practices. Eudora's website redesign focused on seamless integration for ticketing, field trip bookings, and showcasing the park's features with a fun, interactive look that resonates with the park's target audience. The website redesign was completed January 2025. To see the new website, visit <https://www.eudorasafaripark.com/>.







GEORGETOWN COUNTY SCHOOLS

ABOUT THE CLIENT

Contact: Connie May, Director of Magnet Programs

Physical Address: 2018 W Church St. Georgetown SC, 29440

Email: cmay@gcsd.k12.sc.us

Phone Number: 843-436-7023

Georgetown County School District is a group of five magnets schools committed to providing exceptional education and support services to students, families, and communities within Georgetown County, South Carolina.

Project Tasks: Logo Redesign, Branding Guides with Logos Uses/Variations, Colors, & Fonts, and Development of Promotional Items & Direct Mailers

Project Timeline: January 2023 - Present

We are currently working on their 2026 enrollment campaign for video, targeting mailers, and ads.

Problem/Solution: Georgetown County School District contacted Team EMILY to rebrand their five district-wide schools as magnet schools, each having its own unique brand identity. Our creative team began work immediately meeting with each school's administration to develop five new brands, including logos, colors, and fonts, with each logo focusing on that school's education focus.

Once logos were approved by each school, print materials and promotional items were designed by our creative team. Logo variations and elements in various file formats were provided to each school for future use. A social media campaign with content and boosted posts in conjunction with postcard mailers was completed to promote their district-wide reveal and open house. The 7,500 mailers were deployed and social media-boosted posts were delivered to over 10,000 viewers, leading to 800 website visits within 60 days.

FAMILY INFO NIGHT

MONDAY
APRIL 3RD

5:30 PM - 7 PM DROP IN
AT THE J.B.BECK ADMINISTRATION BUILDING

JOIN US TO FIND OUT
MORE ABOUT THE NEW
K-12 MAGNET SCHOOL
PROGRAMS IN 2023



GEORGETOWN COUNTY
SCHOOL DISTRICT



GCSD.K12.SC.US

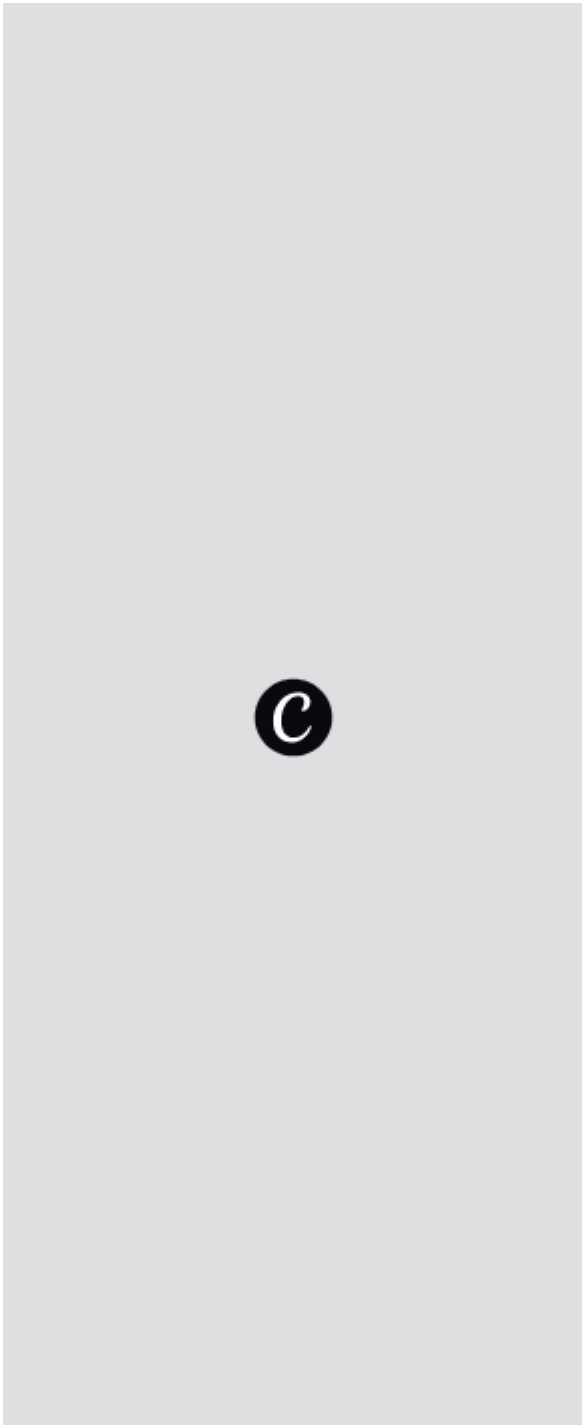


CONTACT US
843-436-7000



2018 CHURCH ST,
GEORGETOWN, SC 29440





SCIENCE
TECHNOLOGY
ENGINEERING
MATHEMATICS
READING
PERFORMING ARTS
COLLEGE & CAREER

MEET REPRESENTATIVES
FROM ALL OF OUR NEW
EDUCATION PROGRAMS
AND DISCOVER WHERE
THE FUTURE OF
GEORGETOWN COUNTY
EDUCATION IS HEADED!

STAY CONNECTED







**OUR
MAGNET
SCHOOLS**

Pleasant Hill Elem STREAM Academy
Plantersville Elem Digital Immersion School
Carvers Bay Mid STEAM Academy
Carvers Bay Early College & Career HS
Brown's Ferry Elem For The Creative & Performing Arts

GROWING HOPE

ABOUT THE CLIENT

Contact: Kate Hurt

Address: 440 Knox Abbott Dr., #250, Cayce, SC 29033

Email: KHurt@growinghomese.com

Phone Number: 800-344-5498

Website: <https://www.wearegrowinghope.org/>

Formerly Growing Hope Homes Southeast, Growing Hope supports at-risk children, youth, and families with mental health services, foster care guidance, and resources for parents and young adults.

Project Tasks: Rebrand, Branded Materials, Website Design, and Logo Design

Project Timeline: July 2025 - October 2025

Problem/Solution: Growing Hope needed to rebrand and update its digital presence to reflect its new organizational name. The organization required a cohesive visual identity, clear messaging, and an updated website. Without these elements, the organization risked inconsistent branding, unclear messaging, and limited engagement with its key audiences.

Our team guided Growing Hope through a full rebrand, including a new logo, visual identity, and branded collateral, while developing a content strategy and redesigning their website. This approach created a consistent, professional presence that clearly communicates the organization's mission and services, while setting the foundation for ongoing marketing and engagement.

Key Objectives:

- Develop a strong, cohesive brand identity aligned with the new organization name
- Create a content strategy for one year to guide messaging across platforms
- Design and produce branded collateral
- Launch a modern, user-friendly website
- Ensure consistency across digital and print platforms




GROWING HOPE
Shining Light Since 1979



Shining Light Since 1979
GROWING HOPE



GROWING HOPE
Shining Light Since 1979



GROWING HOPE
Shining Light Since 1979

SUPPORTING CHILDREN, YOUTH, & FAMILIES ACROSS SOUTH CAROLINA

We offer a continuum of services for at-risk children, youth, & families. Whether you are an individual needing mental or behavioral health support, a family at risk of entering the foster care system, a young adult aging out of foster care, or a foster, kinship, or adoptive parent seeking guidance, we are here for you.

Our commitment: if we can't help directly, we'll help find someone who can.

OUR SERVICES

TRAUMA-INFORMED MENTAL HEALTH THERAPY

- Clinical therapy for children, youth, & families
- Licensed trauma-informed therapists (play therapy, CBT, & more)

FOSTER CARE

- Trauma-informed placements with priority on reunification
- Guidance for prospective foster parents: self-assess, connect, apply

REHABILITATIVE BEHAVIORAL HEALTH SERVICES (RBHS)

- Support for behavioral & mental health challenges
- Improves school behaviors, family dynamics, & coping skills

COMMUNITY TRAINING HOMES (CTH)

- Family-setting housing for adults with disabilities & special needs
- Continuation of care after foster care, in partnership with DDSN

STRENGTHENING FAMILIES PROGRAM (SFP)

- Evidence-based skills training program
- Free, open to all families

LEAPHART PLACE

- Transitional living for young adults aging out of foster care
- Provides housing, therapy, mentorship, & life skills

FAMILY RESOURCE CONNECTION & PRESERVATION SERVICES (FRCPS)

- Wrap-around support for families at risk of entering child welfare
- Connects families to services & community resources

OUR VALUES

- Hope:** We believe in the power of resilience & possibility.
- Family-Centered:** Children & families are at the center of everything.
- Innovation:** We pilot new approaches to transform child welfare.
- Collaboration:** We grow stronger together with partners, staff, & community.
- Integrity:** We work with transparency, accountability, & respect.

WE BELIEVE EVERY CHILD AND FAMILY CAN BE SAFER, STRONGER, & MORE HOPEFUL FOR THE FUTURE.

CONTACT US Website: wearegrowinghope.org Email: info@wearegrowinghope.org
Phone: 800-344-5498 Address: 440 Knox Abbott Dr. Suite 250, Cayce, SC

NEWBERRY ADULT AND CONTINUING ED

ABOUT THE CLIENT

Contact: Roberta Kinard

Address: 709 Kendall Road, Newberry, SC 29108

Email: rkinard1@newberry.k12.sc.us

Phone Number: 803-321-2645

Newberry Adult and Continuing Education provides education and literacy services to help adult learners without a high school diploma in Newberry County attain sustainable employment and self-sufficiency.

Project Task: Creative Rebrand, Development of Marketing Materials, Comprehensive Messaging Development, Collateral, and Content Creation

Project Timeline: April 2022 - Present

Problem/Solution: Newberry Adult and Continuing Education contacted Team EMILY to modernize their brand and reflect a refreshed, updated curriculum.

A complete rebrand of their logos, colors, and marketing materials was completed to ensure a consistent brand identity. ERM Group provided comprehensive branding guides with graphics, templates, and talking points to enable the promotion of the services they provide to adults in Newberry. We developed comprehensive messaging for branded content, social media, and print materials, as well as the conceptualization and development of value and mission statements.

NACE

Newberry Adult & Continuing
EDUCATION PROGRAM



ADULT BASIC EDUCATION

Courses in Reading, Math, Science, and Social Studies offered for adults continuing their education.



DRIVER EDUCATION PROGRAM

Class offered by partnering agency to assist enrolled students with permit testing and behind-the-wheel training.



ENGLISH CLASS

Courses for English Learners to develop or strengthen English language skills and abilities.



GED/HIGH SCHOOL DIPLOMA

GED or High School Diploma courses for adults working towards an accredited high school credential.



SUPPORTIVE SERVICES

Assist individuals with accessing available resources and/or community services.



WORKFORCE PREPARATION

Courses and activities designed to develop and strengthen specific skills needed for the workforce and/or career path.

LET'S TALK

(803) 276-4317
rkinard1@sdnc.org
709 Kendall Road, Newberry SC, 29108



Find us on Facebook

NACE

Newberry Adult & Continuing
EDUCATION PROGRAM



NACE

Newberry Adult & Continuing
EDUCATION PROGRAM

BELIEVE IT. DREAM IT. ACHIEVE IT.

OUR TOP FIVE PRIORITIES

Newberry Adult and Continuing Education is dedicated to helping members of our community take the next step in their educational and vocational journeys.

01

LITERACY SERVICES

We provide literacy services to individuals 18 or older without a high school diploma in all areas of Newberry County and assist them in attaining sustainable employment and self-sufficiency.

02

EDUCATION & TRAINING

We provide additional education and training for workplace skills: academic upskills, computer skills, digital literacy skills, manufacturing, soft skills, and English classes.

03

SERVICES & RESOURCES

We serve students at all academic levels without a high school credential and those with high school, college, or other credentials. We help individuals with post-secondary education and employment.

04

PROGRAM BENEFITS

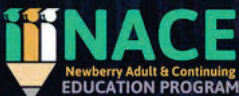
We strive to offer classes and opportunities to accommodate a variety of people, as we try to reach and share information with individuals who can benefit most from our program.

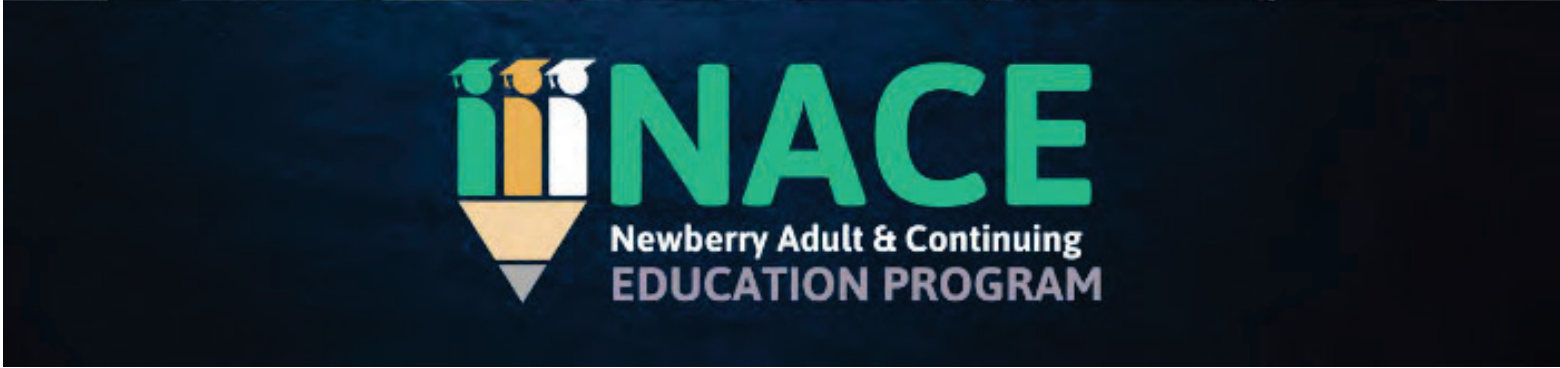
05

COMMUNITY OUTREACH

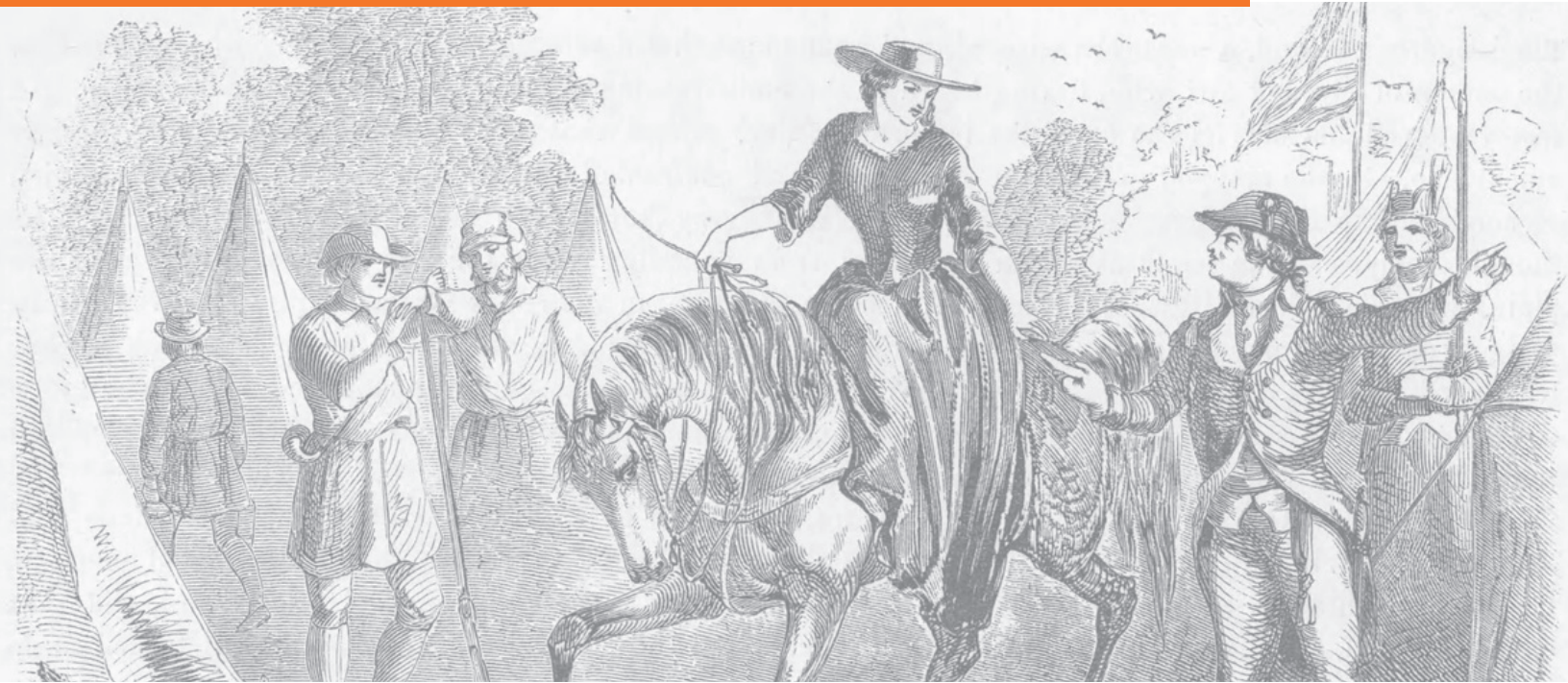
We offer a variety of services and resources that benefit both individuals and our community. Our goal is to reach and inform all students, no matter their current academic standing.

**DREAM IT. BELIEVE IT.
ACHIEVE IT.**





WHO IS EMILY?



The English captured sixteen-year-old American Revolutionary War heroine Emily Geiger (1765–1825) while on a military mission as a civilian. She refused to stand by and wanted to help with the war efforts. But, she was told by male leadership that she couldn't help **because she was a girl**.

Emily refused to take **NO** for an answer. She was trusted to carry an important, secret message from General Nathaniel Greene across enemy lines through what is now known as the Midlands of South Carolina, **all by horseback**. She was captured and questioned. However, thanks to her quick thinking and courage, she memorized the message and destroyed the evidence by eating it. Since she outsmarted the English, they were forced to release her. Her commission took her on a nearly 50 mile journey, all on her own.

She completed her critical mission and conveyed the message to General Thomas Sumter. The result was the Battle of Cowpens and, ultimately, the English departure from South Carolina – a strategic win for the Revolution. All because of a sixteen-year-old girl and her horse.

LIKE, EMILY, WE HELP DELIVER YOUR MESSAGE.