



**MARKETING
ALLIANCE**

Comprehensive Brand Strategy Proposal

City of Isle of Palms

Prepared for:

Douglas Kerr

City Administrator

David Petr
CEO
Marketing Alliance

dpetr@marketingallianceinc.com
(863) 956-7474
www.marketingallianceinc.com



**MARKETING
ALLIANCE**

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

Hello Douglas,

Marketing Alliance appreciates the opportunity to submit this proposal to support the City of Isle of Palms in developing a comprehensive brand strategy and identity system.

The Isle of Palms is in a unique position as both a highly desirable residential community and a well-established coastal destination within the Charleston region. Its natural assets, strong tourism base, and quality of life have created a powerful foundation, but also a need for a more intentional and clearly defined identity moving forward. As visitation continues to grow, the opportunity is not simply to promote the City, but to more thoughtfully shape how it is perceived, ensuring alignment with its goals as a family-friendly beach destination and a community that prioritizes livability for its residents.

This initiative presents an opportunity to unify the City's identity across departments and platforms, while also refining how it communicates to visitors, residents, and regional partners. A clear and consistent brand will strengthen credibility, improve communication, and help position the Isle of Palms as a more refined and intentional coastal experience within a competitive market.

Marketing Alliance brings more than 25 years of experience supporting public-sector and economic development organizations, having worked with over 475 communities nationwide. Our experience includes working with tourism-driven communities facing similar challenges, where balancing visitor appeal with community identity is critical to long-term success. Our approach is both strategic and practical, combining research, stakeholder engagement, and creative development to deliver branding solutions that are clear, adaptable, and designed for long-term use.

We look forward to the opportunity to support the City of Isle of Palms in creating a brand that reflects its character, aligns with its long-term vision, and provides the tools needed for consistent and effective implementation.

Thank you for your consideration.

Sincerely,

David Petr, CEO
1420 Celebration Blvd Ste 200, Celebration, FL 34747

About Us

For more than 25 years, Marketing Alliance has helped communities across the United States turn economic potential into real, measurable growth. Serving more than 475 communities, our firm brings unmatched experience to every project we undertake. Our team of professionals combines more than 135 years of expertise in economic development strategy, community positioning, and digital innovation. We develop customized solutions that help communities compete nationally, including strategic branding, economic development websites, digital marketing, video storytelling, and lead generation.

What sets Marketing Alliance apart is our ability to apply proven best practices drawn from hundreds of communities nationwide. After working with so many regions over two decades, we understand what works, what doesn't, and what consistently attracts business investment. Our strategies are further informed by ongoing conversations with site selectors and corporate decision makers, giving us direct insight into the types of information and marketing tools companies value when evaluating locations.

We proudly partner with municipalities, counties, regional organizations, and economic development agencies across the country. By understanding each community's unique strengths and opportunities, we help our clients present themselves with clarity, credibility, and confidence. As one of the most experienced economic development marketing firms in the industry, we put that knowledge to work every day to help communities compete, attract investment, and improve the lives of the people they serve.



Project Leads



David Petr

CEO / Strategy

Clients benefit from the leadership of David Petr, owner and CEO of Marketing Alliance, whose career spans more than 30 years in both advertising and economic development. Throughout that time, David has personally visited and worked in hundreds of communities across the country, gaining firsthand insight into the unique challenges, opportunities, and competitive dynamics that shape local economies. From rural towns to growing regional centers, these experiences have given him a deep understanding of how communities can position themselves more effectively to attract investment and create opportunity.

As a former economic development CEO, David brings a perspective that is rare in the industry. His work focuses on understanding the true value proposition of a place, identifying the assets that make it competitive, and developing strategies that clearly position communities for investment and growth, ensuring their strengths are aligned with what site selectors and company decision makers are seeking. After decades of listening to community leaders, business owners, and residents, he has developed a practical approach to solving economic development challenges and helping communities present themselves with clarity and confidence. His experience leading economic development organizations and advising communities across the country allows him to guide strategic planning efforts that are both visionary and grounded in implementation.

David finds deep fulfillment in the work because he knows that strong economic development planning does more than attract projects, it helps improve the quality of life for the people who live and work in the communities Marketing Alliance serves. Seeing new jobs created, local businesses expand, and communities strengthen their long-term future continues to drive his passion for helping communities define their direction and compete successfully for long-term economic growth.



Jon Maynard

President / Strategy

Jon guides the Marketing Alliance team in developing strategies that align with the unique economic development challenges and goals of the communities and organizations we serve. Having worked as an economic development leader himself, he understands firsthand many of the pressures and opportunities our clients face, allowing him to approach strategy with practical insight and real-world perspective. His work focuses on helping communities strengthen their competitive positioning, advance workforce and economic initiatives, and elevate how they present opportunities to prospective businesses and partners. Jon's commitment to thoughtful problem-solving and forward-thinking strategies helps ensure the solutions we develop are relevant, adaptable, and impactful in dynamic markets.



Mark Kitchens

Design

For more than 22 years at Marketing Alliance, Mark has played a key role in supporting strategic planning, branding, and digital initiatives that help communities clearly define and communicate their competitive position. He is known for guiding the creative team through complex projects where goals evolve and each community or organization presents a unique set of challenges and opportunities. Mark's strength lies in listening carefully, understanding strategic objectives, and translating them into clear, effective tools that support broader economic development strategies. His ability to identify what makes a place or organization distinctive allows him to develop tools that highlight those advantages and support long-term growth and visibility.

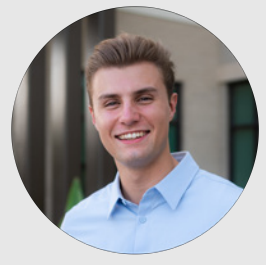


Kirsten Hill

Design

Kirsten is creative to her core. She is a film editor, camera operator, graphic designer, and web designer, with editing being her primary passion. Today, she plays a central role in shaping the creative vision of Marketing Alliance, helping guide the overall look, feel, and storytelling approach across client work.

As a leader in the firm's creative direction, Kirsten ensures that every project, from websites and videos to branding and collateral, is not only visually compelling but strategically aligned with each community's goals. She brings a sharp eye for detail and a deep understanding of how to translate complex economic development messages into engaging, human-centered experiences that resonate with site selectors, business leaders, and stakeholders alike.



Jackson Petr

Strategy

Jackson plays a key role in Marketing Alliance's strategic planning work, contributing to research, stakeholder engagement, and plan development for communities across the country. He has supported hundreds of RFP responses and strategic initiatives, helping translate data, market trends, and stakeholder input into clear, actionable plans. Jackson regularly works with client communities to understand local priorities, assets, and challenges, ensuring each strategy is grounded in real-world conditions. He is also involved in integrating new tools and technologies that support planning and research efforts, and stays actively engaged in the economic development industry through ongoing participation in IEDC courses, conferences, and connections with ED professionals and site selectors.

Project Understanding and Approach

Marketing Alliance understands that the City of Isle of Palms is seeking more than a refreshed visual identity. This effort is an opportunity to define a clear, intentional brand that reflects the City's role as both a residential community and a coastal destination, while helping guide how it is experienced by residents and visitors alike.

The Isle of Palms has a strong foundation. Its natural coastal environment, proximity to Charleston, and established tourism economy continue to attract visitors and support a healthy revenue base. At the same time, the City's character as a residential community, with a high quality of life and limited developable land, creates a need for a more thoughtful and balanced approach to how it is positioned and promoted.

As visitation continues to grow, the opportunity is not simply to increase awareness, but to refine perception. The City has expressed a clear goal of strengthening its identity as a family-friendly beach destination while reducing the types of visitation that can negatively impact the experience of residents and the long-term character of the island. This requires a brand that does more than promote the destination. It must help shape expectations, attract the right audiences, and communicate a more refined and intentional coastal experience.

In addition, the City's current branding and messaging lack consistency across departments, platforms, and applications. This fragmentation limits clarity and reduces the effectiveness of communication with residents, visitors, and regional partners. A unified brand system will improve credibility, strengthen recognition, and provide a clear framework for how the City presents itself across all touchpoints.

Marketing Alliance will approach this project with a focus on both strategic clarity and practical implementation. The goal is to create a brand that is not only visually strong, but also functional, adaptable, and easy for City staff to use consistently over time.

- **Alignment First:** Establish clear project goals, stakeholder roles, and decision-making structure at the outset to ensure efficiency and accountability
- **Research-Driven Insights:** Develop a grounded understanding of the City's assets, audience dynamics, seasonal patterns, and competitive positioning within the Charleston coastal market
- **Stakeholder-Centered Process:** Engage City leadership, staff, and regional partners to build alignment and ensure the brand reflects shared priorities
- **Strategy Before Design:** Define positioning, messaging, and audience focus before moving into creative development, ensuring the brand is built on a clear strategic foundation
- **Audience and Perception Focus:** Identify the City's desired target audience and shape messaging to reinforce a family-oriented, high-quality visitor experience
- **Iterative Creative Development:** Develop and refine concepts through structured feedback, ensuring alignment with City leadership and stakeholder expectations
- **Implementation-Focused Delivery:** Provide clear guidelines, tools, and rollout strategies that enable consistent application across departments and platforms

This approach ensures that the final brand is not developed in isolation, but as a system that reflects the realities of the Isle of Palms and supports its long-term goals. The result will be a brand that strengthens identity, improves consistency, and helps guide how the City is perceived and experienced moving forward.

Marketing Alliance will work closely with City staff, City Council, and regional partners, including the Charleston Area Convention & Visitors Bureau, to maintain alignment and momentum throughout the project.

The result will be a **clear, cohesive, and fully implementable brand system** that enhances the City's identity, improves communication, and supports a more intentional and sustainable approach to tourism and community positioning.

Scope of Work

Overview

Marketing Alliance will deliver a comprehensive, research-driven brand strategy and identity system for the City of Isle of Palms, designed to strengthen its position as a family-friendly beach destination while ensuring consistency across all City communications, departments, and marketing efforts. This work will align with the City's Strategic and Comprehensive Plans and reflect the priorities of City leadership, staff, residents, and regional partners.

This effort goes beyond visual identity to establish a clear and intentional brand that reflects the City's role as both a residential community and a coastal destination. The resulting brand will support more consistent communication, strengthen recognition, and help guide how the Isle of Palms is perceived by residents, visitors, and stakeholders.

The scope of work is organized into a structured, six-phase approach, with each phase building on the previous to ensure a clear progression from discovery through implementation. This approach emphasizes stakeholder alignment, strategic clarity, and long-term usability, resulting in a brand that is both meaningful and practical for ongoing use.

The major components of the scope include:

- **Project Management & Project Launch** – Establishes alignment, governance, and a clear roadmap to guide the project from initiation through completion
- **Research, Discovery & Market Analysis** – Provides a data-informed understanding of the City's identity, assets, audience, and competitive positioning
- **Stakeholder Engagement & Community Input** – Gathers direct input from City leadership, partners, and community representatives to ensure the brand reflects shared priorities
- **Brand Strategy, Vision & Messaging Development** – Defines the City's positioning, narrative, and messaging framework to guide all communications
- **Creative Development & Brand Identity Design** – Translates strategy into a cohesive visual identity system, including logo, design elements, and applications
- **Brand Guidelines, Implementation & Rollout Strategy** – Delivers the tools, standards, and implementation plan needed to successfully launch and sustain the brand

Together, these components create a clear and integrated process that moves from insight to execution. The result is a brand that is strategically grounded, broadly supported, and designed for long-term use, enabling the City of Isle of Palms to communicate with clarity, consistency, and confidence across all platforms and audiences.

This scope includes all required elements outlined by the City, including logo and seal development, tagline creation, iconography, templates, brand guidelines, rollout planning, and long-term implementation guidance.

Phase 1 - Project Management and Project Launch

\$4,500

Project initiation, coordination, and governance to establish alignment and guide execution

\$4,500

The branding initiative will begin with a structured and outcome-driven project launch designed to align Marketing Alliance and the City of Isle of Palms around a shared vision, clear expectations, and a disciplined execution framework. This phase establishes the operational and strategic foundation necessary to deliver a cohesive brand strategy that reflects the City's identity as both a residential community and a family-friendly beach destination.

Given the importance of coordination across City leadership, staff, City Council, and the Charleston Area Convention & Visitors Bureau, this phase ensures early alignment on priorities, decision-making processes, and stakeholder engagement, positioning the project for efficient and successful delivery.

- Facilitate a comprehensive kickoff meeting with City leadership, staff, and key stakeholders to formally initiate the project
- Confirm and refine project goals, success criteria, and strategic priorities, including destination positioning and brand consistency across City functions
- Establish a detailed project roadmap, including milestones, deliverables, and review points aligned with City Council expectations
- Define governance structure and communication protocols to ensure clarity in decision-making and approvals
- Identify and formalize roles, responsibilities, and points of contact, including coordination with the CVB and stakeholder groups
- Align on a stakeholder engagement plan, including workshops, presentations, and feedback integration

This phase is designed to move beyond basic coordination and establish a high-functioning project environment. By aligning early on the City’s priorities, community identity, and tourism goals, Marketing Alliance ensures that all subsequent work remains focused, efficient, and responsive to stakeholder input. This disciplined start reduces risk, minimizes rework, and supports steady progress through research, brand development, and implementation planning.

Marketing Alliance will provide proactive, hands-on project management throughout the engagement, ensuring continuity from kickoff through final delivery. This includes managing timelines, coordinating all project activities, facilitating communication across City departments and partners, and overseeing any subconsultants. A dedicated project lead will serve as the single point of accountability, maintaining momentum and ensuring that all deliverables meet the City’s expectations for quality, consistency, and usability.

Deliverables:

- Facilitated kickoff meeting with City leadership and stakeholders
- Finalized project work plan, including timeline, milestones, and deliverables
- Defined governance structure, roles, and communication protocols
- Stakeholder engagement and coordination framework
- Ongoing project management, progress reporting, and coordination support

Phase 2 - Research, Discovery, and Market Analysis \$9,500

Data analysis and asset evaluation to inform brand strategy \$9,500

To establish a strong and informed foundation for the City’s brand strategy, Marketing Alliance will conduct a comprehensive research and discovery process focused on understanding the City of Isle of Palms’ identity, assets, audience, and market position. This phase is designed to produce a clear, data-driven understanding of the City’s strengths, opportunities, and competitive landscape, ensuring that subsequent strategy and creative development are grounded in objective insights.

This effort will place particular emphasis on understanding visitor dynamics, seasonal patterns, and how the City is currently perceived by both residents and visitors. The goal is to identify opportunities to strengthen positioning as a family-friendly beach destination while reinforcing the qualities that define the Isle of Palms experience.

Internal Materials Review

- Review existing City materials, including branding assets, website content, marketing collateral, and prior planning documents
- Assess current brand inconsistencies, messaging gaps, and opportunities for improved alignment across departments

Environmental Scan and Market Analysis

- Analyze regional tourism trends, visitor profiles, and seasonal dynamics
- Evaluate peer and competitor destinations within the coastal South Carolina market and broader Charleston region
- Assess how the City’s natural assets and visitor experience contribute to tourism demand and economic activity

Asset and Identity Assessment

- Identify and evaluate defining assets, including the City’s coastal environment, residential character, and visitor experience

- Analyze how these elements contribute to perception, positioning, and differentiation within a competitive coastal market

Brand and Messaging Assessment

- Review current messaging, taglines, and visual representations
- Identify opportunities to improve clarity, consistency, and alignment across audiences

Initial Stakeholder Coordination

- Conduct targeted coordination with City staff and key partners to validate findings and ensure alignment with existing priorities

This phase is focused on objective analysis and insight development, creating a reliable foundation for strategic decision-making. By combining data analysis with targeted coordination, Marketing Alliance ensures that the brand strategy is informed, relevant, and aligned with the City’s operating environment and long-term goals.

Deliverables:

- Summary of findings from internal materials review and brand audit
- Market and competitive analysis of regional tourism positioning
- Identification of core assets, strengths, and differentiation opportunities
- Brand and messaging assessment summary
- Defined success metrics to guide evaluation of the brand over time
- Comprehensive research summary to inform subsequent phases

Phase 3 - Stakeholder Engagement and Community Input

\$9,000

Targeted outreach and facilitated engagement to gather insights and build consensus

\$9,000

A successful brand strategy for the City of Isle of Palms must reflect the perspectives of those who live, work, and represent the community. This phase focuses on gathering meaningful input from City leadership, staff, regional partners, and community stakeholders to ensure the brand reflects shared priorities, builds alignment, and is supported by those responsible for implementing it.

Given the City’s unique position as both a residential community and a visitor destination, this engagement process will also help identify how the brand can balance these perspectives while reinforcing a consistent and intentional identity.

Marketing Alliance will conduct this phase through a combination of in-person engagement and facilitated sessions. David Petr will travel to the Isle of Palms to lead on-site meetings, interviews, and workshops, ensuring direct interaction with City leadership, stakeholders, and community representatives. This hands-on approach allows for deeper insight, stronger alignment, and a more informed and authentic brand outcome.

Stakeholder Identification and Engagement Strategy

- Collaborate with the City to identify key stakeholders, including City Council, staff, the Charleston Area Convention & Visitors Bureau, local businesses, and community representatives
- Develop a structured and inclusive engagement plan aligned with the City’s governance structure
- Establish a clear schedule for outreach, interviews, and facilitated sessions

In-Person Interviews and Stakeholder Sessions

- Conduct on-site interviews and small group discussions with key stakeholders during the in-person visit
- Facilitate at least one City Council workshop to gather input, validate findings, and build alignment
- Engage representatives from government, tourism, business, and regional organizations

Discussion Topics May Include:

- The City’s identity, character, and appeal as a coastal community
- Perceptions among residents, visitors, and stakeholders
- Opportunities to strengthen positioning as a family-friendly destination
- Challenges related to communication, consistency, and growth
- Aspirations for how the City should be represented moving forward

Broader Community Input

- Gather additional input from the broader community, as appropriate, to ensure a well-rounded understanding of perspectives

Analysis and Integration

- Synthesize feedback into key themes, insights, and areas of alignment
- Identify priorities, opportunities, and potential areas of divergence
- Ensure findings directly inform brand strategy and creative development

This engagement process is designed to ensure the resulting brand is credible, inclusive, and actionable. By actively involving stakeholders and facilitating structured input, Marketing Alliance builds alignment, reduces implementation risk, and creates a brand that reflects the community it represents.

Deliverables:

- Stakeholder engagement plan and interview framework
- Documentation of interviews, meetings, and workshop outcomes
- Summary of key themes, insights, and stakeholder priorities
- Identification of opportunities and considerations to inform brand strategy
- Integrated stakeholder findings to support subsequent phases

This scope includes all travel and related costs associated with in-person site visits and stakeholder engagement activities.

Phase 4 - Brand Strategy, Vision, and Messaging Development \$11,000

Development of positioning, narrative, and messaging framework to define the City’s brand \$11,000

Building on insights gathered through research and stakeholder engagement, Marketing Alliance will develop a comprehensive brand strategy for the City of Isle of Palms that clearly defines its identity, positioning, and voice. This phase focuses on establishing a strategic and narrative foundation that guides how the City is communicated across all platforms and experiences.

The brand strategy will reinforce the City’s identity as a coastal community while supporting its goal of strengthening its position as a family-friendly beach destination. It will also help clarify how the City presents itself to residents, visitors, and regional partners, ensuring a consistent and intentional identity moving forward.

Brand Positioning and Strategy Development

- Define a clear and differentiated brand positioning that reflects the City’s unique character, assets, and competitive advantages
- Articulate the City’s value proposition as both a residential community and visitor destination
- Align the brand with the City’s Strategic and Comprehensive Plans to ensure consistency with long-term priorities

Vision and Messaging Framework

- Develop a brand-aligned vision statement that supports and enhances the City’s broader goals
- Create a structured messaging framework, including key messages, tone of voice, and audience considerations
- Ensure messaging resonates with residents, visitors, and regional partners

Brand Narrative and Identity Foundation

- Craft a compelling brand narrative that captures the essence of the Isle of Palms experience, including its coastal environment and community character
- Establish foundational elements that guide visual identity development, including thematic direction and conceptual territories

Tagline and Verbal Identity Development

- Develop multiple tagline concepts that reflect the City’s positioning and appeal
- Refine and test messaging approaches to ensure clarity, flexibility, and long-term usability across departments and communication channels

Concept Development and Refinement

- Translate strategy into multiple initial brand concepts, integrating both messaging and visual direction
- Facilitate review sessions with City staff and leadership to gather feedback and guide refinement
- Revise and finalize a preferred concept that aligns with stakeholder input and project goals

This phase ensures that the City’s brand is not developed in isolation, but as a strategic system rooted in research, shaped by stakeholder input, and designed for long-term use. By clearly defining positioning, messaging, and narrative before design, Marketing Alliance creates a brand that is both authentic to the community and effective across all applications, from tourism marketing to official City communications.

Deliverables:

- Comprehensive brand strategy document, including positioning and value proposition
- Brand-aligned vision statement and messaging framework
- Core brand narrative and thematic direction
- Multiple tagline options and refined verbal identity components
- Presentation of initial brand concepts (messaging and visual direction)
- Refined and approved brand concept for advancement into design and implementation

Phase 5 - Creative Development and Brand Identity Design

\$11,500

Creation of visual identity system, including logo, design elements, and brand applications

\$11,500

Following approval of the brand strategy and conceptual direction, Marketing Alliance will develop a comprehensive visual identity system for the City of Isle of Palms. This phase translates strategy into a cohesive and flexible set of design elements that can be consistently applied across all City communications, strengthening recognition, credibility, and overall brand impact.

The resulting identity will be designed to reflect the City’s character as a family-friendly beach destination, while ensuring adaptability across departments, platforms, and use cases.

Visual Identity System Development

- Design a distinctive logo and/or City seal that clearly represents the Isle of Palms’ identity and sense of place
- Develop a cohesive visual system, including color palette, typography, iconography, and supporting graphic elements
- Ensure all elements are scalable, accessible, and suitable for both print and digital applications

Concept Exploration and Refinement

- Present multiple design concepts aligned with the approved brand strategy and messaging
- Facilitate structured review sessions with City staff and leadership to gather feedback
- Refine selected concepts through iterative revisions to achieve alignment and approval

Cross-Platform Application Design

- Demonstrate how the brand will be applied across key use cases, including website, social media, signage, and official documents
- Ensure visual consistency across departments while maintaining flexibility for various programs and services

Consistency and Usability Focus

- Address current inconsistencies by establishing a clear, unified design system
- Ensure all assets are practical, easy to implement, and adaptable for long-term use by City staff

This phase is focused not only on creating strong visual design, but on delivering a functional and enduring identity system. Each element will be developed to enhance public perception, reinforce trust in official communications, and support the City’s ongoing marketing and operational needs.

Deliverables:

- Finalized logo and/or City seal
- Complete visual identity system, including color palette, typography, and iconography
- Multiple refined design concepts and iterations leading to final approval
- Sample applications demonstrating brand use across key platforms and materials
- All design files delivered in fully editable formats for ongoing City use

Phase 6 - Brand Guidelines and Implementation Strategy

\$4,500

Tools, standards, and phased rollout plan to support long-term adoption

\$4,500

To ensure long-term success, Marketing Alliance will develop a comprehensive brand guidelines and implementation strategy for the City of Isle of Palms. This phase equips the City with the tools, direction, and support needed to consistently apply and sustain the new brand across all departments, communications, and marketing efforts.

The focus of this phase is to move beyond design into practical application and long-term brand stewardship, ensuring the City’s identity remains cohesive, recognizable, and effective as a family-friendly beach destination.

Brand Guidelines Development

- Create a detailed brand standards manual outlining proper use of all visual and messaging elements
- Establish clear guidance for logo usage, color application, typography, imagery, tone of voice, and layout standards
- Provide direction for maintaining consistency across digital platforms, print materials, and official City communications

Template and Asset Development

- Develop editable templates and branded materials to support common City needs, including presentations, social media graphics, report covers, letterheads, and other communication tools
- Ensure all assets are user-friendly and designed for efficient adoption by City staff

Implementation Strategy and Timeline

- Develop a phased rollout plan outlining how and when the new brand will be introduced across departments and platforms
- Identify both short-term and long-term implementation priorities aligned with City operations and resources

Launch Planning and Community Engagement

- Provide guidance for a brand launch strategy, including community-facing activities, digital campaigns, and promotional efforts
- Ensure the rollout reflects the City’s identity and engages residents, visitors, and stakeholders

Training and Ongoing Brand Stewardship

- Provide guidance to City staff on how to effectively implement and manage the brand

- Outline best practices for maintaining consistency and evolving the brand over time

This phase ensures that the City’s investment in branding delivers lasting value beyond initial design. By providing clear standards, practical tools, and a structured rollout plan, Marketing Alliance enables the City to confidently implement and sustain its new identity, strengthening both internal alignment and external perception over time.

Deliverables:

- Comprehensive brand guidelines and standards manual
- Editable templates and branded assets for common applications
- Phased brand implementation and rollout plan
- Brand launch strategy and recommended promotional approach
- Staff guidance and best practices for ongoing brand management

Marketing Alliance will remain available to support the City during early implementation and rollout as needed.

Total Cost	\$50,000
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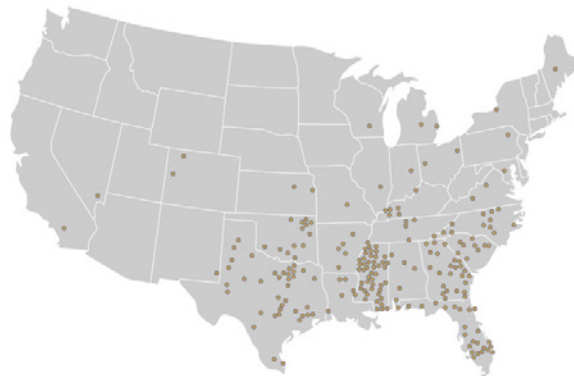
Timeline for Project Completion

Marketing Alliance proposes a structured timeline to guide project delivery from discovery through brand development, launch, and ongoing communication strategy, supporting both short-term implementation and long-term brand activation.

Milestone / Phase	Timing
Project Initiation & Kickoff	Month 1
Project Management & Coordination	Months 1–6
Research, Discovery & Market Analysis	Months 1–2
Stakeholder Engagement & Community Input	Months 2–3
Brand Strategy, Vision & Messaging Development	Months 3–4
Creative Development & Brand Identity Design	Months 4–5
Brand Refinement & Finalization	Month 5
Brand Guidelines & Implementation Planning	Months 5–6
Final Deliverables & Project Closeout	End of Month 6
Brand Launch & Initial Communication Activities (Short-Term)	Months 6–9
Ongoing Brand Activation & Communication Strategy (Long-Term)	Months 9–36

The timeline will be refined during kickoff to align with City priorities and scheduling. Regular check-ins will help maintain progress and ensure a collaborative, on-track delivery.

Delivering Results for 25 Years in 29 States for 475+ Communities



Branding Examples

Below are examples of our recent logo design projects, showcasing our ability to create distinctive and impactful visual identities tailored to each client's unique needs.





Brand Guidelines Examples

Here is an example of a brand guidelines document created for the City of Hondo. It outlines logo usage, color palettes, typography, and design applications to ensure a consistent and cohesive visual identity across all platforms.



City of Hondo, TX
Branding Guidelines
December 12, 2023

MAIN LOGO



Hondo, Texas, is a community that is proud to be American, and is patriotic. The logo colors of red, white and blue reflect this sentiment. The shape of Texas both helps to identify where they are geographically and acts as a solid base for the star locating Hondo as well as the sweeping lines which lend to the patriotic theme. The serif font, Trajan Pro Bold, reflects the crisp edges of the logo mark and sweeping lines and also supports the traditional and authentic environment of Hondo, Texas.

Color Variation 1



Color Variation 2



Color Variation 3



Color Variation 4



Secondary Logo



Word Mark



Favicon



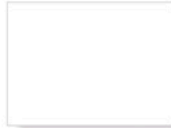
COLOR PALETTE AND TYPOGRAPHY



Hondo Blue
HEX #00285D
CMYK 100% 57% 0% 64%
PANTONE 648 C



Hondo Red
HEX #7D0000
CMYK 0% 100% 100% 51%
PANTONE 1815 C



White
HEX #FFFFFF
CMYK 0% 0% 0% 0%

Trajan Pro Bold - Header

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT UU
VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

Avenir Roman - Tagline

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

APPLYING THE LOGO

Area of Isolation



IMPROPER USAGE



Do not substitute colors.



Do not alter typefaces.



Do not reconfigure elements.



Do not alter proportions.

Branding References

Hondo Economic Development Corporation

Sean Patty, Executive Director
700 Vandenberg Rd
Hondo, Texas 78861

(830) 741-8319

spatty@hondo-tx.org

www.growhondotx.com



Our Work:

- Developed a distinct yet complementary brand identity for Hondo EDC, reflecting the city's strategic vision and economic ambitions
- Designed a logo and messaging that highlight Hondo's innovative, forward-thinking approach to growth and opportunity
- Integrated the new EDC brand with the City of Hondo's existing brand to create a cohesive message of collaboration and progress

Harlingen Economic Development Corporation

Orlando Campos, Chief Executive Officer
2424 Boxwood Street, Suite 125
Harlingen, Texas 78550

(956) 216-5081

ocampos@harlingenedc.com

www.harlingenedc.com



Our Work:

- Created a dynamic new logo and brand identity for Harlingen EDC, designed to reflect the city's vibrant community, strategic location, and vision for future growth
- Delivered a modern and user-friendly website showcasing Harlingen's unique assets, including its thriving business environment and quality of life
- Produced high-quality video and photography content to highlight key economic assets, community landmarks, and quality of life, providing compelling visuals for marketing and outreach

Wise County Economic Development

Brian Falin, Executive Director
206 East Main Street
Wise, VA 24293

(276) 328-2321

falin_b@wisecountyva.gov

www.elevatewisecounty.com



Our Work:

- Developed a distinctive logo and brand identity for Wise County’s economic development initiative, drawing inspiration from the region’s Appalachian landscape and strong industrial heritage to create a visual identity that reflects both place and opportunity
- Produced supporting marketing assets including website design, videography, and digital materials to ensure the new brand could be consistently presented across multiple platforms and audiences
- Established a cohesive brand foundation for the organization from the outset, helping define how Wise County communicates its strengths in workforce, infrastructure, and quality of life to prospective businesses and partners

Citrus County Economic Development

Steven Baham, Economic Development Director
3600 W Sovereign Path
Lecanto, FL 34461

(352) 527-5487

steven.baham@citrusbocc.com

www.citrusadvantage.com



Our Work:

- Developed a distinctive logo and brand identity for Citrus County Economic Development, designed to reflect the region’s natural assets, strong business environment, and commitment to sustainable growth
- Conducted stakeholder engagement and collaborative planning sessions to ensure the new visual identity aligned with the community’s goals and created a strong foundation for the organization’s public presence
- Supported the brand rollout through website development, videography, and supporting marketing materials, creating a cohesive platform to communicate Citrus County’s advantages to businesses, investors, and site selectors

Why We Should Be Selected

At Marketing Alliance, we bring more than 25 years of experience helping communities define, articulate, and elevate their identity through strategic branding. Having partnered with over 475 municipalities, economic development organizations, and regional initiatives across 29 states, we understand how to translate a community's character, assets, and priorities into a clear, cohesive, and enduring brand. Our approach combines strategic insight with practical execution, ensuring that every brand we develop is both meaningful and usable over the long term.



Expertise and Experience

Marketing Alliance brings extensive experience in community branding, positioning, and strategic communications, particularly in communities where tourism and quality of life must be carefully balanced. We understand how to develop brands that reflect a community's identity while resonating with residents, visitors, and stakeholders. As a firm led by a former economic development executive, we bring a perspective that connects strategy, communication, and implementation, ensuring the final brand is both authentic and actionable for the City of Isle of Palms.



Cost-Effectiveness

Our experience working with hundreds of communities allows us to deliver a focused and efficient process. We understand how to quickly identify key themes, engage stakeholders effectively, and translate insights into a clear brand direction. This reduces unnecessary iteration and ensures the City receives a high-quality, fully developed brand within the established project budget.



Access to Advanced Tools and Technologies

Marketing Alliance utilizes proven tools and platforms to support research, stakeholder engagement, creative development, and project management. These resources enhance collaboration, streamline feedback, and ensure that all aspects of the brand development process remain organized, transparent, and aligned with project goals.



Time Savings

By managing the comprehensive brand strategy process from discovery through implementation, Marketing Alliance allows City staff to remain focused on day-to-day operations. Our structured approach ensures efficient use of time, clear communication, and steady progress while maintaining alignment with City leadership and project priorities.



Innovative and Fresh Perspectives

As an external partner, Marketing Alliance brings an objective and informed perspective to the City's brand development effort. We approach this project with an understanding that the goal is not simply to promote the destination, but to refine how the Isle of Palms is perceived. Our process supports the development of a brand that reinforces a family-oriented, high-quality coastal experience and aligns with the City's long-term vision.



Measurable Results and Accountability

Our approach includes defining clear success measures for the brand and providing a framework for evaluating its effectiveness over time. These measures will support the City in assessing brand awareness, engagement, and overall perception, ensuring the brand contributes to improved communication, stronger positioning, and long-term consistency.



Network and Partnerships

Through our experience working with communities across the country, Marketing Alliance brings insight into best practices, emerging trends, and successful approaches to community branding. This perspective allows us to position the City of Isle of Palms in a way that is both distinctive and aligned with the broader coastal and Charleston-area tourism landscape.



Bandwidth and Security

Marketing Alliance maintains a team structure that ensures consistent availability, responsiveness, and the ability to meet project timelines. Our approach provides the City with a reliable partner capable of delivering high-quality work within an organized and well-managed process.



We're Likable

Our team communicates and creates without ego, and enjoys getting to know our clients and their goals. Our passion for creating prosperity for people and places (our informal tagline) is real, and we want to do the same with you.



**MARKETING
ALLIANCE**