



Port City
MEDIA CO

DATE

04.28.2026

CLIENT

CITY OF ISLE OF PALMS, SC

PROPOSAL FOR

BRANDING & IDENTITY DEVELOPMENT

PORTCITY.CO

DETAILS

1. EXECUTIVE SUMMARY

Port City Media is pleased to submit this proposal to partner with the City of Isle of Palms in developing a comprehensive brand strategy and visual identity system. The Isle of Palms holds a unique position within the Lowcountry. It is both a highly desirable residential community and a premier coastal destination for families and visitors. Successfully capturing this dual identity requires more than a logo. It requires a cohesive brand system that reflects the island's natural beauty, community values, and tourism appeal, while remaining functional across City departments and communications.

Our approach focuses on building a brand that is:

- Clear and consistent across all City touchpoints
- Flexible for both tourism marketing and municipal use
- Rooted in the authentic character of the Isle of Palms
- Designed for long-term implementation and growth

As a Charleston-based agency with prior experience working with the Isle of Palms Chamber of Commerce, Port City Media brings a strong understanding of the island's tourism landscape, audience, and community dynamics. This local familiarity allows us to move efficiently while developing a brand that feels both authentic and strategic.

We will guide the City through a structured process that includes research, stakeholder engagement, brand development, visual identity design, and implementation planning. The final deliverable will be a complete brand system supported by clear guidelines, templates, and a strategic rollout plan.

Prepared By:

Bennett Coleman

Founder, CEO, & Creative Director of Port City Media

info@portcity.co - 843.410.8173

75 Port City Landing - Mt. Pleasant 29464

DETAILS

2. UNDERSTANDING OF THE PROJECT

Port City Media is pleased to submit this proposal to partner with the City of Isle of Palms in developing a comprehensive brand strategy and visual identity system. The Isle of Palms holds a unique position within the Lowcountry. It is both a highly desirable residential community and a premier coastal destination for families and visitors. Successfully capturing this dual identity requires more than a logo. It requires a cohesive brand system that reflects the island's natural beauty, community values, and tourism appeal, while remaining functional across City departments and communications.

Our approach focuses on building a brand that is:

- Clear and consistent across all City touchpoints
- Flexible for both tourism marketing and municipal use
- Rooted in the authentic character of the Isle of Palms
- Designed for long-term implementation and growth

As a Charleston-based agency with prior experience working with the Isle of Palms Chamber of Commerce, Port City Media brings a strong understanding of the island's tourism landscape, audience, and community dynamics. This local familiarity allows us to move efficiently while developing a brand that feels both authentic and strategic.

We will guide the City through a structured process that includes research, stakeholder engagement, brand development, visual identity design, and implementation planning. The final deliverable will be a complete brand system supported by clear guidelines, templates, and a strategic rollout plan.

Brand Success Metrics

The effectiveness of the new brand can be measured through:

- Consistency of brand adoption across City departments
- Increased clarity and recognition in public communications
- Engagement metrics across digital platforms
- Tourism-related indicators such as website traffic and visitor inquiries
- Feedback from residents, stakeholders, and visitors

Project Management Approach

- Dedicated project lead
- Centralized communication
- Structured review checkpoints
- Clear timelines and deliverables
- Collaboration with regional tourism partners, including the Charleston Area Convention & Visitors Bureau, will be incorporated into the process as needed.

COMPANY QUALIFICATIONS

3. WHO IS PORT CITY MEDIA CO.

We are a Charleston-based branding and digital marketing agency focused on helping organizations define who they are, communicate clearly, and present themselves consistently across every touchpoint. Our team brings together brand strategists, designers, developers, and marketing specialists to create cohesive systems that go beyond visuals. From identity development to digital execution, we build brands that not only look strong but function effectively in the real world. Whether we're developing a brand from the ground up or refining an existing identity, our approach is rooted in clarity, consistency, and long-term usability.

LOGOS & BRAND IDENTITY

We develop brand identities that go beyond a logo, creating complete visual systems designed to work across departments, platforms, and real-world applications. Our process focuses on clarity, flexibility, and consistency, ensuring your brand can be used confidently across everything from digital communications to signage and printed materials.

WEB, DIGITAL, SEO, & PERFORMANCE MARKETING

We design and build high-performing websites and digital platforms that serve as the foundation for modern communication. Supported by SEO and paid media strategies, our work helps organizations reach the right audience, improve visibility, and maintain a strong and reliable digital presence.

SOCIAL MEDIA & COMMUNICATION STRATEGY

We help organizations communicate clearly and consistently through strategic content, campaign planning, and platform management. Our approach focuses on aligning messaging across channels, ensuring that every interaction reinforces the brand and supports long-term engagement.

PHOTOGRAPHY & VIDEO

We produce high-quality visual content that captures the identity, environment, and story behind a brand. From lifestyle imagery to promotional video, our work is designed to support marketing efforts while creating a cohesive and compelling visual presence.

CASE STUDY: IOP CHAMBER OF COMMERCE

Port City Media has worked directly with the Isle of Palms Chamber of Commerce on marketing and branding initiatives focused on promoting local businesses and supporting tourism. This work included development of visual assets, messaging, and digital marketing strategies that highlighted the island's identity and visitor experience.

Through this collaboration, our team gained valuable insight into:

- Visitor demographics and travel behavior
- Local business ecosystem
- Tourism-driven messaging strategies
- The balance between community identity and visitor appeal

This experience provides a strong foundation for developing a City-wide brand that reflects both the needs of residents and the expectations of visitors.



Twitter Social Strategy

Events:

Activities happening in IOP for the month of March	Date	Time	Location
Front Beach Fest	March 4th	12am-4pm	Front Beach
The Midnight City Band	March 4th	6pm-9pm	The Windjammer
IOP Annual Yard Sale	March 25th	8am-12am	Held at Isle of Palms Recreation Department
Acoustic Trio At The Dinghy	March 17th	3-6PM	The Dinghy
Jim Shockey Classic Military Tribute	March 26th-27th	Day Event	Palm Blvd
Share A Dish	March 19th	Day Event	Auxiliary Isle Of Palms
Fish Fry	March 18th	Day Event	Auxiliary Isle Of Palms
Exchange Club Oyster Roast	March 12th	12AM	Palm Blvd Isle Of Palms

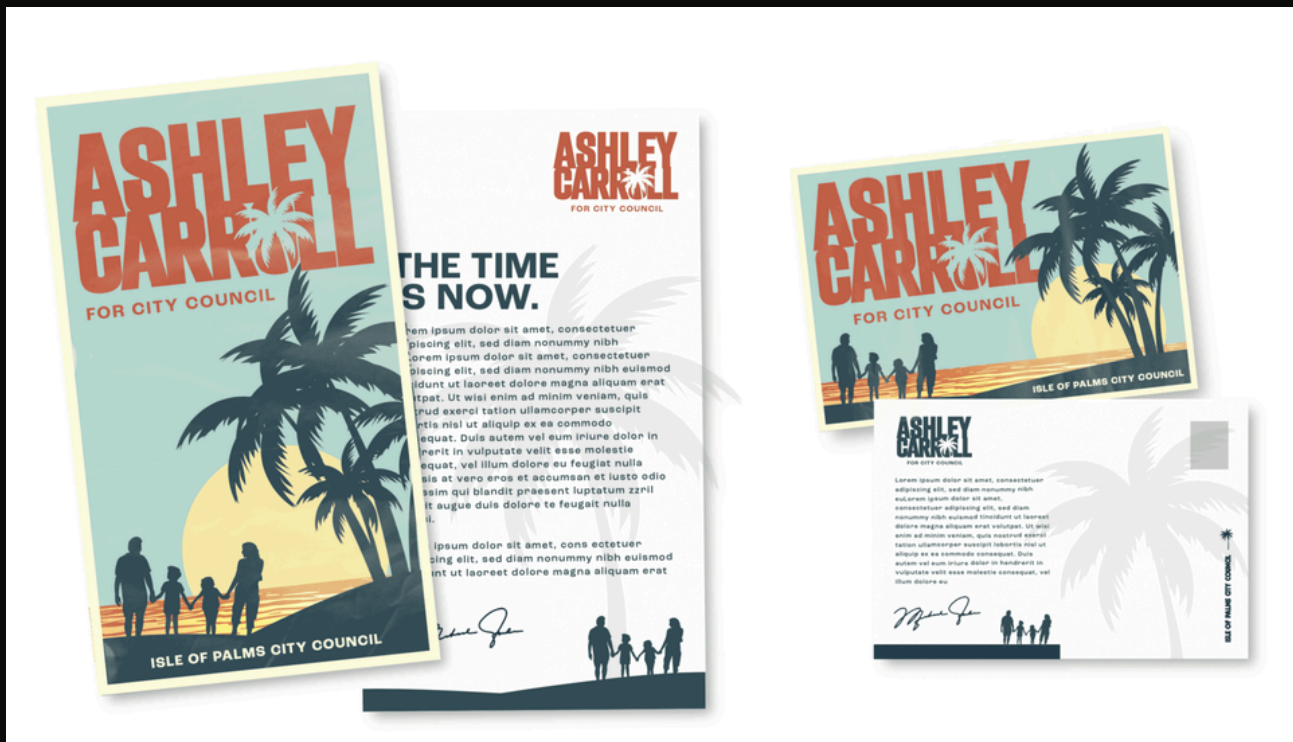
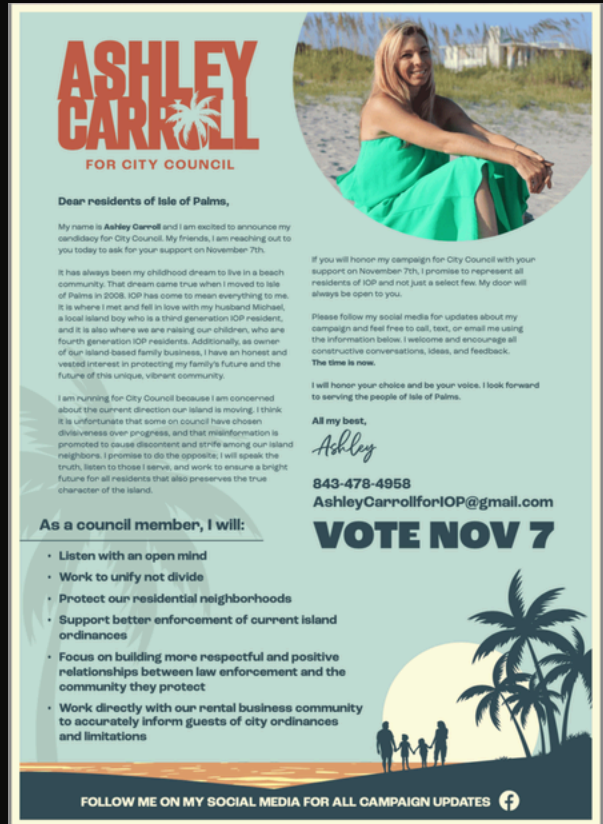
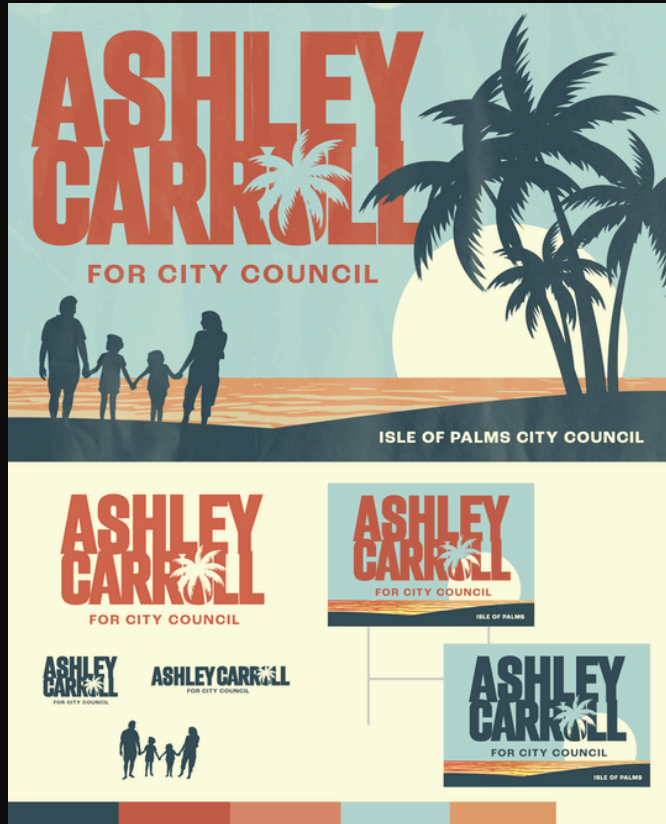
Trending hashtags:

#chslocal #lowcountryliving #lowcountrylocal #chsllove southcarolinainliving #lowcountrysc #sccoast #coastalliving #discoverthecarolinas #charlestoninspired #beachfront #coastalviews #beachvibes #saltlife #sheliya #wavesfordays #chstoday #isleofpalms charlestonbeaches #isleofpalmsliving #exploreiop



CASE STUDY: CITY COUNCIL POLITICAL CAMPAIGN

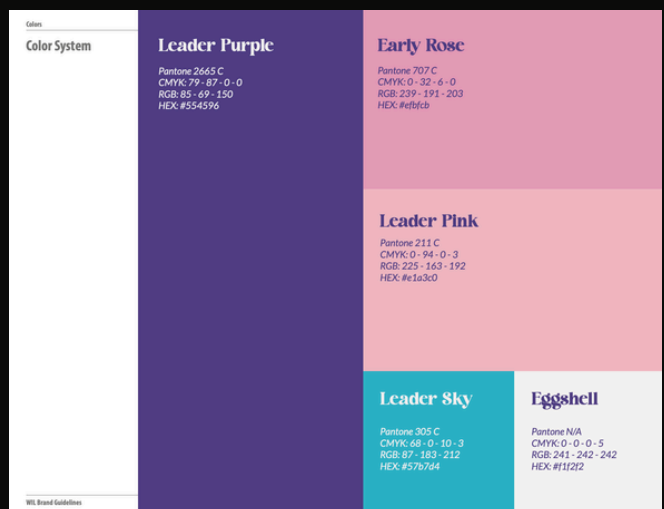
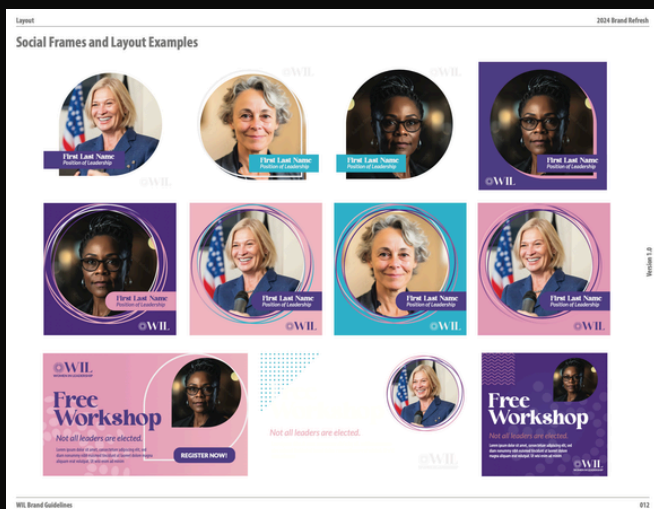
Port City Media helped Ashley Carroll's city council campaign develop a strong, cohesive brand identity that resonated with voters and effectively communicated her message. We designed a modern, approachable logo and created high-quality photography to showcase Ashley's connection to the community. The website was user-friendly, featuring her platform and easy access to donations, while print materials like postcards, flyers, and yard signs were strategically designed to capture attention and increase visibility. We also provided fun promotional items like koozies to engage voters and build brand recognition.



CASE STUDY: WIL WOMEN IN LEADERSHIP

SC Women in Leadership (SC WIL) is a multi-partisan, multi-racial alliance dedicated to advancing women in leadership roles across South Carolina through initiatives in voting rights, elected and appointed office, and civic engagement. As the organization grew in reach and visibility, they faced challenges with fragmented branding and inconsistent messaging across their print, digital, and social channels. They needed a cohesive identity that clearly communicated their mission while building recognition and trust statewide.

Port City Media partnered with SC WIL on a comprehensive rebrand, delivering a refreshed visual identity, empowering brand copy, and consistent messaging that carried across platforms. We designed print collateral, created branded social media templates, and managed content to ensure their mission was represented with clarity and professionalism. The result was a unified brand presence that strengthened SC WIL's voice, expanded their reach, and positioned them as a recognizable leader in the statewide conversation on women in leadership.



4. Project Approach & Methodology

Phase 1: Research & Discovery (\$10,000 – 4 weeks)

This phase establishes the foundation for the brand. Activities include:

- Stakeholder interviews with City staff
- Facilitated workshop with City Council
- Coordination with tourism partners including the CVB
- Competitive analysis of regional destinations
- Identification of key attributes of the Isle of Palms

Deliverables:

- Executive Summary Report: A comprehensive report summarizing research findings, stakeholder insights, brand positioning recommendations, and strategic direction to guide decision-making and long-term brand alignment.
- Audience insights
- Brand opportunity analysis

Phase 2: Brand Strategy Development (\$10,000 – 3 weeks)

This phase defines the core of the brand. Key components include:

- Brand positioning statement
- Brand narrative and storytelling framework
- Messaging pillars and tone of voice
- Vision statement aligned with City goals
- Tagline development (3–5 options)

Deliverables:

- Brand strategy document
- Messaging framework
- Tagline concepts

Phase 3: Visual Identity Design (\$15,000 – 4 weeks)

Port City Media will present 2–3 initial brand directions for review, followed by 2 rounds of refinement and revision to ensure alignment with City stakeholders. Deliverables include:

- Primary City logo
- Secondary logo variations
- Updated or refined City seal (if applicable)
- Color palette
- Typography system
- Iconography and graphic elements

All design elements will be created to function across both tourism marketing and official City communications.

Phase 4: Brand Guidelines & Templates (\$8,000 – 3 weeks)

A comprehensive brand manual will be developed to ensure consistency. Templates will include:

- Letterhead
- Business cards
- Email signatures
- PowerPoint presentations
- Social media graphics
- Report covers
- Website layout guidance
- Brochures and signage

All final deliverables will be provided in fully editable formats, and ownership of all branding assets will be transferred to the City upon completion.

Phase 5: Implementation & Strategic Rollout (\$7,000 - 2 weeks)

This phase ensures successful adoption of the new brand. Deliverables include:

Brand Launch Plan

- Public announcement strategy
- Digital rollout recommendations
- Community engagement opportunities

Three-Year Brand Strategy

A strategic roadmap outlining how the City can continue to build and promote the brand over time.

Year One: Brand launch and awareness

Year Two: Tourism growth and partnerships

Year Three: Expanded marketing and community engagement

Note: This plan provides strategic direction and does not represent an ongoing service contract.

TEAM INFO

POTENTIAL PROJECT TEAM



BENNETT COLEMAN

CEO, Founder, & Creative Director



TYLER STOKES

Designer, Illustrator, & Craft Beer Connoisseur



BRANDON CRAWFORD

Lead Designer & Self-Proclaimed Golf Legend



THOMAS COCHRAN

Copywriter, Digital Marketer, & Suffering Carolina Panthers Fan



LAWSON BUILDER

Photo/Video, Social Media, & Charter Fishing Captain



KAHLIL WHITFIELD

SEO, Digital Marketer, Designer, Developer, & Cycling Enthusiast

Project Investment, Timeline & Payment Structure

Total Project Investment: \$50,000

This investment includes all phases of research, strategy, design, guidelines, templates, and implementation planning as outlined in this proposal.

Payment Schedule

To align with project milestones and deliverables, the investment will be invoiced will be issued at each phase as follows:

30% – Project Initiation (\$15,000)

- Due upon contract execution and project kickoff
- Covers onboarding, research, and initial stakeholder engagement

30% – Strategy Completion (\$15,000)

- Due upon completion and approval of research and brand strategy phase

20% – Design Approval (\$10,000)

- Due upon approval of the visual identity system

20% – Final Delivery (\$10,000)

- Due upon completion of brand guidelines & implementation strategy

Payment Terms

- Standard payment terms are Net 30 from invoice date
- Progression between project phases is dependent on approval and payment of prior invoices
- All deliverables will be provided upon completion of each phase, with final assets delivered upon receipt of final payment

Scope & Change Management

This proposal reflects the full scope of work outlined in the RFP. Any additional requests outside of the defined scope, including expanded deliverables or additional revision rounds beyond those included, may be scoped and billed separately upon approval.

Ongoing Support (Optional)

Following completion of the branding project, Port City Media is available to support the City with ongoing implementation, marketing initiatives, and brand management services under a separate agreement if desired.

Proposal Certification

By signing below, the proposer certifies that:

- The information contained in this proposal is accurate and complete
- Port City Media, LLC agrees to comply with all applicable requirements outlined in RFP 2026-02
- The proposer is authorized to submit this proposal on behalf of the organization
- Port City Media, LLC is prepared to enter into a formal agreement with the City of Isle of Palms if selected

By:  _____

Date: 04.28.2026

Bennett Coleman

Founder, CEO, & Creative Director of Port City Media

info@portcity.co - 843.410.8173
75 Port City Landing - Mt. Pleasant 29464

Port City Media, LLC
75 Port City Landing
Mt. Pleasant, SC 29464
843.410.8173
info@portcity.co

April 28th, 2026

City of Isle of Palms
Attn: Douglas Kerr
1207 Palm Boulevard
Isle of Palms, SC 29451

Re: RFP 2026-02 – City Branding

Dear Mr. Kerr,

On behalf of Port City Media, thank you for the opportunity to submit a proposal for the City of Isle of Palms branding and identity development project.

Included in this submission, you will find:

- One (1) printed copy of our proposal
- One (1) electronic copy on USB

Our team is based in Charleston and has prior experience working with the Isle of Palms Chamber of Commerce, giving us a strong understanding of the island's tourism landscape, local community, and brand positioning opportunities.

We appreciate your consideration and the opportunity to participate in this process. Should you need any additional information or clarification, please do not hesitate to reach out.

Sincerely,

Bennett Coleman
Founder & Creative Director
Port City Media, LLC
843.410.8173
info@portcity.co