



MAY 2026

City Rebrand Proposal

THE CITY OF
Isle of Palms
SOUTH CAROLINA





Cover image: Brian Stansberry

Above image: DiscoverWithDima

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1. Proposal Introduction

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

Mr. Kerr and the Isle of Palms City Council,

It is with great pleasure that MandelaMade submits the following proposal for your review and consideration for the branding and design services for the City of Isle of Palms. This proposal aims to comprehensively describe the process that we plan to use to craft deliverables that will not only look great across your various touchpoints, but provide a lasting positive impact to your community.

2. About MandelaMade

OVERVIEW

MandelaMade is a multi-faceted agency helping travel and destination brands tell vibrant and memorable stories. Based in South Florida, we work with a range of organizations offering a wide suite of creative services to ensure that they can effectively connect with their current audiences while actively attracting new customers, stakeholders, and community members.

CAPABILITIES

MandelaMade initially launched as a logo design agency and has crafted numerous brand identities across a spectrum of industries. As our clientele's needs have grown more complex over the years, we have enhanced our capabilities to continue to exceed their expectations.

MandelaMade's services include:

- Brand Identity Design and Consultation
- Layout and Publication Design
- Photography
- Videography
- Video Editing
- Motion Graphics
- Drone Piloting; Photos and Videos (FAA Part 107 Certified)

DESIGN PHILOSOPHY

It is our philosophy that the best designs occur in a collaborative environment where the design team and the community stakeholders find common ground. We seek to understand before we sketch which is why the majority of our ideation takes place in the introductory mapping stage.

MandelaMade's creative process includes providing several brand mark concepts for review, plus multiple revision rounds to further refine the design. The full process is outlined in Section 4 - MandelaMade Design Process.

3. Project Scope & Deliverables

OVERVIEW

The following will address the major components listed in the proposal, including:

- A. Project Management
- B. Brand, Vision, & Message Development
- C. Research
- D. Deliverables
- E. Strategic Brand Implementation & Engagement

A. PROJECT MANAGEMENT

Should MandelaMade be selected to partner with the City of Isle of Palms on this project, the founder, Masekela Mandela, will be the lead and direct point of contact.

MandelaMade prides itself on rapid communication and attentiveness to clients ensuring consistently high quality control and customer service.

B. BRAND, VISION, AND MESSAGE DEVELOPMENT

Referencing the RFP, the chosen Consultant will be charged with designing:

- A City seal (replacing Exhibit 1)
- A City logo (replacing Exhibit 2)
- Tagline, color palette, typography, iconography, additional visual branding elements
- City vision statement
- A brand identity system that seamlessly integrates across divisions, departments, services, and programs.

MandelaMade is well equipped to deliver on all of these requirements.

3. Project Scope & Deliverables

C. RESEARCH

As referenced in the MandelaMade Design Philosophy, a great deal of time will be spent to fully understand the history, culture, nuances, and intricacies of Isle of Palms. Only then will there be enough insight to craft a complete brand system and identity that appropriately reflects the essence of the City.

If selected, representatives of MandelaMade plan to make at least two (2) visits to Isle of Palms. One trip would be to meet with the City Council and residents and/or visitors at a public event. The other would be to discuss the initial round of design concepts.

D. DELIVERABLES

MandelaMade is well equipped to provide the necessary deliverables in file formats that are suitable for small and large scale print, digital, web, and social media applications. Once there is a consensus on the final designs, MandelaMade will craft the full suite of marks in various orientations, numerous colorways, black and white versions, and sizes.

The vector Adobe Illustrator files (.AI) will be turned over to the City of Isle of Palms.

A comprehensive branding style guide will be provided in tandem to ensure proper and consistent use.

E. STRATEGIC BRAND IMPLEMENTATION AND ENGAGEMENT

Branding examples will be showcased in various simulated applications (aka "mockups") to highlight real-world examples of the proposed branding marks in action.

Upon the rollout of the rebrand, a cohesive effort is needed across touchpoints to ensure that all invested parties and constituents are aware of the changes being made. Additionally, MandelaMade recommends the crafting of an "explainer" video that goes into depth regarding the new marks and why this is an important step forward for the City.

Additional promotional items and materials handed out at a public event would further solidify the brandmarks in the minds of residents and visitors alike.

4. MandelaMade Design Process

Here's a look at the process phases we utilize for each and every project we undertake.

M - MAPPING

A - AGGREGATION

D - DESIGN

E - EXECUTION

MAPPING

We first want to understand the current landscape of the brand identity system and how the stakeholders currently interact with it. This comes in the form of in-person and virtual meetings with Council members, business owners, residents, and visitors. It is vital to recognize which elements of the identity currently work and what needs to be changed.

A familiarization of the local landscape, including how the City ties into the greater Charleston area, the Lowcountry region, and the State of South Carolina are all imperative to intimately understand how to devise a brand identity and message for Isle of Palms.

AGGREGATION

Once we have a collection of information about the City, we will begin accumulating both visual and non-visual elements that will help us to begin crafting the first instances of a brand identity. These elements will come in the form of local fauna and flora, current and legacy imagery, historic buildings, past logos and seals, resident, visitor, and business owner testimonials, local maps, and many more.

These components help us to identify a voice for the City which can be molded into the next phase: Design

4. MandelaMade Design Process

DESIGN

MandelaMade will provide at least three (3) conceptual designs (rough sketches / studies / drafts) of which one (1) may be selected to be further developed. To ensure an exhaustive design process, there are up to three (3) revision rounds included. Simulations of real-world applications (mockups) will be provided to give context to proposed design concepts.

The initial conceptual design review by MandelaMade with the City of Isle of Palms will take place in-person. Subsequent reviews will be conducted remotely.

EXECUTION

Once a design is selected and approved by the City Council, MandelaMade will provide a full buildout of assets consisting of logo lockups and variations, color palettes, typography pairings, patterns, clear-space requirements, and usage specifications.

A layout of base communications tools will be provided, consisting of email signatures, PowerPoint templates, City letterhead, business cards, apparel (embroidered polo shirts, e.g.), fleet vehicles.

These assets will be reinforced with a brand style guide that will indicate the proper and consistent use.

To ensure the best possible acceptance and adherence of the newly established brand identity for Isle of Palms stakeholders, MandelaMade will assist with the roll-out of the brand launch. We propose filming, compiling, and editing an "explainer" video featuring City Council members to intertwine a new look with familiar faces to maximize buy-in.

5. Timeline

The final project timeline would be created in tandem with the City of Isle of Palms City Council. We're outlining a draft timeline below with the anticipation all project deliverables being completed by September 30, 2026.

TASK	DATE
Project Kickoff	July 1
Introductory Mapping & Familiarization Period (Meeting with City Council)	July 6 - 10
Initial Conceptual Designs Presented	July 17
City Council First Review & Feedback Round	July 24
Design Revisions - First Round	August 7
City Council Second Review & Feedback Round	August 14
Design Revisions - Second Round	August 28
City Council Third Review & Feedback Round (if necessary)	September 3
Design Revisions - Third Round (if necessary)	September 10
Final Brand Identity Selected	September 17
Brand Identity Buildout and Final Presentation to City Council	September 25
Final Files Delivered	September 30
Implementation Roll-out Period	October 1 - 31

6. Investment

Project fees for design services listed below are payable to Mandela LLC dba MandelaMade and will be billed 50% upon signature of the agreement. The remaining balance will be billed upon delivery of final files.

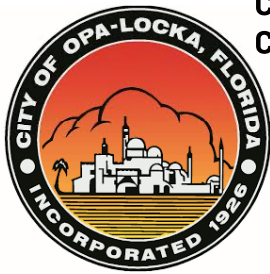
Invoices are due and payable 30 days from date of invoice.

Mapping and Aggregation Phases	\$6,500.00
Design Phase	\$10,500.00
Execution Phase	
Branding Style Guide	\$9,500.00
Communication Documents	\$8,500.00
Project Total	\$35,000.00

Project fees are based on the project scope outlined above. If the project scope changes or additional work is required, additional fees will be discussed with the Isle of Palms City Council. If additional fees are approved, a change order will be issued at that time with any adjustments.

7. Sample Work & References

THE CITY OF OPA-LOCKA BRAND IDENTITY DESIGN (SPECULATIVE)



CURRENT
CITY SEAL



NEW CITY
LOGO

OPA-LOCKA
FLORIDA

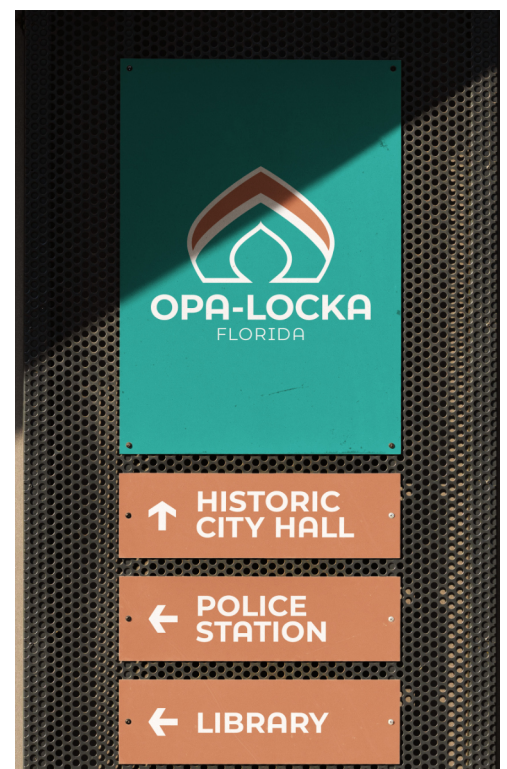


The city of Opa-locka, roughly 10 miles north of Miami, has one of the largest collections Moorish Revival architecture in the Western Hemisphere. The city does have an official seal that showcases the city hall, but does not have a city **logo** for outward branding.

Crafting a speculative brand identity to represent the city, we designed the above logo that features three distinct entrance archways in one mark. Forming an abstract letter "O", this city branding mark symbolizes a glance toward the future, a reminder of opportunity for residents, and it's historic location as a connection hub for road, rail, and air transport.

The corresponding wordmark features an alternate character for the letter "A" to further mimic the arched designs for passageways in the city. The teal and copper colors reflect the hues shown in many of the newly painted buildings.

7. Sample Work & References



7. Sample Work & References

THE TOWN OF GOLDEN BEACH BRAND IDENTITY REDESIGN (SPECULATIVE)

CURRENT CITY WORDMARK



NEW WORDMARK AND MONOGRAM

THE TOWN OF
GOLDEN BEACH



Tucked in the extreme northeast corner of Miami-Dade County, the affluent town of Golden Beach features one of the wealthiest ZIP codes in the nation. A coastal enclave, Golden Beach sits in between the Intracoastal Waterway and the Atlantic Ocean.

The town seems to have redone their town logo not too long ago, and while a wordmark as a logo is fine, there were inconsistencies with how the mark was being used and the tracking (physical spacing between the letters) seemed askew.

We designed a revamped wordmark that tied in one of the most iconic features of Golden Beach - the elongated oval shape of the three islands and the bridge that connects them to the main oceanside barrier island.

The modern sans-serif font brought in a modern and contemporary look, but we paired it with a timeless serif font to tie in the sense of status and exclusivity that Golden Beach is known for.

We wanted to have a secondary mark that could be used in more space restricted areas. The "GB" mark carries the shape of the islands and features a star element that represents the sun rising on the town from the east.

7. Sample Work & References



7. Sample Work & References



To Whom It May Concern,

I am pleased to provide this letter of reference on behalf of **MandelaMade**, a trusted creative partner that has consistently delivered exceptional design services in support of ESPN Events' HBCU portfolio since 2015.

Over the course of our relationship, MandelaMade has played an integral role in shaping the visual identity and creative execution of several premier properties, including the **Cricket Celebration Bowl**, the **MEAC/SWAC Challenge Kickoff**, and the **Band of the Year** program. Their work has spanned brand development, event creative, marketing assets, and visual storytelling that resonates with diverse audiences while honoring the cultural significance of HBCU traditions.

MandelaMade brings a combination of creativity, strategic insight, and reliability. Their team consistently demonstrates:

- A deep understanding of the HBCU landscape and its cultural nuances
- The ability to translate vision into compelling, high-impact creative
- Strong collaboration with internal teams, partners, and stakeholders
- Timely execution and professionalism across every project

Their contributions have enhanced the overall presentation, marketability, and audience engagement of our events, helping to elevate these properties on both national broadcast and social media platforms.

Based on our experience, I confidently recommend MandelaMade to any organization seeking a creative partner that delivers both excellence and authenticity.

Should you require any additional information, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "John T. Grant".

John Grant
Executive Director

7. Sample Work & References



WORK FOR ESPN EVENTS

CELEBRATION BOWL AND
MEAC/SWAC CHALLENGE

8. Closing

MandelaMade is excited with the prospect of working with the City of Isle of Palms on this rebranding initiative. We welcome the opportunity to further this conversation and answer any questions the City Council may have.

We look forward to the next stage of the selection process.

A handwritten signature in black ink, appearing to read "Masekela Mandela". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Masekela Mandela
Founder - MandelaMade