

JAYRAY

CITY OF ISLE OF PALMS
Rebranding

Creative Marketing + Strategic Communications



SUN, STORY AND A STRONGER BRAND

The Isle of Palms isn't just a destination; it's a feeling. A place where families return year after year, where natural beauty meets neighborhood pride. That kind of place deserves a brand that works just as hard as its tides.

At JayRay, we specialize in helping cities define what makes them different and then design it into everything. From coastal communities to statewide tourism brands, we bring a balance of strategy and storytelling, ensuring brands don't just look good, but work everywhere – from City Hall to social media.

An Outside Lens, Invaluable Insight

Based in Tacoma, Washington, we bring a fresh, unbiased perspective to Isle of Palms – one that's not shaped by proximity, but by curiosity. That distance is a strength. It allows us to see what others might overlook, ask better questions and uncover the authentic story that resonates not just locally, but with visitors from across the country. We pair that outside lens

with deep collaboration, ensuring the final brand reflects both community pride and visitor appeal.

From Fragmented to Fully Aligned

We understand the challenge outlined in your RFP: inconsistent visuals, mixed messaging and a need for alignment across departments and audiences. Our approach is collaborative and grounded – bringing together City leadership, staff, partners like the CVB, and the community to build a brand that reflects shared vision and stands the test of time.

We'll deliver more than a logo; we'll create a flexible, family-friendly brand system rooted in research, built for real-world use and ready to scale across every touchpoint.

We'd love to help Isle of Palms tell its next chapter – clearly, confidently and coast to coast.

Sincerely,



Alex Domine

Advisor

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Bridget Baeth

Principal

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+ *A stronger story. A seamless system. A brand built for every touchpoint. Let's dive in together!*

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ABOUT JAYRAY

Marketing firm. Creative studio. Brand consultancy. PR agency. Web shop. We defy labels because we believe that the best solutions rarely fit into a silo. We're constantly blurring the lines of creativity and communications.

We ask smart questions. We're grounded and gutsy. We care hard. We play well with others. And we're always real. Simply put: we're the partner you can trust to make it happen — thinking with grit since 1970.

+ **Our Mission**

We amplify ideas that matter through story, strategy and design.

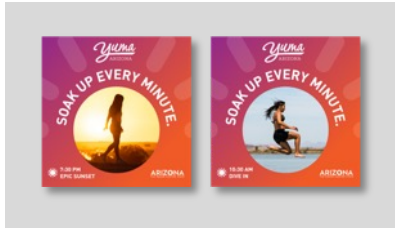
+ **Our Vision**

The creative spark for real impact.



A FULL-SERVICE PARTNER

From one-time projects to ongoing support



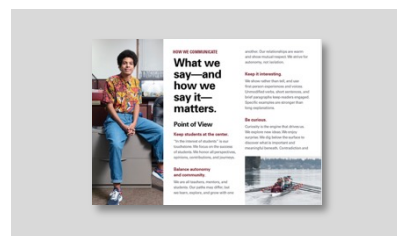
ADVERTISING & MARKETING



PR & SOCIAL MEDIA



BRANDING & IDENTITY



GRAPHIC DESIGN



STRATEGIC COMMUNICATION



DIGITAL & WEB DEVELOPMENT

What We Do:

- + Branding and visual identity
- + Messaging and PR strategy
- + Strategic communication programs
- + Collateral development, print and digital assets
- + Social media strategy and channel management
- + Advertising
- + Media pitching and hosting
- + Blogger and media relations
- + Issue management
- + Internal communications
- + Content strategy and creation
- + Research and planning
- + Promotions and events
- + Art direction and graphic design
- + Video storytelling
- + Website design and development
- + Search engine marketing (SEM)

CITY + DESTINATION BRANDING





APPROACH + TIMELINE

THE ELEMENTS OF PLACE, MATTER

A city or “community brand” is only as strong as its foundation — and that foundation starts with understanding what truly makes a place unique. Before you can tell a compelling story about a place like the Isle of Palms, you have to listen. What’s already here? What do locals love? What draws people and businesses in and makes them want to stay a little longer?

At JayRay, we believe every community has its own story. And in the Isle of Palms, that story is shaped by the natural surroundings, the built environment, the culture and heritage and — most importantly — the people. These elements create a sense of place. If a brand strays too far from these truths, it risks feeling inauthentic.



Natural Environment

- Geography
- Landscape
- Weather & Climate
- Nature & Wildlife



Built Environment

- Entertainment
- Infrastructure
- Development
- Economy



Culture & Heritage

- Traditions
- History & Heritage
- Food & Drink
- Arts & Culture



People

- Values
- Norms
- Lifestyle
- Behaviors

OUR CREATIVE PROCESS

1

LISTEN

Listening closely to you and your community's unique needs is always the first step of the branding process.

2

MAKE A PLAN

A thoughtful plan is developed to gather necessary information, guide brand efforts and meet major milestones — all while incorporating stakeholder and partner input.

3

RESEARCH/ENGAGE

Research is conducted internally and externally to understand your audience, partners and key stakeholders. This may include a brief survey, meetings, workshops and brand-specific research.

4

DEFINE STRATEGY

Fueled by data, we create a game plan to uncover your brand and achieve your goals. From positioning to messaging, meaningful brand strategies translate into results.

5

CONCEPT

Play and experimentation are key components of the creative process. Our team leaves no stone unturned when putting together initial brand concepts. This is where critical thinking and problem-solving collide.

6

COLLABORATE

Collaboration is vital in the review process. Initial concepts are presented, along with creative rationale. We ask all the important questions to collect clear feedback as we head into iterations.

7

ITERATE

Create. Edit. Review. Create. Edit. Review. We believe iteration is the key to achieving authentic, excellent results and improving as we go.

8

FINALIZE

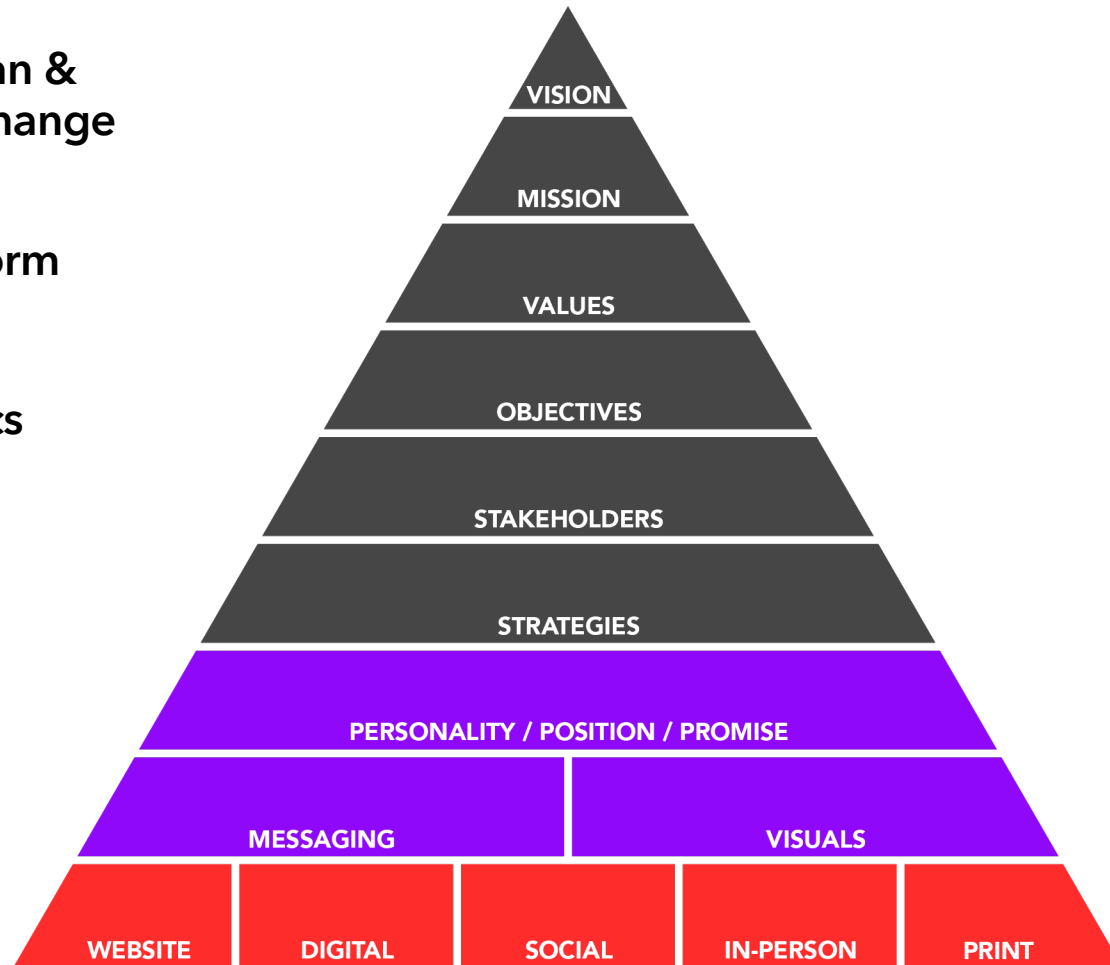
Once approved, final brand/marketing assets are provided. We can deploy to other vendors. Often, clients use our services throughout the life of a brand project, including implementation, launch and measurement.



BRANDING AS DISTINCT AS YOUR COMMUNITY

Consistent with your strategy

- Strategic Plan & Theory of Change
- Brand Platform
- Brand Tactics



BRANDING WITH JAYRAY

Strong brands are authentic, relevant and different

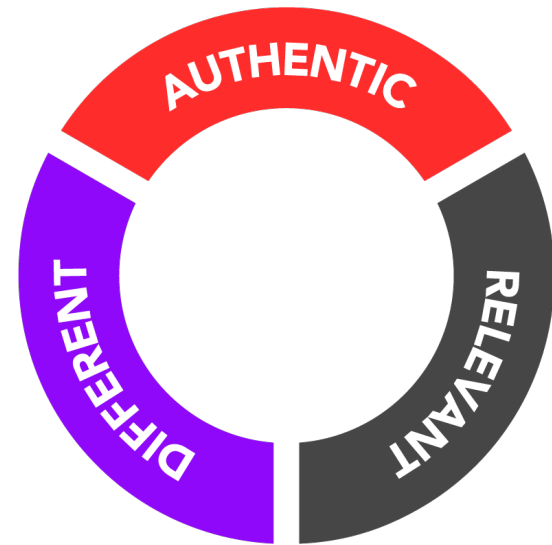
Through the brand process, we call out the 3Ps strategy — **Personality, Position and Promise.**

Through an interactive process, we'll uncover Isle of Palm's brand together, embracing your great ideas along the way. We'll ensure the new logo is distinct and complements (not competes with) your partners' branding.

The Isle of Palm's brand will help the city stand out. Consistent visuals and messaging will build trust and foster story awareness over time.

A successful city brand must be authentic, relevant and differentiating. We'll test against your goals and objectives, keeping them top of mind. Reviewing logo and messaging concepts, we'll ask: 1) Does it resonate? 2) Will this enhance the Isle of Palm's vision? 3) Does this support economic development initiatives? 4) Can this be applied consistently across platforms?

Success depends not only on a distinctive brand and visual identity, but on a well-executed launch. We'll help you think through how best to reveal your new brand both internally and externally.



3Ps

PERSONALITY

Your outward face

POSITION

Differentiator, relative to the competition

PROMISE

We will always...



PROTECTING YOUR BRAND

Our Approach to Trademark Considerations

A strong brand is more than just a great design — it's about ensuring uniqueness and longevity. As part of our branding process, we take proactive steps to research potential trademark conflicts, document our findings and provide strategic guidance. Our goal is to help you move forward with confidence, knowing your brand is compelling and legally sound.



1. Due Diligence from the Start

- We conduct preliminary online searches to identify potential conflicts early in the design process.
- We use a publicly available trademark database and visual similarity searches to flag any concerns.

2. Ongoing Monitoring

- Trademark landscapes can evolve, so we revisit searches at key milestones.
- We assess industry relevance and geographic overlap to help determine risk.

3. Client Transparency & Documentation

- We document our process, findings and recommendations to provide a clear record for clients.
- If concerns arise, we offer strategic guidance on differentiation.

4. Collaboration & Next Steps

- If a potential conflict emerges, we provide alternative design options or modifications.
- When necessary, we recommend consulting a trademark attorney for a legal opinion.



BRAND APPROACH

Together, we set the game plan. This phased approach is flexible and can be tailored to your needs during the kickoff process. We recommend a **Brand Team** to guide the brand review, testing and refinement process.

PHASE 1	PHASE 2	PHASE 3	PHASE 4
<p>PLAN AND RESEARCH</p>	<p>ANALYSIS AND MEANING</p>	<p>BRAND VISUALS</p>	<p>BRAND IMPLEMENTATION AND LAUNCH</p>
<ul style="list-style-type: none"> • Kickoff meeting, determine Brand Team (6-8 members guiding the work), draft workplan • Review background materials and conduct brand audit • Launch brand survey to engage key audiences • Lead City Council brand workshop • Deliver an executive summary report identifying the key elements of the City of Isle of Palms 	<ul style="list-style-type: none"> • Develop creative brief • Draft brand 3Ps (position, personality, promise) strategy • Brand Team workshop to test research and 3Ps, facilitate messaging and tagline exercises • Refine 3Ps, draft tagline (conduct trademark check) and vision statement for review • Iterate (two rounds) • Finalize brand messaging framework 	<ul style="list-style-type: none"> • Design logo and City seal (4 initial concepts) with selected tagline • Brand Team meeting to review visual concepts and iconography • Iterate (two rounds), completing word/visual trademark search • Finalize visuals • Develop and refine brand guidelines with sample creative applications (print, digital, signage) • Design brand assets/templates (5 to 6 items) • Package final (editable) files and send electronically 	<ul style="list-style-type: none"> • Create a brand communication and launch plan (3-year lens), with strategies for brand rollout, refine • Provide training session for City staff/Brand Team (up to 8) to ensure consistent use of the brand • Develop a format to track brand metrics/results (e.g., awareness, engagement) • Lead post 6-month check-in meeting to discuss brand adoption (no charge)
<p>MONTHS 1 + 2 Includes monthly meetings</p>	<p>MONTH 3 Includes monthly meeting</p>	<p>MONTHS 4 + 5 Includes monthly meetings</p>	<p>MONTH 6 Includes monthly meeting</p>



PROJECT SCHEDULE

This high-level timeline reflects a six-month engagement – ready when you are. Detailed milestones and dates will be established at project kickoff, with flexibility to align with key City priorities and brand launch timing. Defined review periods will be scheduled in advance to support efficient feedback and decision-making. A designated “Brand Team” will meet each month to provide input and review progress.

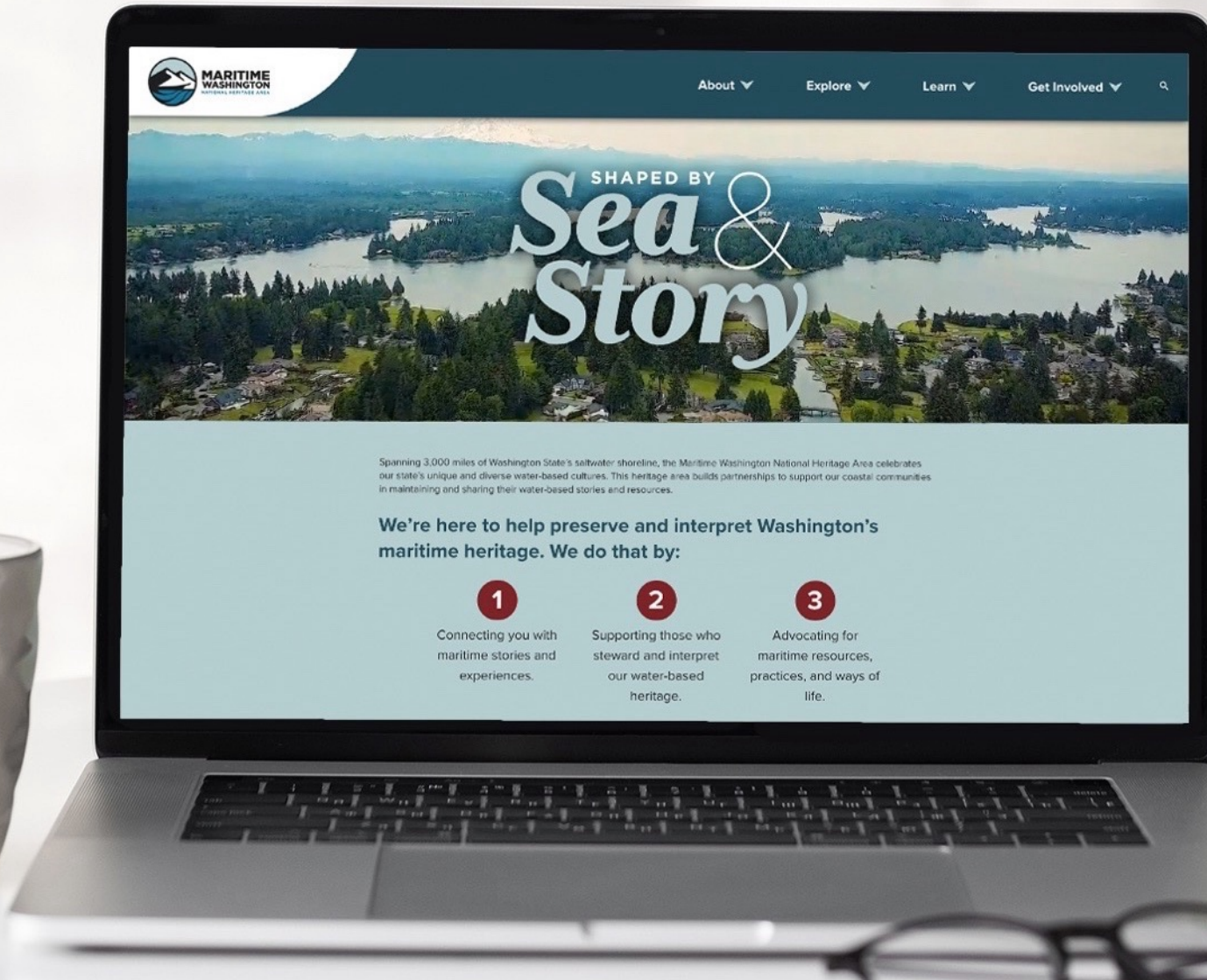
MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Discovery and alignment					
	Research and insights				
		Strategy development			
			Concept development		
				Refinement and finalization	
					Launch planning and rollout





WORK SAMPLES





MARITIME WASHINGTON NATIONAL HERITAGE AREA

Branding / Website Design / Marketing

MARITIME WASHINGTON NATIONAL HERITAGE AREA

Sea and Story

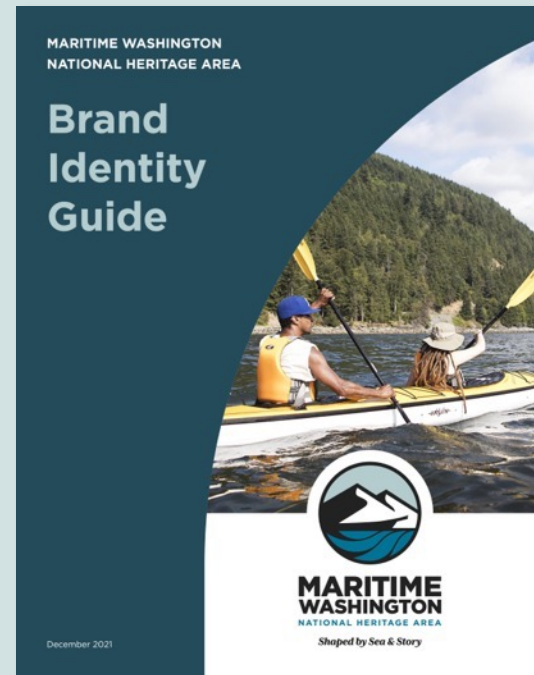
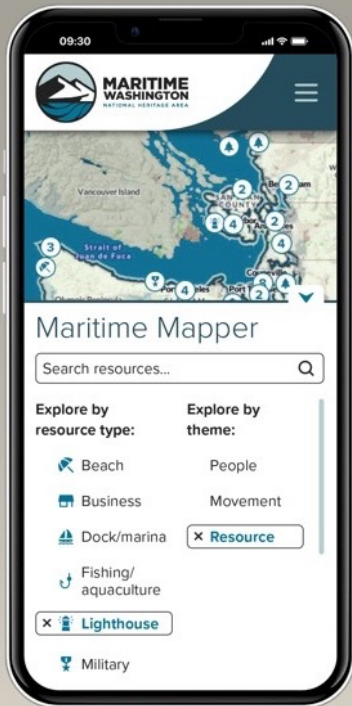
Situation: Congress officially designated the 3,000 miles of Washington’s saltwater coastline from Grays Harbor through Puget Sound and north to the Canadian border the Maritime Washington National Heritage Area. Washington Trust for Historic Preservation brought maritime and heritage partners together to decide a vision and plan for what the new organization would become and achieve. But they didn’t want to wait until the work was done to create the brand.

Strategy: JayRay led the branding work as the management plan took shape. Together, we consulted with governments including Tribes, counties, cities and ports; historic and cultural museums, education centers, heritage structures and working waterfronts; and thousands of people who live and work within a half mile of the shore. Through formal research and casual conversation, JayRay identified brand themes: a landscape of contrasts — restless and rugged, meditative and calm; rich heritage of many cultures and stories; connections across time and miles.

Results: The unveiling of the brand logo, tagline and materials drew an enthusiastic response from those with the biggest stake — the multitude of volunteers who contributed to the management plan. With the help of JayRay’s brand guide and four-year marketing and communication strategy, The Maritime Washington National Heritage Area is now growing its program, partnerships and website.

[Click here](#) to learn more about this project on our website.







CITY OF MONROE

Branding / Brand Architecture

CITY OF MONROE

Strength in a Unified Identity

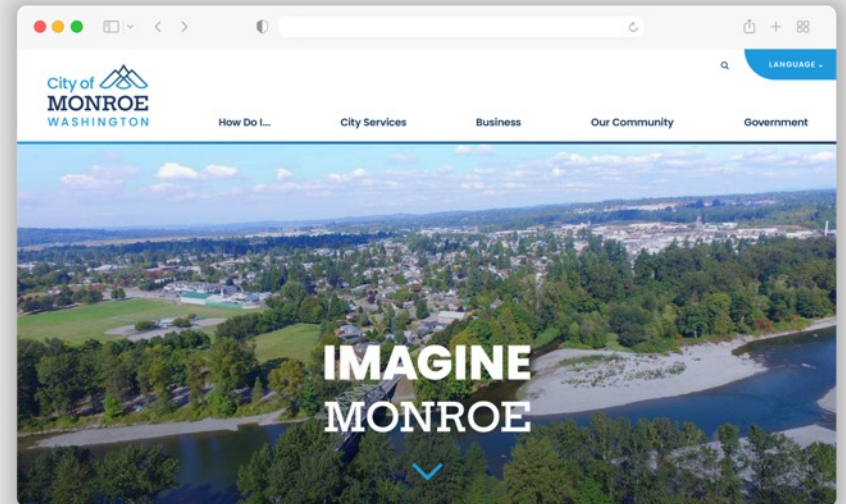
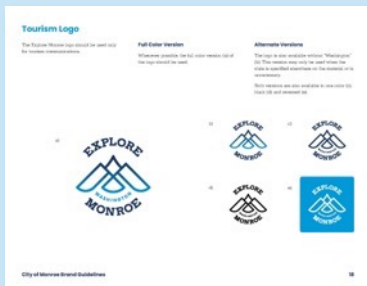
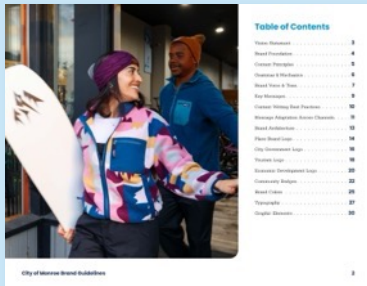
Situation: The City of Monroe, Washington, struggled with a brand identity that didn't resonate with residents. The city's logo and slogan, "The Adventure Starts Here," focused on adventure tourism, but community feedback revealed a disconnect between this tourism emphasis and the city's values. To better reflect its unique culture and strengths, Monroe needed a rebrand aligned with the core values of its community, especially considering its newly adopted vision, *Imagine Monroe*.

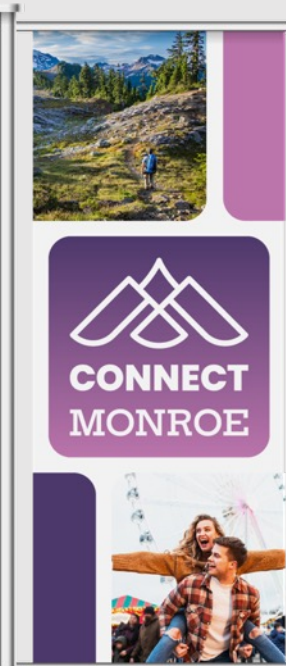
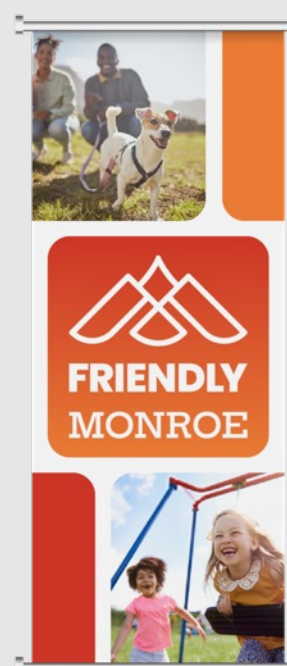
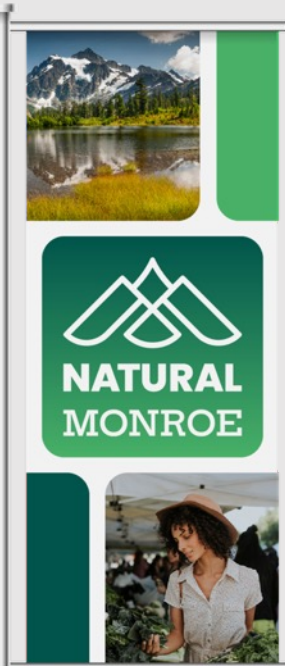
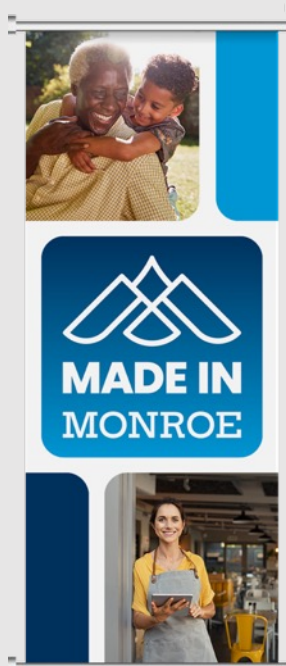
Strategy: JayRay partnered with the City of Monroe to lead a comprehensive place brand initiative centered around community engagement. The strategy included a brand audit, competitor research and analysis of feedback from over 1,000 residents via surveys, phone calls and focus groups. JayRay focused on creating a cohesive brand architecture across several facets including city government, tourism, economic development, small businesses and residents.

Results: The rebranding initiative resulted in a place brand identity that captured Monroe's charm and its broader regional significance. The new logos and brand voice will be implemented across City communications, tourism efforts, municipal departments and community initiatives, fostering local pride and growing visitor interest.

JayRay further supported the City of Monroe on brand management, collateral development and brand launch (Spring 2025), ensuring the brand evolves alongside Monroe's growth.









EXPLORE WILSONVILLE

Branding / Website Design / Destination Marketing

EXPLORE WILSONVILLE

In the Heart of It All

Situation: Surely, summer tourism would rebound, but in April and October? The uncertainties of the COVID-19 pandemic put the skids on Wilsonville’s tourism promotion plans. It threatened progress made growing the area’s reputation as an affordable, relaxed basecamp for memorable getaways, in the heart of it all.

Strategy: To reduce some of the uncertainty for visitors, we worked to make it easy for them to plan a visit. We created 10 drivable (basically navigable) trip itineraries that featured Wilsonville’s easy access to wine country, farmlandia, shopping, local history, family adventures, interesting food experiences and outdoor excursions. A compelling new brand, photography, detailed maps, hotel listings and partner packages helped position an overnight stay as a refreshing respite.

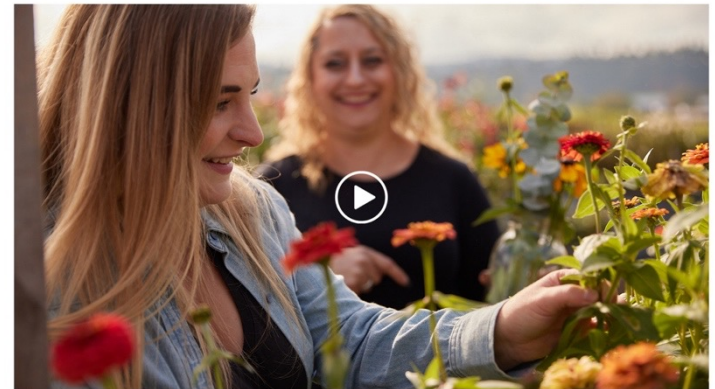
Results: As businesses reopened, we added itineraries, pitched the media and advertised. Brand awareness followed. New website visitors increased 58% from one spring to the next. Clicks on restaurant listings jumped. People took notice, including social influencers whose visits we coordinated just in time for fall activities. And, the brand refresh won several industry awards.

[Click here](#) to learn more about this project on our website.



PNW Adventures Near Portland, OR

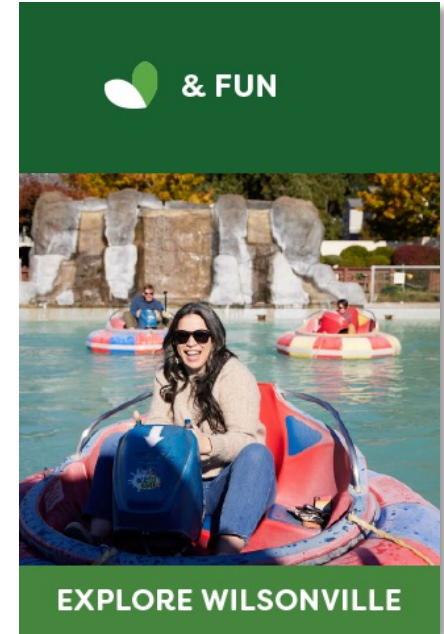
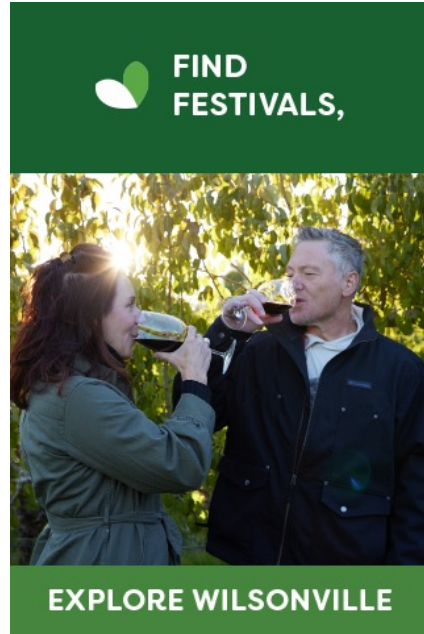
[Click here](#) to watch video.



Affordable Fun Near Portland, OR

[Click here](#) to watch video.





explore WILSONVILLE
VISUAL IDENTITY GUIDE

EXPLORE WILSONVILLE
Oregon
IN THE HEART OF IT ALL

March 2023

ITINERARIES FOR ALL

EXPLORE WILSONVILLE
Oregon
IN THE HEART OF IT ALL

TRIP IDEAS + LODGING + MAP

TRIP ITINERARIES CATERED JUST FOR YOU

SEARCH ITINERARIES BY SEASON OR ACTIVITY: [ExploreWilsonville.com/Itineraries](https://explorewilsonville.com/itineraries)

WILSONVILLE
IN THE HEART OF IT ALL

CLOSER THAN YOU THINK

- CANADA: 5-6 hour north
- WASHINGTON: 75-90 minutes north
- CALIFORNIA: 5-6 hours south

18 farm stops

More than 700 wineries

8 nearby shopping centers

More than 40 local restaurants & breweries

FIND A VARIETY OF LOCAL RESTAURANTS & BREWERIES: [ExploreWilsonville.com/Food](https://explorewilsonville.com/food)



CITY OF PASCO

Place Branding / Community Campaign / Tourism Campaign

CITY OF PASCO

Naturally Transformative

Situation: The City of Pasco sought to develop a comprehensive place brand update that was deeply unique to Pasco and resonated with its diverse community. The new brand would represent the city's unique attributes and strengths while being aspirational and encompassing future projects without drastically changing its current logo. The brand would need to be transferrable across all City departments, economic development and marketing efforts, with integration opportunities for other local organizations.

Strategy: JayRay conducted extensive research to uncover the City of Pasco's unique brand. The research included a comparable analysis, focus groups, in-person and phone interviews, in-person and virtual workshops and an online brand survey for city partners, residents and visitors.

Results: The rebranding initiative resulted in a place brand identity that captured Pasco's vibrant, friendly and incredibly creative community. JayRay developed key messages for the city, a brand promise, position and personality, a brand voice guide and an updated logo with municipal department-specific logo iterations and letterhead. The branding process also yielded a community pride and tourism campaign set to launch in spring 2025. JayRay continues to work with the City of Pasco on other community initiatives, including a new arts and culture map and the Tri-Cities Animal Services' new logo.

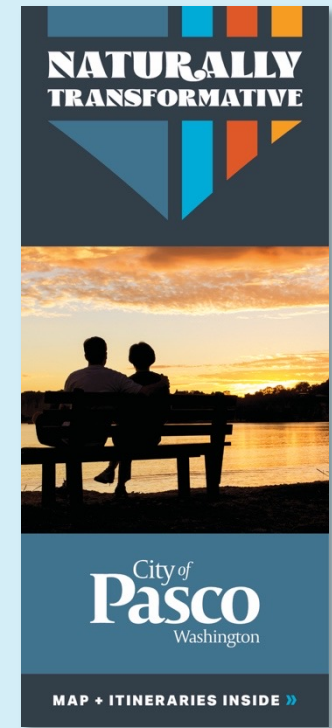




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City of Pasco | Brand Identity Guidelines



A person is holding a white rectangular sign in front of a vibrant, abstract mural. The mural features bold, curved lines in shades of green, yellow, blue, and orange. The sign contains a black silhouette of a mountain range with white peaks. Below the mountain, the text "SOUTH SOUND PROUD" is written in a white, sans-serif font. Underneath that, the phrase "LIVE LIKE THE MOUNTAIN IS OUT" is written in a large, bold, black, hand-drawn style font.

SOUTH SOUND PROUD

LIVE LIKE THE
MOUNTAIN IS OUT

SOUTH SOUND PROUD

Branding / Campaign Strategy

SOUTH SOUND PROUD

Live Like the Mountain is Out

Situation: South Sound Together, a group of businesses, colleges and government organizations, hungry to show off the South Sound as a top place to work and live, turned to branding to solve the need. South Sound business leaders were skeptical. Previous group branding attempts failed. This time, the thinking would have to be bigger. The roots, deeper. And the results, unquestionable.

Strategy: The carefully orchestrated campaign was as broad as it was collaborative: teaser creative, moving billboards, online store, a Snapchat and Instagram strategy, an events street team and open-source graphics with an invitation to use them. Next, we sat back and watched the community make it its own.

Results: Residents, businesses and organizations quickly adopted and adapted the Live Like the Mountain is Out creative using elements on their websites, advertising, social media, murals and art. We saw a large following of Instagram followers within days, and 145,000 Snapchat filter uses in the first 24 hours alone. Local reporters were investigating on the day the guerilla tactics broke, trying to track down the source. And South Sound Proud merchandise at community events disappeared often within the first hour. Businesses contacted us to create items, and they're still lined up to get campaign murals on their empty walls. The campaign earned continued funding. And the Live Like the Mountain is Out spirit is celebrated year-round.

[Click here](#) to learn more about this project on our website.









VISIT GIG HARBOR

Destination Branding / Tourism Communication

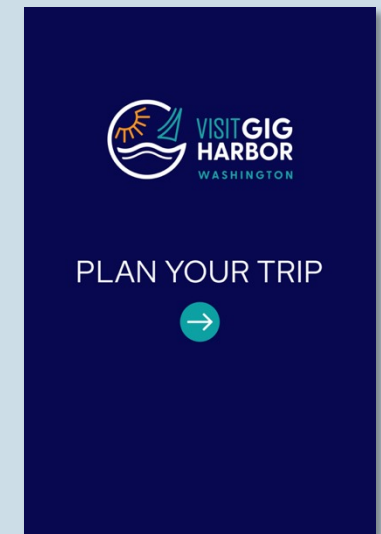
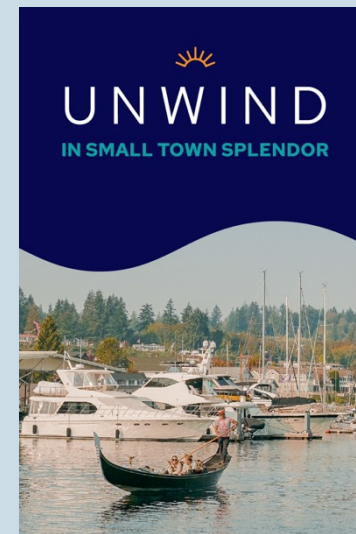
VISIT GIG HARBOR

Timely New Brand

Situation: A newly minted tourism program managed by Gig Harbor’s Chamber of Commerce was ready to set sail. With only a few months to go before embarking on the project, the Chamber needed of a new logo and launch campaign for its tourism effort. Fondly known as the Maritime City and a natural place for a scenic getaway, Gig Harbor needed a visual identity that was as beautiful and fun as its views and adventures.

Strategy: The Chamber partnered with JayRay in a fast-moving design process. Deadlines for high-profile ads that acted as natural launching pads for a new brand were on the horizon. The city’s existing community research gave us a head start on creating a visual identity that was authentic, relevant and different.

Results: JayRay’s expertise in local tourism – more specifically waterfront cities with a maritime culture – helped power the collaborative effort toward creating a brand personality, position and promise. Based on that foundation we created ads that met the deadlines for hyperlocal and national publications. With custom photo shoots, several logo iterations, key stakeholder engagement and campaign assets, Visit Gig Harbor embarked on its new adventure.



Unwind in Small Town Splendor
SAVOR THE SALTY AIR & MAKE SWEET MEMORIES

Find waterfront adventures and small-batch sips for everyone. Gig Harbor offers family friendly activities of every kind, just an hour south of Seattle.

Plan your trip at VisitGigHarbor.com #VisitGigHarbor

Land and Sea Adventures in Gig Harbor | Explore the Pacific Northwest

[Click here](#) to watch video series.



2026
 visitor & relocation guide
GIG HARBOR

Visit GIG HARBOR | Gig Harbor CHAMBER of Commerce | GIG HARBOR City of Commerce

EXPLORE

Escape to WONDER
in Gig Harbor

Paddle past curious seals, wander forest trails and stroll downtown for coastal bites and harbor views. Every turn invites adventure, and every moment feels made to be explored.

Discover more stops to wonder: VISITGIGHARBOR.COM/EXPLORE

Watch the Author come to life: [LAND & SEA VIDEO STORY](#)

THE NARROWS EXHALE Hillside History 28	UNDER THE CANOPY Outdoor Adventure 33	PAWS ON THE HARBOR One Dog's Guide 40
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Ready to explore? Let the following pages be your guide!

CRUISE GIG HARBOR
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DRAGON

GIG HARBOR VISITOR & RELOCATION GUIDE 2026 | GIG HARBOR VISITOR & RELOCATION GUIDE 2026



YOUR TEAM



YOUR TEAM

STRATEGIST



Bridget Baeth

Senior Advisor & Principal

“Find out who you are and do it on purpose” is Dolly Parton’s line, but the backbone of Bridget’s philosophy in branding and beyond. Bridget leads the agency with a head for strategy, a heart for people and a relentless drive to do work that matters. Over two decades, she’s shaped brands for communities of all kinds – from rural main streets to waterfront destinations to urban cities – bringing a nuanced perspective to what makes each place distinct and worth experiencing. She believes the strongest brands aren’t invented; they’re uncovered, shaped and expressed in ways that feel both true and actionable. Whether aligning stakeholders, defining positioning or bringing visual systems to life, Bridget builds brands with intention, curiosity and a deep understanding of place.

Recent clients:

- City of Fife
- City of Monroe
- City of Pasco
- Explore Wilsonville
- Maritime Washington National Heritage Area
- Visit Gig Harbor

ACCOUNT SERVICES



Bethany Doane

Operations Manager & Principal

Bethany is the numbers person in a house full of creatives, but between us? She wouldn’t have it any other way. As JayRay’s operations director and principal, she’s the one making sure everything runs smoothly behind the scenes: paying the bills, running payroll, managing benefits, balancing budgets and keeping projects on track. If it involves a spreadsheet or a deadline, it probably crosses her desk. A self-proclaimed homebody with a soft spot for Earl Grey tea, off-color podcasts and the satisfying click of her 10-key, Bethany brings order, calm and good nature to the office, even as she circles back on billings. Again. At the helm of a woman-owned business with deep local roots, Bethany’s proud to be part of an agency that’s fun, sassy and smart (her words!).

Recent clients:

- All JayRay clients

YOUR TEAM

DATA ANALYST



Travis Roth

Assistant Advisor

Travis keeps clients' digital worlds in motion – analyzing social posts and website traffic and tracking the data that shows what's working. Calm under pressure and fueled by caffeine (and the occasional Liquid Death), he's the steady hand that keeps projects running smoothly and on schedule. Before joining JayRay, Travis worked across the transportation, agriculture and tech industries, bringing a rare mix of technical know-how and creative instinct to his work. A lifelong photographer, Travis loves to tell a story through his lens, especially when it includes travel to places that remind him of his rural Montana roots. Steady, thoughtful and a good listener, Travis is here to support your brand research phase (with his cat, Scorch, supervising from just off-camera).

Recent clients:

- Explore Wilsonville
- Visit Kent
- Olympic Peninsula Visitors Bureau
- Visit Yuma

PROJECT MANAGER



Alex Domine

Advisor

Like a musical movement that never fails to make your heart burst (looking at you, Sondheim), Alex knows how to bring all the right elements together – at the right time – to create something that resonates. As a project manager, he's equal parts conductor and connector, keeping teams aligned, timelines on track and ideas moving forward with purpose. He earned his MBA after studying journalism and music, both of which sharpened his ability to detect meaningful brand undercurrents and translate them into clear, actionable direction. At JayRay, Alex serves as a steady partner to clients and team alike – guiding projects from kickoff to completion, anticipating needs before they arise and ensuring the work not only gets done, but gets done well.

Recent clients:

- City of Tacoma
- Explore Wilsonville
- Discover Forest Grove
- Maritime Washington National Heritage Area
- Grant County Tourism
- Visit Gig Harbor



YOUR TEAM

CREATIVE



Julia White

Senior Art Director

Spend a moment with Julia, and two things will become immediately clear: She's as cool as a cucumber, and her creative cup overfloweth. With nearly a decade of creative evolution at JayRay, Julia has become the kind of art director whose work – and leadership – resonates long after the project ends. Shaping everything from motion graphics to full-fledged rebrands, Julia develops high-impact creative concepts and art direction across an ecosystem of collaborators, including web developers, photographers and your in-house marketing team. With a background in UX design, Julia approaches every project with the mind of a strategist and the eye of an artist. Her creative process is equal parts digital and tactile, where laptop and stylus meet pencil and notebook.

Recent clients:

- City of Monroe
- City of Pasco
- Explore Wilsonville
- Maritime Washington National Heritage Area
- South Sound Proud
- Visit Gig Harbor

CREATIVE



Sean Alexander

Senior Art Director

Sean is a Swiss Army Knife creative – the designer who can pivot from branding concepts to publication layouts to directing video shoots, all before lunch. Known for his practicality, adaptability and consistent communication, he brings structure to creativity and vice versa. Sean makes design feel effortless because he's already done the deep thinking. He cut his teeth making band posters and from there, each gig became its own master class: branding for scrappy startups, visuals for community events, digital collateral pieces for local orgs, one-off illustrations for friends-of-friends. Somewhere between concept and creation, Sean never fails to find the heartbeat – the human story behind the visuals – and that instinct is what makes his work resonate.

Recent clients:

- City of Monroe
- Grant County Tourism
- Rural Economic Alliance
- Visit Big Sky
- Visit Federal Way
- Visit Yuma





BUDGET



BUDGET SUMMARY

Isle of Palms Rebrand

Plan and Research (Phase 1)	\$12,000
Analysis and Meaning (Phase 2)	\$10,000
Brand Visuals (Phase 3)	\$18,000
Brand Implementation and Launch (Phase 4)	\$6,000
Subtotal, all phases	\$46,000
Contingency (8%)	\$4,000
PROJECT TOTAL	\$50,000

Brand Familiarization Visit (Optional)

JayRay (2 team members) will visit the Isle of Palms to gain hands-on experience with the brand, charging only for travel-related expenses, not our time (estimated at ~\$2,500). The contingency could cover these expenses.

Billing Cadence

JayRay typically bills monthly for services incurred the previous month. Project total does not include any applicable sales tax.



SCOPE OF WORK

Phase 1: Plan and Research

- Brand Team kickoff meeting (virtual, 1 hr.) to share role of Brand Team, commit to project goals, define consensus and understand approval process, determine research participants, set meeting schedule and review workplan. Collect background materials
- Review available background materials to inform the brand. Conduct a brand audit, reviewing up to 5 items for brand consistency and messaging, such as marketing collateral, website, social media and brand guidelines. Provide analysis of creative elements
- Quantitative research. Develop, implement and compile a brief online brand survey via SurveyMonkey tool to engage key audiences (e.g., City staff, Council, CVB); up to 120 total responses
- Qualitative research. Lead City Council workshop (virtual, 2 hrs.) to uncover brand 3Ps (Personality, Position, Promise) and unpack survey themes. Includes moderator's guide and summary report
- Provide Phase 1 project management (up to two virtual meetings with the project lead), workplan progress against timeline, research synthesis and executive summary report identifying the key elements of the City of Isle Palms

Subtotal: \$12,000



SCOPE OF WORK (CONT'D)

Phase 2: Analysis and Meaning

- Develop draft of brand 3Ps (position, personality, promise) strategy
- Brand Team workshop (virtual, 1.5 hrs.). Review research findings and recommendations from the brand audit. Explore the brand 3Ps strategy to inspire the vision statement. Facilitate brand messaging/tagline exercises. Summarize workshop
- Refine brand 3Ps and draft tagline and vision statement (up to 4 options). Includes two rounds of revision. Send for review via email
- Provide Phase 2 project management (one virtual meeting with the project lead) and workplan progress against timeline

Subtotal: \$10,000



SCOPE OF WORK (CONT'D)

Phase 3: Brand Visuals

- Design Isle of Palms logo and City seal (up to 4 options) with selected tagline
- Brand Team meeting (virtual, 1 hr.). Review logo and seal options with complementary iconography. Facilitate brand visual exercises to narrow to selection. Includes two rounds of revision
- Refine and finalize logo, seal and iconography. Review via email. Check trademark database
- Develop brand guidelines (a 5 to 6-page PowerPoint outlining colors, fonts, logo/seal usage, email signature and more). Guidelines to help apply brand elements uniformly across departments and City communications. Review via email; includes one round of revision
- Design visual brand assets (roughly 5 to 6 to be agreed upon), which could include report cover, social media graphics, letterhead, business cards, brochure, etc. Each item includes a review via email and one round of revision
- Provide Phase 3 project management (one virtual meeting with the project lead) and workplan progress against timeline
- Package final files (editable) and all templates for electronic delivery

Subtotal: \$18,000



SCOPE OF WORK (CONT'D)

Phase 4: Brand Implementation and Launch

- Develop a brand communication and launch plan that includes short- and long-term strategies for communicating the brand (3-year lens); a brand roll-out plan with schedule, tactics, roles, promotional activities by audience and suggested metrics. Review via email. Includes one round of revision
- Lead Brand Team brand training (up to 8 key City staff) (virtual, 1 hr.). Includes reviewing brand guide, launch plan and facilitation
- Provide a format for the City of Isle Palm to track brand metrics/results
- Lead post 6-month check-in meeting to discuss brand adoption (no charge)
- Provide Phase 4 project management (one virtual meeting with the project lead) and workplan progress against timeline

Subtotal: \$6,000

Subtotal (All Phases): 46,000
8% Contingency: \$4,000

Project Total: \$50,000





REFERENCES

NO
ALCOHOLIC
BEVERAGES
ALLOWED ON
BEACHES OR
STREETS

REFERENCES



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JAYRAY

THANK YOU!

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