



Locality Studio LLC
+
City of Isle of Palms

BRANDING PROPOSAL - RFP 2026-02
May 6, 2026

LOCALITY STUDIO
Creatives for Places

City of
Isle of Palms
South Carolina

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May 6, 2026

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314-440-5676

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

RE: RFP 2026-02

Dear Mr. Kerr,

Locality Studio is excited to submit a proposal for the City of Isle of Palms' Rebranding effort. In taking the time to review the project background, we understand your primary objective is to create a brand that showcases Isle of Palms as a family-friendly beach destination community, while also being flexible to accommodate a number of marketing and communication needs. It would be a pleasure to assist you in developing a shared identity and story for Isle of Palms.

At Locality Studio, we consider ourselves "**Creatives for Places,**" working with municipalities, nonprofits, and small businesses on branding, graphic design, web design, and public engagement. Community is key in our work as we aim to work with and for places in physical and digital spaces. I will be the project manager, working with teammates Jessie Wyman and Julia Sonda. We bring together our backgrounds in municipal planning, graphic design, and analysis to create unique brands. You can learn more about us later in this proposal.

We've done the work. We have branded the Town of Belchertown, Massachusetts and the City of Union, Missouri, and are in the process of rebranding the Town of Berthoud, Colorado. We enter each community without pre-conceived notions and craft unique approaches to meet local needs. You can view a variety of our projects in this proposal.

Engagement is key. Rooted in urban planning, Locality Studio is fortunate to have years of robust community engagement experience, from open houses to pop-ups, workshops to one-on-one interviews, we gather the important data to make design decisions from. We look forward to getting to know the Isle of Palms' community.

Isle of Palms has a story to tell. Your community is family-friendly and an ideal destination for beach seeking visitors. During this process we will uncover the unique stories that underscores this narrative in a way that can be translated into a unique and recognizable brand identity. Most importantly, this new brand will serve as an anchor to attract family visitors while seeking to preserve it's friendly atmosphere and serene landscapes. We cannot wait to dive in and discover all things Isle of Palms.

Visit LocalityStudio.com to learn more about us and see additional work examples. Thank you for taking the time to consider our qualifications, and please let us know if you need further information to help you make your decision.

Thank you,

Katie McLaughlin
Founder and Creative Director of
Locality Studio, LLC

About Locality Studio



Branding project with the City of Georgetown, Texas

We are Creatives for Places.

Locality Studio LLC is a creative agency that combines urban planning expertise with marketing, design, and engagement to understand what makes places tick from the inside out. We specialize in working with communities and organizations of all sizes, bringing the same strategic rigor and creative excellence to every project. We know that everyone has unique assets and opportunities worth pursuing.

We don't just create brands and plans that are pretty. They function strategically to help communities compete, grow, and thrive. Our strategies help clients grow their populations, revitalize their economies, attract investment or donations, and generate the resources needed to improve their community's quality of life—creating a cycle of pride and sustainable growth.

Our Services

- Logo and Brand Design
- Community Engagement
- Urban Planning
- Marketing and Communication Plans
- Rollout and Implementation
- Marketing Collateral
- Illustration
- Large-format Documents and Reports
- GIS Print and Digital Mapping
- Signage Design
- Placemaking
- Website Design
- Ad Buying and Influencer Campaigns
- Public Relations

Our History

Founded in 2019
LLC, State of Missouri
Certified Woman-owned Business
Enterprise (WBE), State of Missouri 2024

Office Locations

St. Louis, Missouri (5850 Macklind Ave., 63109)
Wakefield, Massachusetts

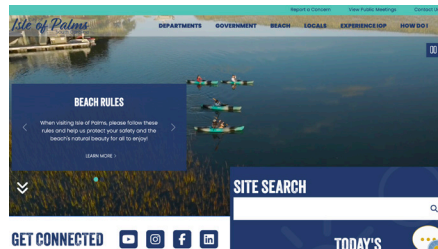
Our Approach

How is Isle of Palm showing up in the community?

We pride ourselves in thorough, all-encompassing research before making any strategic or design decisions. We look both inwards at and outside of a community to understand how the brand is showing up digitally and physically. We also review City-adjacent logos of well-known groups, places, or anchors of Isle of Palms. The new brand should make sense within the context of Isle of Palms as a whole while accomplishing the goals identified by the city.



City of
Isle of Palms
South Carolina



Initial Analysis

Our initial review on the use of existing branding reveals a wonderful opportunity for the City to strengthen ways in which it is perceived and shows up to the public. **We understand the primary objective for this project is to create a new brand that markets Isle of Palms as a family-friendly beach vacation destination.** We truly believe that through inclusive stakeholder engagement, in-depth research, and mindful design, this new brand **can become a recognized, loved and cherished symbol that supports the family-friendly culture** and is reflective of both it's place, and it's people. We look forward to creating strategies paired with brand designs for Isle of Palms.



Scope of Work

PHASE 1: KICKOFF

Kickoff Meeting

Locality Studio will meet with the City for a virtual introduction and kickoff meeting. We will discuss the project, identify the preferred method of communication, and confirm capabilities and roles.

Steering Committee

Locality Studio will work with the City to identify members of the Steering Committee to act as a sounding board throughout the process. We understand the City has already identified some key stakeholders including key City staff, City Council, the CVB, and the ATAX Committee. We would recommend that representatives from those groups be included in the Steering Committee, along with a number of other individuals that represent key institutions, groups, and areas throughout the community (for example, historians, residents and business owners, school representatives, major employers, art or design-focused locals, etc.).

Phase 1 Deliverables:

- Virtual Kickoff Meeting with Staff
- Steering Committee formation
- Communications and file sharing coordination

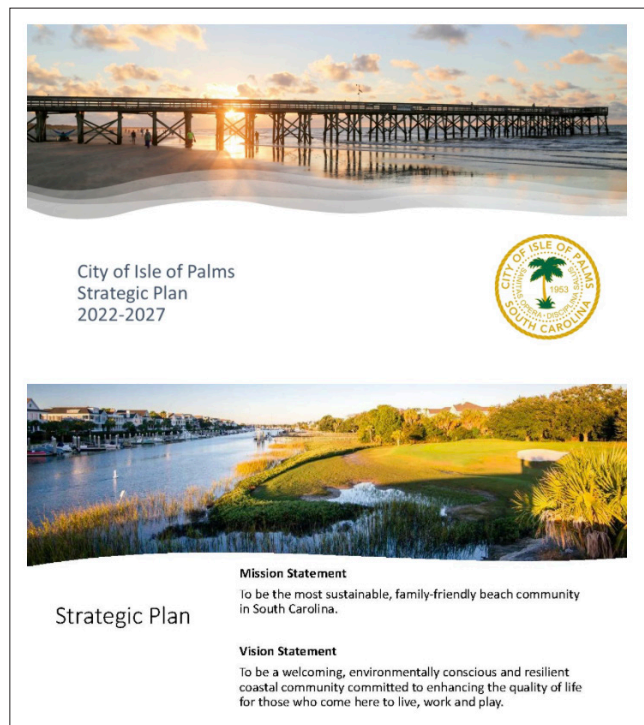
PHASE 2: DISCOVERY

Research

Quantitative and qualitative research will guide Locality Studio in understanding the who, what, and why of Isle of Palms. We review and analyze the following in all of our branding work, our research ending up in the Discovery Report:

- Existing visual identities and taglines
- Existing brand guidelines, marketing tools (website, newsletter, etc.) and available analytics

- Existing built environment and placemaking
- Existing town-adjacent logos (such as downtowns, schools districts, etc.)
- Existing regional and local assets
- Community history
- Past plans, studies, and community engagement
- Current and future community projects
- Community demographics
- Peer communities and brands



Stakeholder Engagement

Online Survey

The goal of the survey is to gain an understanding of existing perceptions of, goals for, and connections to Isle of Palms in regards to how the City feels, looks, and strives to be. Marketing materials will be provided as well as a printed survey option (if allowable by scope/budget).

PHASE 2: DISCOVERY (CONTINUED)

City Council Workshop

During Phase 2, we will also host a workshop with the City Council. This workshop will be intended to provide additional insights to the brand discovery process by understanding the collective goals, visions and ideas from the lends of City Council Members.

Pop-Up

We are big fans of showing up where people already are to reach those less likely to come to a formal focus group or open house. Holding a pop-up can be a fun way to advertise the project and encourage people to take the survey or get involved in other opportunities. This pop-up could occur during one of the summer farmer's markets or other summer event happening in the community.

Focus Groups

Locality Studio recommends up to 3 focus groups of 3-5 people group consisting of 45-minute sessions. We offer participants sign-up options to best fit their schedule, leading to a mix of participants in each group. Connecting with residents, business owners, and on-the-ground champions open the doors to their communication channels, furthering project awareness. These can be conducted in-person or virtually.

Visit to Isle of Palms (between July and end of August)

The Locality Studio team will visit the City for 2-3 days to tour the area, conduct in-person engagement activities, gather content, and immerse ourselves in all things Isle of Palms.

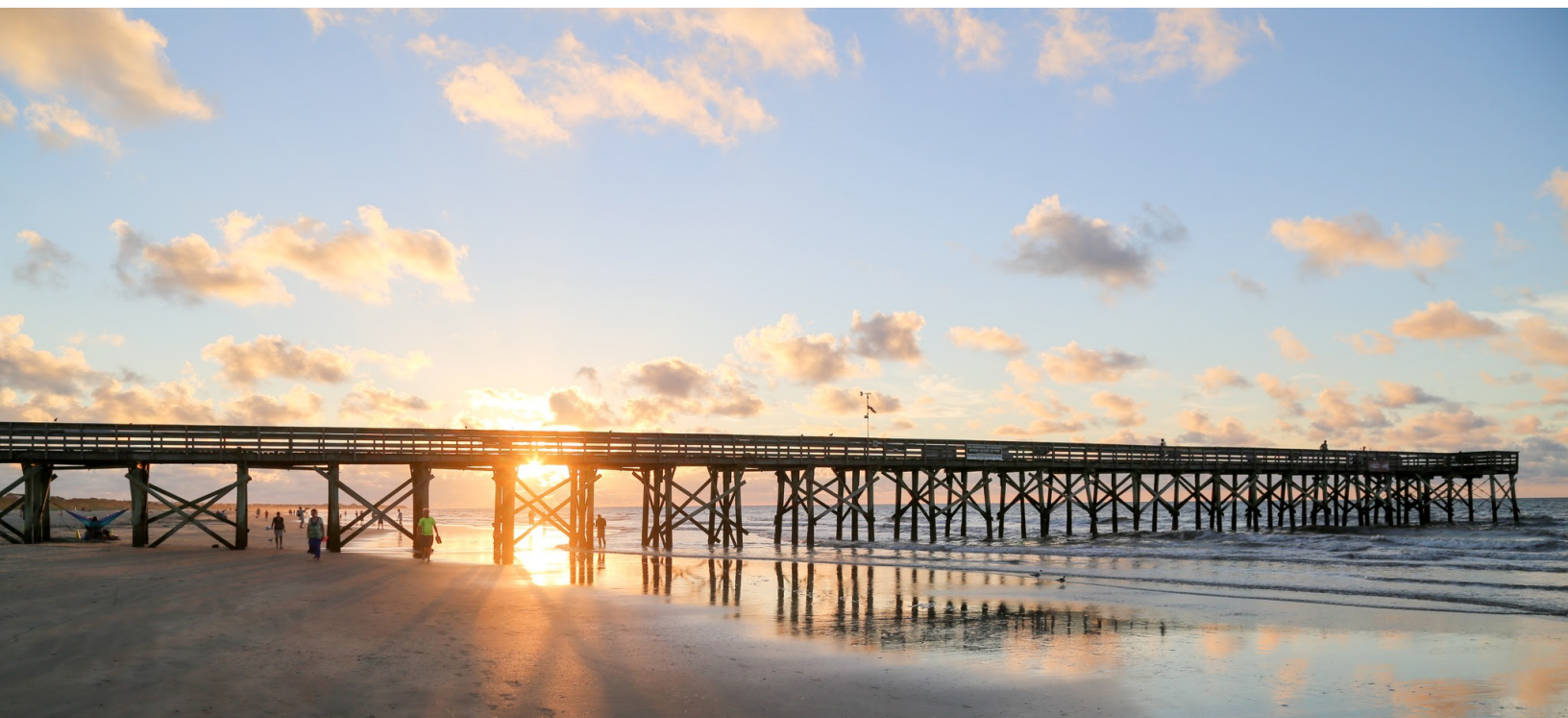
- Tour City with staff
- Steering Committee meeting
- All in-person engagement
 - City Council Workshop & focus groups can be conducted virtually after our visit if need

Discovery Report

This report will include all findings from Phase 2, including all engagement completed before, during, and after our Visit to Isle of Palms. A thorough SWOT (strengths, weaknesses, opportunities, and threats) analysis on Isle of Palms' brand concludes the report. It provides a base of consensus among staff, the Steering Committee, and the community for us to launch from for strategy and design.

Phase 2 Deliverables:

- Online survey
- Visit to Isle of Palms
- Fulfillment of Stakeholder Engagement - including City Council Workshop
- Discovery Report





PHASE 3: STRATEGY & DESIGN

Brand Strategies

Using Phase 2's findings, Locality Studio will develop 3 brand strategies to review with staff and the Steering Committee. These strategies will include themes, vision statement, audiences, messaging, story ideas, and general creative directions, eventually informing the 3 brand design options. We will revise (2 rounds) with staff and the Steering Committee.

Brand Designs

Once the 3 brand strategies are confirmed, Locality Studio will develop 3 full brand designs. We begin by creating 3 black and white simple logo concepts to be reviewed internally with City Staff. We recommend this approach to limit any design fatigue that can happen when introducing color and fonts too early in the process. Once discussed with staff, we will design 3 full brand designs. These will include logos, color palettes, taglines, and a variety of visual elements that each align with a different brand strategy. We will review and revise (2 rounds) with staff and the Steering Committee. The Committee will then make a recommendation on the top two preferred designs and strategies for approval consideration by the City Council.

Phase 3 Deliverables:

- 3 Brand Strategies
- 3 black and white logo concepts
- 3 Brand Designs
- Up to 2 total rounds of revisions with Steering Committee
- Steering Committee recommendation of brand strategy and preferred designs to City Council



Left: Examples of Belchertown branding project, from simple concepts, to full brand designs, to revised options. The final two are the final town logos.



PHASE 4: IMPLEMENTATION

Upon approval by the City Council on the final brand, Locality Studio will develop a final report outlining project details and the entire brand process. We will also provide a rollout plan during this phase, both curated for Isle of Palms and flexible enough for anyone to use.

Phase 4 Deliverables

▶ Final Report

▶ Brand Guidelines

- Vision Statement
- Tagline
- Messaging
- Audiences
- Logo use/placement
- Color palette
- Typography
- Iconography
- Photographic treatment

▶ Templates/Mockups for:

- Signage (design-intent only)
- Brochures
- Webpage layout (pdf mockup)
- Powerpoint presentation template
- Report cover
- Letterhead
- Business cards
- Email signature
- Social media template

▶ Final Files

- Logo files (including any departmental logos)
- Other branded assets

▶ Rollout Plan

- Short-term and long-term timeline and implementation strategies
- How-to guidance to ensure brand is implemented consistently between City staff and departments
- Brand launch strategy including recommendations on tracking success metrics

▶ Long-Term Support

- Locality Studio may be available for continued implementation support at an hourly-based or project based rate

Timeline

Jun Jul Aug Sep Oct Nov Dec Jan Feb

Phase 1: Kickoff



Phase 2: Discovery



Phase 3: Strategy & Design



Phase 4: Implementation

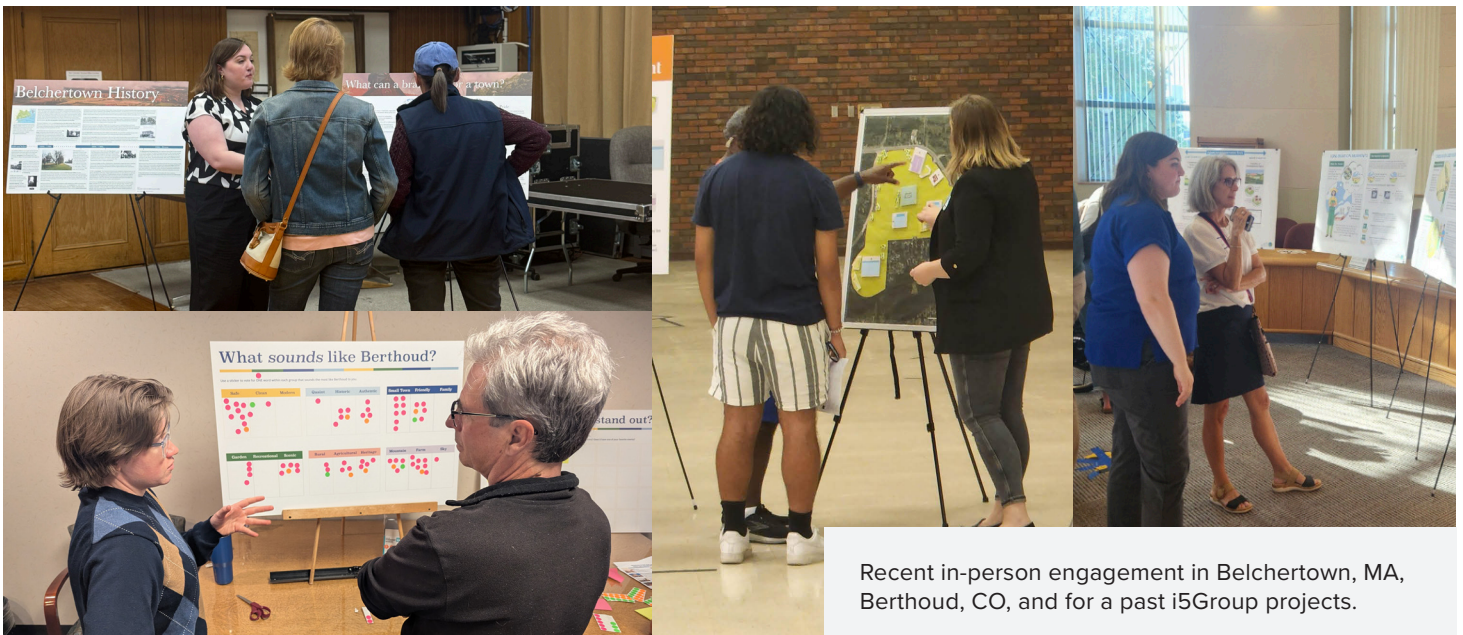


Staff Meeting during Kickoff, then bi-weekly or as-needed.

- Steering Committee Meeting
- City Council Workshop
- ⋮ Visit during this time
- ★ ATAX/City Council Vote

All meetings or presentations outside of the Visit are considered virtual.

We are happy to add additional meetings, presentations, or another visit if within scope/budget.



Recent in-person engagement in Belchertown, MA, Berthoud, CO, and for a past i5Group projects.

Fee Schedule

Phase 1: Kickoff

Deliverables:

Virtual Kickoff Meeting with Staff	\$500
Steering Committee formation	\$500
Communications and file sharing coordination	Included

Phase 1 Total: \$1,000

Phase 2: Discovery

Deliverables:

Online survey	\$3,000
Visit to Isle of Palms	\$5,000*
Fulfillment of Stakeholder Engagement + City Council	\$5,000
Workshop	\$1,000
Discovery Report	\$5,000

Phase 2 Total: \$19,000

*Does not include reimbursable expenses cost; see below.

*Reimbursable Expenses Include:
Travel to Isle of Palms for primary visit for 2 people.
Engagement Materials including Food/Drink and Printing needs
These are reimbursable at Locality Studio's direct cost without any markup.*

Phase 3: Strategy & Design

Deliverables:

3 Brand Strategies	\$5,000
3 black and white logo concepts	\$500
3 Brand Designs	\$7,000
2 total rounds of revisions	\$3,000

Phase 3 Total: \$15,500

Phase 4: Implementation

Deliverables:

Final Report	\$1,000
Brand Guidelines	\$4,000
Templates/Mockups	\$2,000
Final Files	Included
Rollout Plan	\$2,500

Phase 4 Total: \$9,500

+ Reimbursables ~\$2,700

+ General Project Management/Admin Fee: \$1,000**

Locality Studio can provide continued support for implementation after project completion.

Graphic Design hourly rate: \$75/hour

Other services priced at a project-based rate.

** Includes all meetings, presentations, and software (SurveyMonkey, Adobe, etc.)

**PROJECT NOT TO EXCEED
TOTAL: \$48,700**

References

Town of Belchertown, MA

Branding Project - 2025
Population: 16,000
Rural with historic downtown and large recreational spaces

www.belchertown.org/567/Branding-Belchertown-Project

Maude Haak-Frendscho

Town of Belchertown, MA
Creative Economy Coordinator
econddev@belchertown.org (contract has ended, probably best to use personal email)
maudehaakfrendscho@gmail.com
206-384-2670

Danielle Amodeo

Branding Belchertown Project Manager
Principal Consultant | Arts Equity Group
347.684.0323
danielle@artsequitygroup.com

City of Union, MO

Branding Project - 2025-Present
Population: 13,000
Exurb of St. Louis, MO with local training college

Adoption of logo is pending

James M. Schmieder, MPA

City of Union
Assistant City Administrator
636-583-3600
devdirector@unionmissouri.gov

City of Georgetown, TX

Branding Project - 2023
Graphic Design - 2021-Present
Population: 100,000
Outside of Austin, Texas with robust, historic downtown and multiple recreational connections

https://issuu.com/localitystudio/docs/georgetown175_brandguidelines

Aly VanDyke

Director of Communications and Public Engagement
City of Georgetown, TX
512-930-3652
Aly.VanDyke@georgetown.org

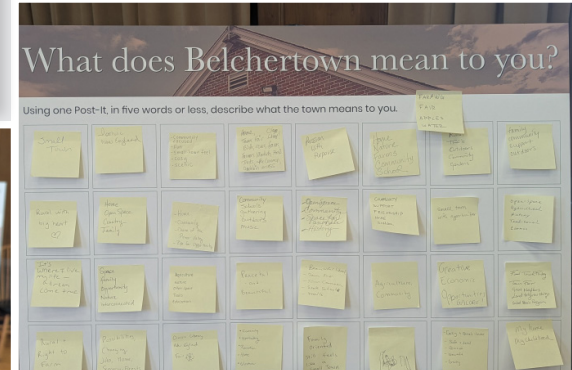
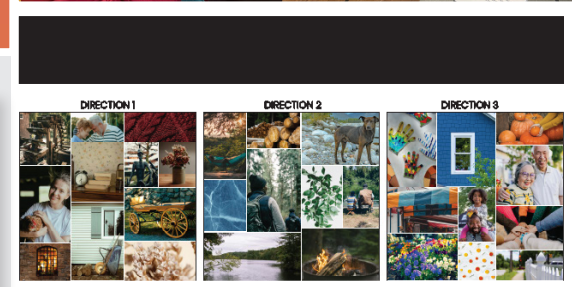
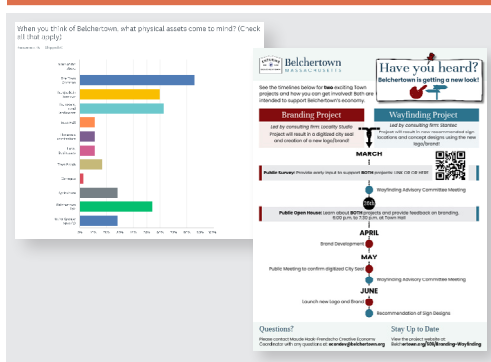
City of Virginia Beach, VA

Graphic Design for Cultural Affairs Department - 2021-Present
Population: 455,000
Major city on Atlantic Ocean, next to Norfolk

Alex Dye

City of Virginia Beach
Media and Communications Coordinator II
Virginia Beach Cultural Affairs Department
cdye@vbgov.com | 757-385-2410

View examples of these projects and more on the following pages.



Town of Belchertown, Massachusetts

Branding Belchertown was a municipal initiative to create a cohesive and modern visual identity that reflected the town's history, character, and long-term economic development goals. The community engagement resulted in the need for a balance of natural/recreational, historic, and rural imagery. Locality Studio developed multiple logo concepts and visual directions, helping translate community values and local heritage into a contemporary identity system. We contributed to the redesign of the town seal and created brand guidelines outlining logo usage, typography, color palette, and overall visual standards to ensure consistency across town communications, signage, and marketing materials. Locality Studio worked with the Branding Belchertown Committee and project partners, incorporating community feedback gathered through meetings, an online survey, and a community open house.

Deliverables:

- Committee Meetings
- Project Marketing Collateral
- Online Survey
- Staff Drop-in Session
- Research Document
- Brand Options

Highlights

PROJECT DATE 2025	SURVEY RESPONSES 120
POPULATION 15,000	VOTES 295
PROJECT SITE https://www.belchertown.org/567/Branding-Belchertown-Project	

References

Maude Haak-Frendscho
 Belchertown Creative Economy Coordinator
 econdev@belchertown.org OR
 maudehaakfriendscho@gmail.com
 206-384-2670

Danielle Amodeo
 Branding Belchertown Project Manager
 Principal Consultant | Arts Equity Group



JOIN US!

Branding & Art in Public Spaces in BERTHOUD

Open House
January 21st
4:30-7:30 p.m.
At Town Hall - 2nd Floor

Open house style, no formal presentation.
Share stories and ideas!



Branding Berthoud

Research Document
Locality Studio LLC | February 2026



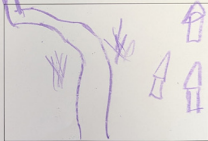
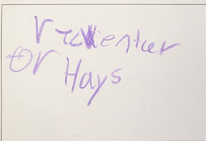
I love Berthoud because...

I like that it's small so we know every one and I like all the art

Draw your favorite things in Berthoud!

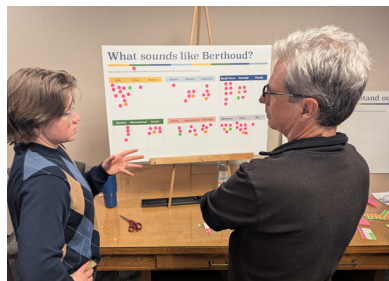
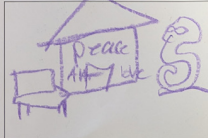
My favorite place

My home or street



Something I see every day

Berthoud... in the future!



Town of Berthoud, Colorado

Currently on-going (as of February 2026), Branding Berthoud began in October 2025. Locality Studio has been working with Town staff and a Working Group to conduct our visit to Berthoud, tours, Community Open House, and the Research Document.

Future Deliverables:

- Logo and Brand Design
- Working Group formation and meetings
- Mini-campaign
- Brand Guidelines
- Visit with tour
- Community Open House
- Research Document
- Brand Strategy Document
- Profiles images
- Templates
- Rollout Strategy Document

Timeline: Fall 2025-Summer 2026
View the Research Document and Open House Boards here:
<https://berthoud.org/1608/Branding-Berthoud>

What can a brand do for a town?

Photos from Town of Berthoud Facebook, Downtown Berthoud Facebook, and Berthoud Historical Society



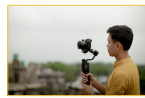
HONOR History

- The start of any story is important, especially as brands aim to tell stories about what they represent.
- It provides a visual theme to celebrate a town's rich history and display its importance moving forward.
- Town history can resonate with a wide audience.
- **Should Berthoud's history be reflected in its brand?**



MAINTAIN Town Consistency

- Town branding includes comprehensive brand guidelines to ensure consistency across all communications and materials.
- A clear brand streamlines internal and external Town communications, which can save employees time across municipal departments.
- Town materials (such as business cards, uniforms, vehicle decals) will become more unified, presenting a welcoming, professional image.
- **How can Berthoud become more consistent through its branding?**



GROW Awareness

- A brand can solidify a town's unique position within the region and emulate why others should visit, put down roots, or start their business in the town.
- Town brands can connect with outsiders more clearly, telling specific stories, and amplify the reach of the town and its assets.
- **What should those unaware about Berthoud learn via its brand?**



ALIGN Tourism

- A brand can often tell a story of why someone should visit a town, and what to expect when they arrive.
- Aligning a brand with tourism goals allows a town to present themselves to the wider public (come for agritourism, visit during fall, stop in for lunch, etc.).
- **What parts of Berthoud can be shown through its brand to bring in tourism?**



SUPPORT Economic Development

- A brand provides the foundation for more effective marketing, stronger community engagement, and long-term economic resilience.
- Town branding provides a unified and professional image of what a town is and aims to be. It can attract desired business, services, and investments that can strengthen the local economy and drive economic growth.
- Increasing investment affects the Town's revenue.
- **What economic development goals should be highlighted within Berthoud's brand?**



BUILD Town Pride

- A town brand increases engagement, builds a stronger sense of belonging and connection, and creates a shared sense of identity.
- A brand reflects a community's unique character and values.
- The process can blend community favorites (landscapes, downtown, etc.) into a cohesive, accessible story or brand.
- **How can the Berthoud brand build on your town pride?**

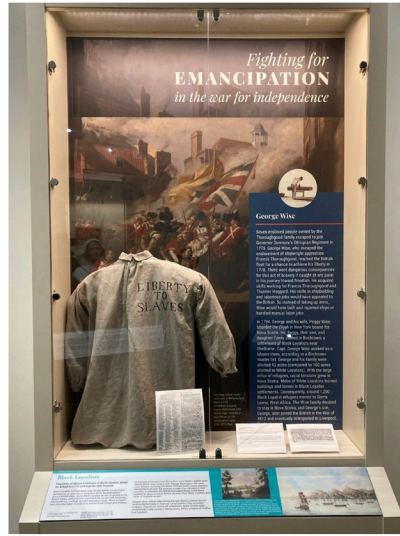
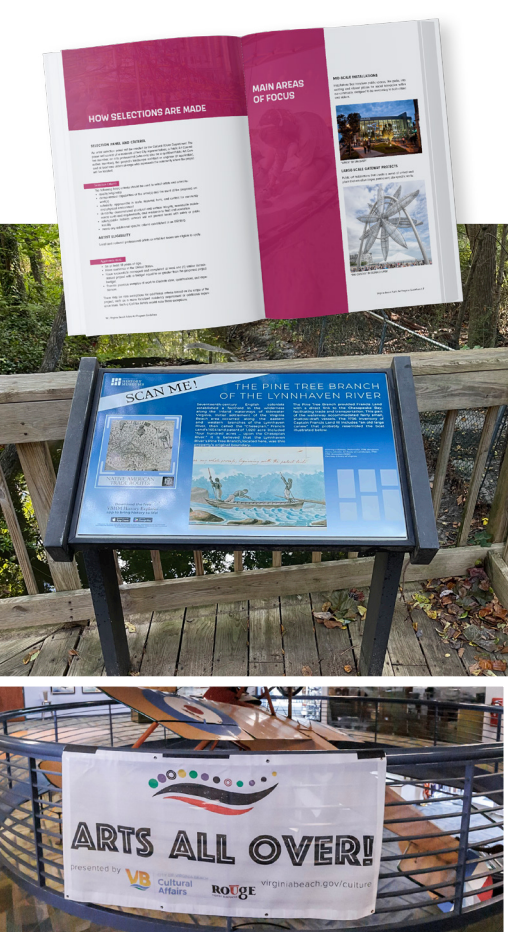


GUIDE Future Growth, Projects

- Having an official brand in place with a thorough toolkit sets the stage for future projects within a town.
- Possible future projects could include signage and wayfinding, developments, new programs, or new events.
- New projects will be able to align with or build from the brand to solidify themselves as a part of town.
- **In which future projects can Berthoud's brand be present?**

Project Highlights:

- 55+ attended open house
- Research Document supported by staff and Working Group
- Creation of an on-going educational campaign: What can a brand do for a town?
- Project approach: Should the logo be refined (corrected), refreshed (given new life), or reimagined (entirely new)?



City of Virginia Beach, Virginia

We provide on-call graphic design services to the Cultural Affairs Department of the City. This includes its History Museums, public art, and partner organization collaborations. While the majority of our work revolves around monthly and annual event suites, we have also designed signage for their virtual reality experience, brochures and maps to market their museums and event spaces, and historical character designs.

Deliverables:

- Event suites including:
 - Logos and brands
 - Invitations, programs
 - Print and digital collateral
 - Signage
 - Swag items
- Illustrations
- Reports
- Brochures, flyers
- Maps
- Rack cards
- Exhibits/signage
- Swag items (stickers, folders, fans, patches)

Highlights

YEARS WORKING TOGETHER
2021 - Present

POPULATION
454,800

EVENT SUITES CREATED
30+

Reference

Alex Dye
Media and Communications Coordinator II
Virginia Beach Cultural Affairs Department
cdye@vb.gov | 757-385-2410



Civic Results + The Metro Mayors Caucus

Locality Studio rebranded Civic Results, an organization that unites local governments and nonprofits in the Denver area. The final logo features 7 shapes to represent their seven-county service area, and a compass dial moving up and forward. We also created a sub-brand for one of their programs (The Metro Mayors Caucus) that could be used as a template for additional program brands as needed. We provided concise setup of templates, brand systems, and design options within Canva for their team.

Deliverables:

- Logo and Brand Design
- Brand Guidelines
- Sub-logos
- Templates: letterhead, social media, newsletters, email signatures, name tags, business cards, stickers

Highlights

PROJECT DATE
2024

Reference

“ We are very pleased with the rebrand for our non-profit which was designed by Katie at Locality Studio. We needed two different logos that work well together but are distinct for our nonprofit and our premier program. Our board of directors and members were impressed with the high quality of product and Katie has worked with us to get us exactly what we need to move forward with our new brand. I would highly recommend Locality Studio for your next project!

Heidi Williams
President & CEO- Civic Results
CivicResults.org | MetroMayors.org
Heidi@metromayors.org | M. 303-819-9722

How do you get around the Grand Rapids region?
Take the survey!



GVMC TDM Communications and Outreach
Project Timeline

October – December

1 RESEARCH & DISCOVERY

- Stakeholder Engagement Strategy
- Market Research and Focus Groups
- Communications Audit

January – March

2 BRAND DEVELOPMENT & MESSAGING

- Unified Regional TDM Brand Development
- Message Development

April – June

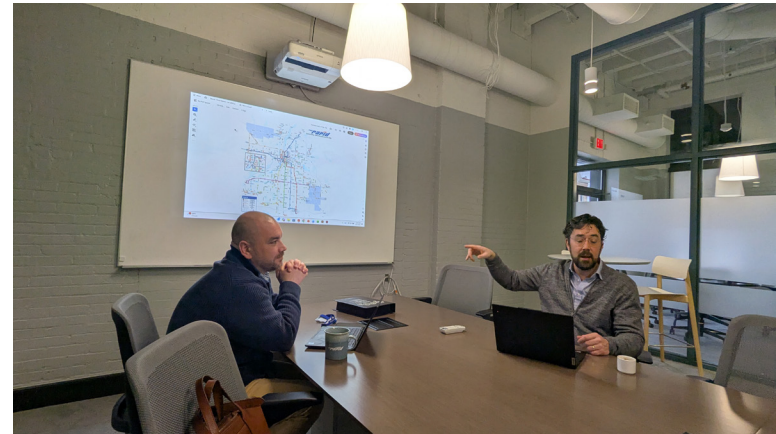
3 STRATEGIC COMMUNICATIONS PLANNING

- Campaign Development
- Digital Strategy Development
- Community Outreach Strategy

July – September

4 IMPLEMENTATION PLANNING & FINAL DELIVERABLES

- Final Report Development
- Stakeholder Presentation Buy-in



Grand Valley Metropolitan Council

Locality Studio is currently (February 2026) working with Em + H Chicago on a TDM (Transit Management Demand) Outreach and Communications Plan for Grand Valley Metropolitan Council (GVMC), an alliance of governmental units in the West Michigan area. We have visited the region, met with stakeholders, conducted focus groups and interviews, and created an Advisory Group. To-date, the project’s survey has over 800 responses. We are currently wrapping up the Research and Discovery Phase, moving on to the Brand Development and Messaging. Learn more here: www.gvmc.org/tdm.

Deliverables:

- Focus groups
- Communications Audit
- Digital Strategy
- Advisory group
- Regional TDM Brand
- Community Outreach Strategy
- One-on-one interviews
- Messaging
- Final Report and Presentation
- Online survey
- Campaign



Jeffco Public Schools

Jeffco Public Schools is Colorado’s second-largest school district with 75,000 students, 145 schools, and 14,000 employees (also making it the largest employer in the county). We work with the district’s marketing office and various school staff on a weekly basis. Unique projects have included enamel pins, sub-brands, and district-wide templates for all staff to access.

Deliverables:

- Sub-brands and logos for events and initiatives
- Salary guides
- Banners and signage
- Letterhead, slide deck, and social media templates
- Mascots and illustrations
- Postcards and mailers
- Multi-language documents
- Infographics

Highlights

YEARS WORKING TOGETHER
2024 - Present

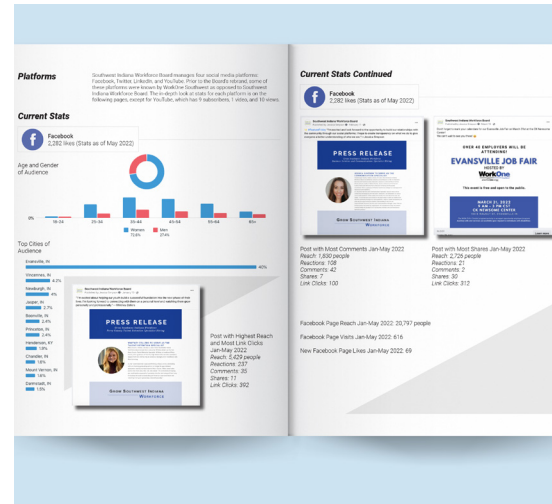
MASCOTS CREATED
3+

GOOGLE SLIDES DESIGNED
100+

Reference

“ I’ve had the most incredible experience working with Locality Studio. I desperately needed a reliable, efficient and creative design partner and Katie has blown my expectations out of the water with the work she has provided. Whether it’s a large, high-level design or something very minor, she asks all the right questions and provides high-quality, creative designs that incorporate all of the requested elements. I would highly recommend Locality Studio to anyone looking for marketing/graphic design support of any kind.

Maggie Hesketh
Manager, Strategic Communications, Jeffco Public Schools
303-982-6808 | Maggie.Hesketh@jeffco.k12.co.us



Southwest Indiana Workforce Board (SWIN)

Locality Studio rebranded, renamed, and created a website for SWIN. We surveyed their community and stakeholders, discussed simplifying their name and the use of “SWIN” (we removed “Grow” from the beginning of their name), and created many logo options. We then translated that brand and logo into a full website. You can see the website at www.swinworkforce.org. We also created a social media plan.

Deliverables:

- Logo and Brand Design
- Website Design
- Brochure Design
- Promotional Materials
- Social Media Plan
- Templates

Highlights

YEAR
2022

WEBSITE PLATFORM
Wordpress

LOCATION
Evansville, IN

Reference

Sara Worstell
Executive Director
Southwest Indiana Workforce Board
sara.Worstell@workonesw.org | 812-430-6459

North Country Rural Development Coalition

Locality Studio assisted North Country Rural Development Coalition with a renaming and rebranding process (previously Pride of Ticonderoga). We developed full brand options and applied the chosen brand to the organization's annual report. A full brand guidelines document was provided and Locality Studio is currently refreshing their website to represent the brand.

Previous Logo



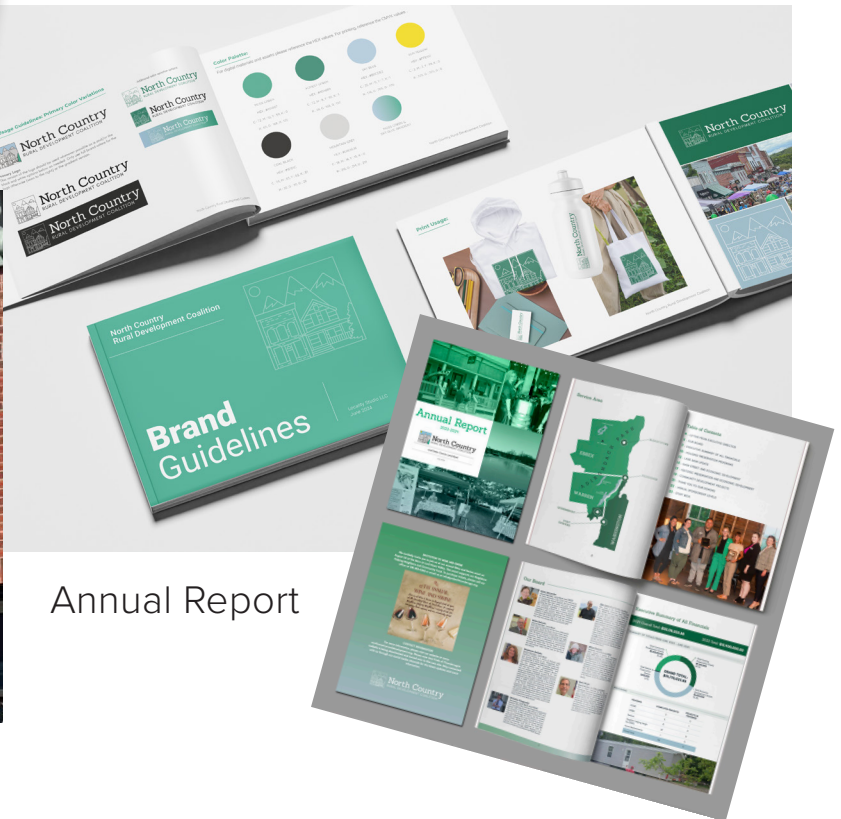
Final logo



North Country
RURAL DEVELOPMENT COALITION



Branding options



Annual Report

Nicole Justice Green

President & CEO

North Country Rural Development Coalition (NRDC)
executive.director@northcountryruraldevelopment.org

Women in Planning and Development

Locality Studio recently finished up a rebrand of the professional group Women in Planning and Development Chicago. We created a survey to gather feedback from the group's members about the existing and upcoming brand desires. We also researched aspirational and peer brands, providing initial drafts, full concepts, and revisions. The final logo emulated shapes from Chicago's Wells Street Bridge. We also created a style guide for the group to use moving forward.



- DELIVERABLES**
- Logo & Branding
 - Brand Guidelines
 - Launch Party Collateral

- TEAM**
- Katie McLaughlin



Em Hall

Transport Chicago (previously Women in Planning and Development Chicago)
em@emhchicago.com | 773-322-7296

Locality Studio Team

Katie McLaughlin will be the primary contact; her contact information can be found on the cover letter. She will act as Creative Director and Project Manager. Jessie Julia are 1099 contractors to Locality Studio LLC and have worked with the company for multiple years, collaborating every day.

Our team is a combination of brand specialists, designers, and planning professionals, bringing a range of creative and technical expertise to the project.



Katie McLaughlin | Founder and Creative Director of Locality Studio

Katie is a designer and urban planner with a passion for community-driven projects. Prior to founding Locality Studio in 2019, Katie worked as an urban planner, consulting on small neighborhood plans to large comprehensive plans. She focused on public engagement, land use and zoning, urban designs, and marketing. She thrives on working with and for communities.

Katie founded Locality Studio after seeing the gap between governmental organizations and design. Katie has built brands for clients across the country. She continues to use her background of complex analysis and storytelling to guide her design projects, while using her robust public engagement skills to interact with and learn from who she is designing for.

Katie received her Masters of City Planning with a concentration in Urban Design from the University of Pennsylvania.



Jessie Wyman | Branding and Design Specialist

Jessie Wyman is creative at heart with a love for solution-oriented design. Her career began in state and municipal planning where she spent time advancing projects related to housing, transportation and conservation. After earning her Masters Degree in Urban Design, she spent time as a freelancer working on projects related to wayfinding and community branding. During that time, she also grew her photography business, where she spent seven years working with women-owned businesses to create imagery for their personal and commercial brands.

Jessie received her Masters Degree in Urban Design for Sustainable Urban Environments.



Julia Sonda | Designer, Locality Studio

With 6+ years of experience, Julia has worked with clients from 6 countries and diverse industries. This extensive background has allowed her to refine her skills and gain valuable insights into various creative challenges. Fueled by her passion for travel and for learning new languages, she brings a global perspective to her work. Her adventures around the world have exposed her to different cultures and perspectives, serving as a wellspring of inspiration.

Julia has been working with Locality Studio since 2023, working with Locality Studio daily on project needs and general marketing, design, and branding tasks. *Julia received her Bachelor's Degree in Advertising.*

KATIE MCLAUGHLIN

Founder and
Creative Director

katie@localitystudio.com
314-440-5676

BACKGROUND

Katie McLaughlin is a designer and urban planner with a passion for community-driven projects. Her firm, Locality Studio LLC, focuses on places and design as it is rooted in urban planning. It works with governmental entities, nonprofits, and small businesses as they affect community well-being, providing branding, public engagement, and graphic/web design. She thrives on working with and for communities.

CORE CAPABILITIES

Branding: competitor research and analysis, positioning and messaging, collaboration, visual identity, brand guidelines, implementation

Public Engagement: goal development, creative engagement creation, survey development, facilitation, presentation design

Graphic Design: marketing materials, signage, social media, slide decks, e-newsletters, swag items, mapping, illustration

Web Design: wireframing, Wordpress and Squarespace functionalities, website design and development, training, maintenance

RECENT LOCALITY STUDIO PROJECTS

City of Georgetown, Texas

For over four years, Locality Studio has been the contracted on-call graphic designer for the City. Locality Studio develops their monthly newsletters as well as all other graphic materials needed by the city. Locality also developed a full brand with a budget and marketing plan for the City's 175th Anniversary brand and full celebration.

City of Virginia Beach, Virginia

For over four years, Locality Studio has been the contracted on-call graphic designer for the Cultural Affairs department to design social media posts, invitations, branding, maps, brochures, and more for their events and programs.

Village of Lindenhurst, Illinois

Locality Studio redesigned the Village's newsletter to better incorporate their brand and be accessible for staff to edit. It is used printed and digitally. Locality also acts as an on-call graphic designer for the Village for their various needs.

ADDITIONAL PROJECTS

The i5Group

Katie assists i5 with a variety of urban planning projects and public engagement, while consistently designing branded materials and outreach materials for projects.



EDUCATION

Masters in City Planning
Urban Design Concentration
University of Pennsylvania

Bachelors in Urban Affairs
Saint Louis University

SOFTWARE + SKILLS

Illustrator, InDesign, Photoshop,
Premiere Pro, ArcGIS, Rhino,
Sketchup, Microsoft Office

WordPress, Squarespace, Wix,
Weebly, CSS

EXPERIENCE

LOCALITY STUDIO LLC
2019 - Present
Founder and Creative Director

LINDBERGH SCHOOL DISTRICT
After-school Art Teacher

CALL NEWSPAPERS
Graphic Designer

DEVELOPMENT STRATEGIES
Planning Analyst

TESKA ASSOCIATES, INC
Planning Associate

WALLACE, ROBERTS & TODD
Planning Intern

PHILADELPHIA CITY PLANNING
COMMISSION
Urban Design Intern

JESSIE WYMAN

Creative Marketing Specialist

BACKGROUND

Jessie Wyman is creative at heart with a love for solution-oriented design. Her career began in state and municipal planning where she spent time advancing projects related to housing, transportation and conservation. After earning her Masters Degree in Urban Design, she spent time as a freelancer working on projects related to wayfinding and community branding. During that time, she also grew her photography business, where she spent seven years working with women-owned businesses to create imagery for their personal and commercial brands.

LOCALITY STUDIO WORK

Jessie collaborates with Locality Studio on a variety of branding, marketing, urban planning, and graphic design projects. Her quick turnarounds and consistent availability are always appreciated. Jessie also brings years of photography experience to her work, having worked as a freelance photographer for a number of years.

WORK PRIOR TO LOCALITY STUDIO

Favermann Design
Urban Designer/Planner

Luminas LLC
Visualization Specialist

Crosby, Schlessinger, Smallridge (CSS)
Urban Planner

Town of Reading, MA
Economic Development Liaison

Town of Reading, MA
Community Development Director

MassDOT
Environmental Analyst



EDUCATION

Masters in Urban Design
for Sustainable Urban
Environments,
Northeastern University

Bachelor of Science
in Community and
Regional Planning,
Iowa State University

SOFTWARE + SKILLS

Illustrator, InDesign,
Photoshop, Lightroom,
AfterEffects, Photography,
Drone Operations, QGIS,
ArcGIS, AutoCAD, Rhino 3D

JULIA SONDA

Graphic
Designer

BACKGROUND

With 6+ years of experience, I've worked with clients from 6 countries and diverse industries. This extensive background has allowed me to refine my skills and gain valuable insights into various creative challenges.

Fuelled by my passion for travel and for learning new languages, I bring a global perspective to my work. My adventures around the world have exposed me to different cultures and perspectives, serving as a wellspring of inspiration.

By combining my passion for creativity and teamwork, my willingness to learn and grow, and my enthusiasm for working in a corporate setting, I am confident in my ability to make a valuable contribution to Lingoda's creative sector.



EDUCATION

Bachelors in Advertising
University of Caxias do Sul

SOFTWARE + SKILLS

Adobe Creative Cloud, Figma
Social Media Content + Design,
Branding + Identity, Print +
Digital Design, Marketing Assets

EXPERIENCE

BUENAS DESIGN STUDIO
2016 - Present
Founder and Designer

MINDSY DESIGN STUDIO
Sept 2021 - Jul 2022
Graphic Designer

SOMMA GESTÃO ESTRATÉGICA
Sept 2017 - Jul 2021
Marketing Designer

CERBO DESIGN
Jun 2020 - Jun 2021
Marketing Designer