



Isle of Palms + Pyxl

Comprehensive Brand Strategy

A handwritten signature in black ink, appearing to be 'BW', written over a horizontal line.


SIGNATURE

May 5, 2026

DATE

Brady Waggoner

Executive Creative Director at Pyxl

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 pyxl.com

This is not just a logo project. It is civic infrastructure.

4,400

residents whose experience of local government is shaped by this brand

6

city departments — Police, Fire, Recreation, Public Works, Building, Finance

1

of the most beloved family beach destinations on the East Coast

The brand you build today shapes how residents experience their government, how visitors choose Isle of Palms over every other barrier island, and how the city coordinates with Explore Charleston for sustainable tourism.

The Opportunity

Isle of Palms stands at a defining moment.

The city's brand — the visual identity and messaging that represents 4,400 residents, six city departments, and one of the most beloved family beach destinations on the East Coast — needs to be unified, modernized, and made ready for the next decade.

The brand you build today will shape how residents experience their local government, how visitors choose Isle of Palms over every other barrier island on the coast, and how the city coordinates with Explore Charleston to drive sustainable tourism that protects the quality of life your residents value most.



Pyxl understands this because we've lived it. Our team includes the agency that **helped Charleston become the number one city to visit in the world**. The agency that marketed Wild Dunes Resort to family vacationers on Isle of Palms for years. The strategists who redesigned Kiawah Island's digital presence to serve residents and visitors simultaneously. And the data scientists who ensure every creative decision is backed by research, not guesswork.

Pyxl has grown deliberately — welcoming **Cobble Hill**, a Charleston-born premium brand and performance marketing agency known for combining sharp design with data intelligence across hospitality, travel, and luxury markets; and **HOOK**, a Charleston creative powerhouse with 20 years of brand storytelling, destination campaigns, and the emotional instinct to make audiences feel something. Together, this collective brings over 50 years of combined branding, tourism marketing, and digital expertise — all rooted in the Lowcountry, all under one roof. **Not a holding company. A team assembled on purpose.**

Why Pyxl Wins

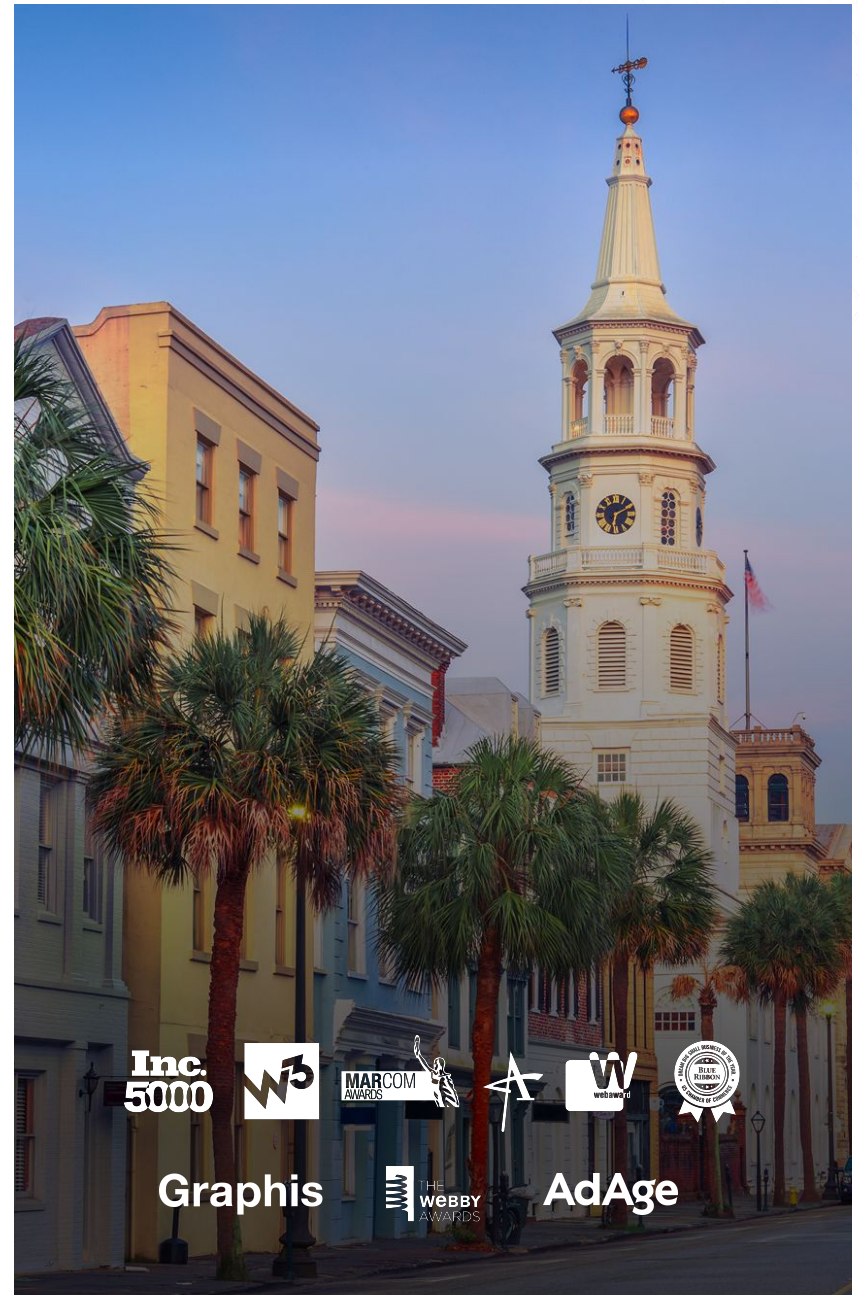
Founded in 2008

Pyxl is a full-service digital agency with 18 years of experience and offices in Nashville and Charleston. In 2024, we were named Top Branding Company and Top Digital Strategy Company in the United States by Clutch. We have completed over 100 branding transformations across government, healthcare, hospitality, tourism, and technology.

Pyxl brings the creative legacy of HOOK. Founded in Charleston in 2005 by Brady Waggoner, HOOK was named Ad Age Small Agency of the Year for the Southeast. Brady lived on Isle of Palms for two years, started The Dubplates on IOP, and maintains personal relationships with island residents and business owners.

Pyxl brings the performance intelligence of Cobble Hill. A premium brand growth agency founded by Austin Dandridge based in Charleston, Cobble Hill blends sharp design with data analytics to build campaigns that are not just beautiful but measurable. Their expertise in hospitality, travel, and luxury brands means the destination side of the IOP brand will be built for performance from day one.

No other firm responding to this RFP can offer this combination. National methodology. Local creative legacy. Data-driven performance. **All under one roof, all based in Charleston, all with deep roots in the Lowcountry coast.**



We have studied your planning landscape.

The brand we build will reinforce these priorities – never work against them.

2022–2027 Strategic Plan

A welcoming, family-friendly beach community. Quality of life, balanced tourism, environmental stewardship, community engagement.

IOPThrives Enrichment Plan

4 focus areas. 24 goals. 51 objectives. 172 recommendations. Built with Explore Charleston, the College of Charleston, and The McNair Group.

\$32M Beach Renourishment

2.5 million cubic yards of sand placed across three critical zones, June through September 2026.

ATAX & DMO Evaluation

The Accommodations Tax Advisory Committee is actively evaluating DMO designation and tourism promotion strategy.

Our Philosophy

Brand is infrastructure.

For a city, a brand is not a logo project. It is civic infrastructure that shapes how 4,400 residents experience their government and how millions of visitors form impressions of their destination. We approach it with that weight.

Two brands, one system. The RFP requires a brand that works simultaneously as a municipal identity (city seal, official documents, department communications, signage) and a destination brand (tourism positioning, family vacation messaging, CVB coordination). Our approach treats these as two expressions of one unified strategy, not two competing identities. We have navigated this exact balance on Kiawah Island and in our work with the Charleston CVB.

Community voice drives the work. Isle of Palms's own strategic plan and IOPThrives process demonstrate that this city values resident input. Our process is built around stakeholder engagement, not just creative presentation. We do not arrive with a concept and ask you to approve it. We arrive with a process and build the concept together.

Data grounds every decision. Pyxl's AI-powered branding assessment and competitive analysis tools mean we are not guessing about positioning. We measure brand sentiment, analyze competitor visual and messaging gaps, and use audience research to validate creative direction before a single design is presented.

Town of Kiawah Island: Municipal Website Redesign and Digital Strategy

Client: Town of Kiawah Island, Municipal Government and Tourism.

Services: Strategy, Design, Development.

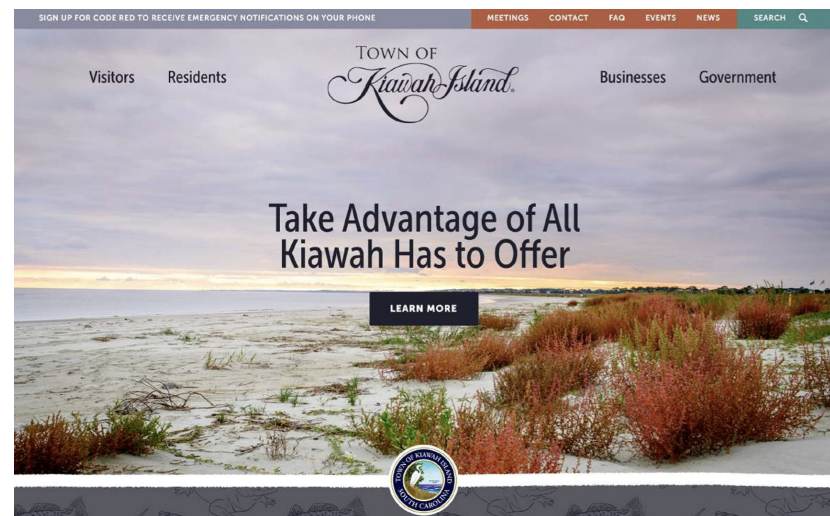
Kiawah Island shared a similar challenge as Isle of Palms: serving both a residential community and a tourism-driven destination through a unified brand experience. The existing Kiawah website had become a victim of its own growth. Years of added content left residents frustrated, visitors confused, and business owners searching for information that should have been easy to find. Flat navigation buried critical content three to four clicks deep. There was no differentiation between audience types. Mobile experience was an afterthought.

Pyxl's approach was research-led and community-centered. We pulled a full audit of the existing site including top-visited pages, device breakdowns, entry and exit points, and bounce behavior.

We rebuilt the site hierarchy from scratch, elevating popular pages and creating audience-specific pathways: I'm a Visitor, I'm a Resident, I'm a Business Owner. We designed mobile-first and scaled up. We reinforced Kiawah's brand as a welcoming, refined coastal community through intentional use of photography, typography, and color.

Results: Three distinct user audiences served through intelligent routing, 48 percent mobile engagement increase within 90 days of launch, average clicks to key content reduced from four to two, and town staff fully independent in managing and updating site content with zero developer dependency.

Why this matters for Isle of Palms: This project is a direct proof point for our approach. When Isle of Palms launches its new brand identity, the expression of that brand across every touchpoint will need the same thoughtful architecture, built for residents who call the island home and visitors who dream of doing the same.



Charleston Convention and Visitors Bureau: Destination Marketing

Client: Charleston Area CVB / Explore Charleston.

Services: Advertising, brand campaigns, content creation, digital strategy, video production.

This is the most directly relevant tourism branding work any firm could bring to this proposal. HOOK helped build the marketing engine behind the most successful CVB effort in the country, in the exact region Isle of Palms needs to coordinate with.

Charlestonly.com

HOOK created the Charlestonly.com brand. The name, the logo, the URL, the content platform are still in use today. HOOK produced hundreds of tourism ads across Condé Nast Traveler, Bon Appétit, New York Times Magazine, Martha Stewart Weddings, and multiple other national publications. The work included full-page and bleed spread print campaigns with headlines like “Charleston is warm. The weather is nice too.” “History. Always chic,” and “For some a Destination. For others a Pilgrimage.” Family-focused beach messaging included “Day one at the beach. And you’re already talking about next year” and “Cobblestone streets. 12 minutes from the beach.”

The three consecutive Condé Nast Traveler Readers’ Choice Award campaigns, 2011 through 2013, were all HOOK: “Last year we were flattered,” “This year we are tickled pink,” and “Three in a row. This year we are swept off our feet.” HOOK produced the music and videos for all three award submissions. In 2012, HOOK recorded and produced an instrumental made entirely of sounds found in Charleston. For the 2013 video, HOOK wrote and recorded a song with American Idol Elise Testone.

Reference: Louise Ballard, Director of Marketing (2005–2014), 843-343-3924



Why this matters for Isle of Palms: The RFP calls for coordination with the Charleston Area CVB. We are the team that built the CVB’s marketing platform. That relationship is an unassailable differentiator.

Wild Dunes Resort: Tourism and Resort Marketing on Isle of Palms

Client: Wild Dunes Resort, a Destination Resort on Isle of Palms.

Services: Full-service advertising, experiential marketing, digital, outdoor.

We know the island, its guests, and what makes it special because we marketed it for years.

Print campaigns included “A Wedding Destination That Will Please Your Entire Party” in Martha Stewart Weddings, “Sink a Putt, Then Sink Into the Ocean” in the Charleston Visitors Guide, “Kids Can Learn to Crab While Mom Schools Dad at Bocce” in Garden and Gun, and the family-focused “Let Imagination Run Wild” destination campaign. Experiential on-premise marketing included life-sized cocktail bench installations on resort walkways, imposter lobsters on a plate inside every fridge in every on-resort unit promoting on-premise dining, and sunglasses mirror clings that guests could peel off and redeem for discounts at resort shops. Digital outdoor campaigns included the Countdown2Summer towel-reveal billboard campaign in Charlotte and Charleston, the BookWildDunesEarly animated umbrella-spelling billboard series, and the WildDunesSummerCountdown digital outdoor series.

Reference: Andressa Chapman, Principal, Andressa Chapman Marketing / Former Director of Marketing at Wild Dunes Resort, 843-475-1778



Why this matters for Isle of Palms: We have marketed the island’s premier resort to family vacationers for years. We understand the target audience, the competitive set, and the seasonal dynamics of Isle of Palms tourism intimately.

Coda Del Pesce: Isle of Palms Restaurant Branding

Client: Coda Del Pesce, Isle of Palms.

Chef and Owner: Ken Vedrinski, James Beard nominee who beat Bobby Flay.

Services: Restaurant branding.

HOOK branded this acclaimed IOP restaurant, which has been a draw for the island for years. This is community-level brand work on the island itself, demonstrating that our understanding of Isle of Palms extends beyond resorts and tourism boards down to the individual businesses that give the island its character.



Coastal Provisions: Isle of Palms Restaurant Branding

Client: Wild Dunes: Coastal Provisions, Isle of Palms.

Services: Restaurant branding.



COASTAL PROVISIONS

SEAFOOD · CHOPS · CRAFTED COCKTAILS

Transparent Pricing for Transformational Results



Discovery & Community Insight	\$10,000
Brand Strategy	Included
Visual Identity Development	\$20,000
Brand System & Templates	\$10,000
Launch Strategy & Implementation	\$10,000

Core Investment: \$50,000

Approach Overview

Phase 1: Discovery and Community Insight

Budget: \$10,000

Timeline: Weeks 1 through 4

This phase grounds every creative decision in real data and authentic community voice.

Stakeholder Interview Program: One-on-one interviews with City Council members, City Administrator Douglas Kerr, key department heads, CVB officials, and identified community leaders. Structured interview protocol designed to surface brand perceptions, aspirations, and concerns. We anticipate 8 to 12 interviews.

City Council Workshop: Minimum one collaborative working session, per RFP requirement, to align on success metrics, brand vision, values, and positioning guardrails. Interactive exercises to identify what makes IOP distinct from Sullivan's Island, Folly Beach, Kiawah, and other Lowcountry beach communities.

Community and Visitor Research: Digital survey instrument distributed to residents, business owners, and visitors. Analysis of existing IOPThives survey data and community listening session findings. We will not duplicate effort. We build on what your community tells us as a team.

Review of Explore Charleston visitor data and accommodation patterns. Pyxl's AI-powered brand assessment tool applied to IOP's current brand presence, providing a data-driven baseline of brand strengths, gaps, and competitor positioning.

Competitive Tourism Audit: Visual and messaging audit of competing barrier island destinations including Sullivan's Island, Folly Beach, Kiawah Island, Hilton Head, and Pawleys Island. Positioning gap analysis identifying where IOP can own unique space in the market.

Current Brand Audit: Inventory of all existing logos, seals, marks, color palettes, and typography currently in use across city departments, signage, digital presence, and marketing materials. Assessment of brand inconsistencies cited in the RFP.

Deliverable: Executive Brand Insight Report. Synthesized findings from all research streams with clear articulation of opportunities and positioning direction. Presented to City Council and key stakeholders for alignment before moving to strategy.

Approach Overview

Phase 2: Brand Strategy

Budget: Included in Phase 1 research and strategy allocation.

Timeline: Weeks 4 through 6.

Brand Positioning Platform: Brand position statement defining IOP's unique place in the market. Brand promise articulating the single most important commitment the city makes to residents and visitors. Brand values defining the principles that guide all brand expression.

Vision Statement Development: Drawing from Council workshop input and community research findings, we will craft a single aspirational vision statement that articulates what Isle of Palms aspires to be for residents, visitors, and future generations. The vision statement will be distinct from the tagline — it is an internal north star that guides brand decisions across all departments and aligns with the 2022–2027 Strategic Plan.

Messaging Architecture: Primary brand narrative, the city's story. Audience-specific messaging for residents, visitors and families, business owners, city staff and departments, and Charleston CVB tourism partners. Vision statement aligned with City Council direction and the 2022–2027 Strategic Plan.

Tagline Exploration: Eight to twelve tagline concepts rooted in research findings. Evaluated for memorability, versatility across municipal and tourism contexts, emotional resonance, and distinctiveness. Narrowing process with City Council input.

Deliverable: Brand Strategy Framework. Comprehensive document guiding all creative development. Approved by City Council before proceeding to visual identity.

Approach Overview

Phase 3: Visual Identity Development

Budget: \$20,000

Timeline: Weeks 6 through 12.

Creative Directions: Two to three distinct concepts, each including city seal concept, destination logo concept, tagline integration, color palette, typography system, and iconography approach. Concepts presented as applied mockups shown on signage, letterhead, social media, website, and vehicle wraps, not just logos in isolation.

City Seal Design: Honoring the heritage of the existing seal while modernizing for contemporary application. Designed for reproduction at all sizes and across all media including print, digital, embossed, and engraved.

Destination Logo System: Flexible logo system for tourism marketing applications. Designed to coordinate with the Charleston CVB and Explore Charleston visual ecosystem. Variations for different contexts including horizontal, stacked, icon-only, and monochrome.

Supporting Visual Elements: Color palette with primary, secondary, and accent colors. Typography system for headlines, body text, and official documents. Iconography library. Photography direction and style guide. Pattern and texture library reflecting coastal character.

Refinement Rounds:

Round 1: Present two to three directions to City Council and select preferred direction.

Round 2: Refine selected direction based on Council feedback.

Round 3: Final refinements and approval. Clearly defined revision scope to maintain quality and budget discipline.

Deliverable: Approved Brand Identity System.

Approach Overview

Phase 4: Brand System and Templates

Budget: \$10,000

Timeline: Weeks 12 through 16.

Comprehensive Brand Standards Manual: Logo usage rules including clear space, minimum sizes, and incorrect usage examples. Color specifications in CMYK, RGB, HEX, and Pantone. Typography specifications and hierarchy. Photography and image standards. Voice and tone guidelines. Co-branding guidelines for use with Explore Charleston and Wild Dunes partnerships.

Template Library, all in editable file formats: Letterhead and business cards. Email signature system. PowerPoint and presentation template. Social media templates for Facebook, Instagram, and X including cover photos and post templates. Report cover and internal document templates. Signage templates and specifications. Brochure and publication layout templates. Webpage layout guidelines.

Department Application Guide: How each city department applies the brand to their specific materials with examples for Police, Fire, Recreation, Public Works, Building and Planning, and Finance.

Deliverable: Comprehensive Brand Guidelines, delivered as PDF and editable source files per RFP requirement.

Approach Overview

Phase 5: Launch Strategy and Implementation

Budget: \$10,000

Timeline: Weeks 16 through 20.

Brand Rollout Strategy: Phased implementation plan defining what changes first and what can wait. Priority touchpoints including website, social media, city hall signage, official documents, and vehicle graphics. Internal rollout including staff training on brand standards and usage.

Community Launch Plan: Public unveiling event recommendations considering alignment with seasonal timing. Press release and media outreach template. Social media launch campaign with organic and paid recommendations. Resident communication strategy for introducing the new brand.

Digital Communication Plan: Website brand integration roadmap. Social media brand transition playbook. Email communication templates for brand announcement.

Tourism Marketing Guidance: Recommendations for coordinating with Explore Charleston on updated destination marketing. Tourism collateral priority list. Seasonal campaign framework aligned with visitor patterns for peak summer season, shoulder seasons, and off-season.

Three-Year Brand Stewardship Roadmap:

Year 1: Full implementation across all priority touchpoints.

Year 2: Extended rollout to secondary touchpoints and first brand health check.

Year 3: Brand refresh assessment and tourism marketing evolution. Success metrics and measurement framework.

Deliverable: Brand Launch Playbook.

Project Timeline

The project is structured as a 16-week program with five phases. City Council presentations occur at a minimum of four key milestones.



Project Management

**There is no travel markup.
We are local.**

A dedicated Pyxl project lead will serve as the single point of contact for City staff, per RFP requirement. The project lead will provide bi-weekly status updates to the City Administrator. City Council presentations will occur at key milestones with a minimum of four touch points throughout the engagement. All meetings are available in-person, as our entire team is based in Charleston, or virtual as the City prefers.



Team + Leadership



Bonnie Winter

President, Executive Sponsor and Strategic Lead:

Strategic oversight, narrative positioning, and final review authority.



Brady Waggoner

Creative Director, Project Lead and Primary Point of Contact:

Creative vision, visual identity development, and campaign concepting. Founded HOOK in 2005. Lived on Isle of Palms for two years. Led the Charleston CVB and Wild Dunes campaigns that defined Lowcountry tourism marketing for a decade.



Austin Dandridge

Brand Strategy and Digital Lead:

Digital experience, performance marketing, and client engagement. Austin founded Cobble Hill and built it into a premium brand growth agency serving luxury hospitality, travel, and real estate clients across the United States and Europe.

Reference 1: Charleston Convention and Visitors Bureau.

Louise Ballard, Director of Marketing (2005–2014).

Phone: 843-343-3924

Email: louisegballard@gmail.com

Relevance: Led CVB marketing during the Condé Nast Traveler Best City three-peat. Direct oversight of HOOK's tourism campaigns that helped define Charleston as a world-class destination.

Reference 2: Wild Dunes Resort

Andressa Chapman, Principal, Trigger Hotel Marketing and Former Director of Marketing at Wild Dunes Resort.

Phone: 843-475-1778

Email: andressa@achapmanmarketing.com

Relevance: Direct oversight of HOOK's resort marketing

Reference 3: Coda del Pesce

Ken Vedrinski, Executive Chef, Owner, and Sommelier

Phone: -843-270-4100

Relevance: chefkenlucca@gmail.com

Appendix

- A.** Full Kiawah Island case study with project details and results.
- B.** Charleston CVB portfolio with selected work samples across print, digital, outdoor, and video.
- C.** Wild Dunes Resort portfolio with selected work samples across print, experiential, and digital outdoor.
- D.** Coastal Provisions Logo
- E.** Coda del Pesce Logo

Note: Pyxl will procure Isle of Palms business license prior to contract execution. Please find electronic copy saved to a USB flash drive submitted in a sealed envelope clearly marked "RFP 2026.02, City Branding."

A. Kiawah Island Case Study

48%

Mobile engagement increase within 90 days of launch

4 → 2

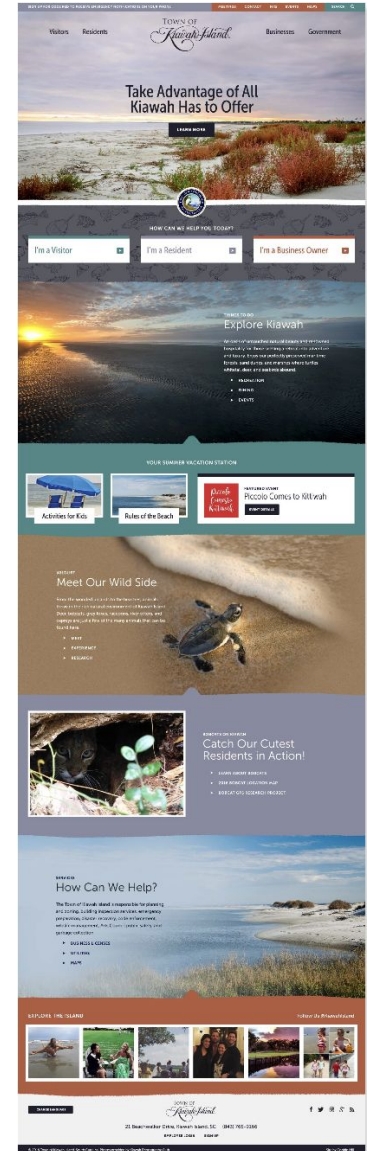
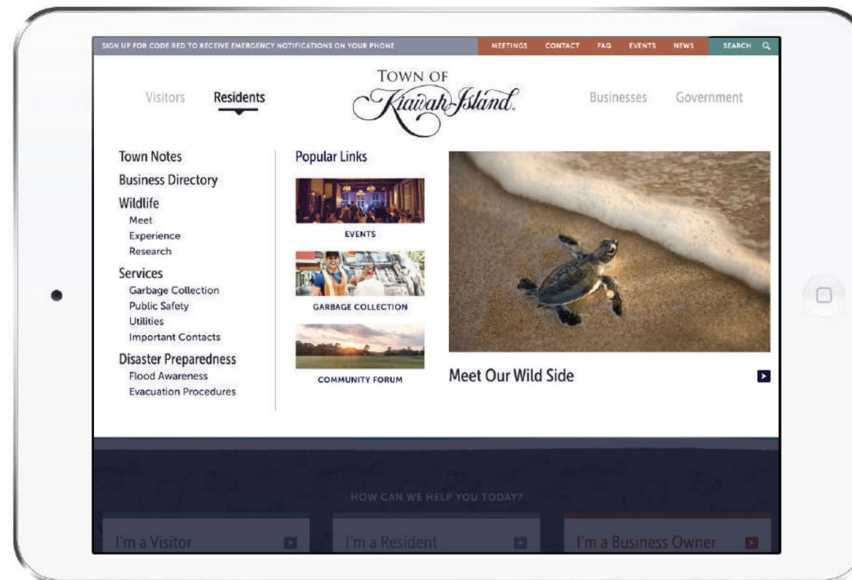
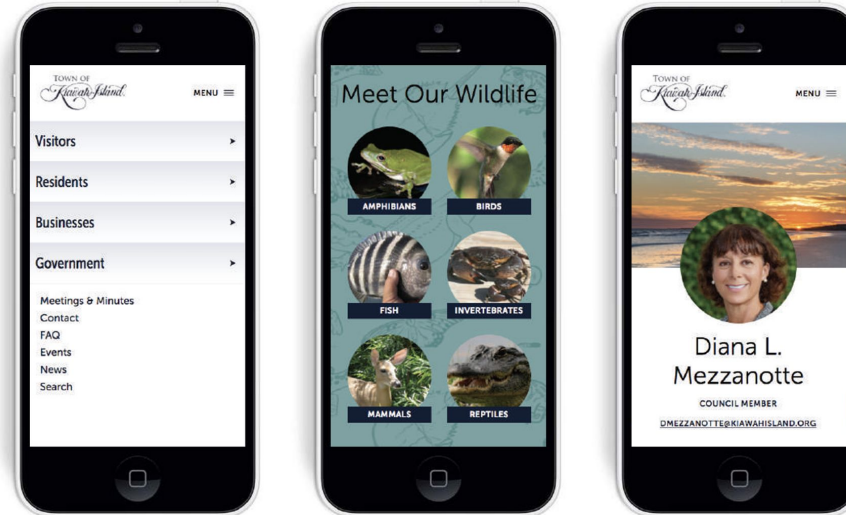
Average clicks to key content, cut in half

3

Audience pathways:
Visitor, Resident,
Business Owner

0

Developer dependency.
Town staff fully self sufficient



B. Charleston CVB Portfolio



Charleston is warm.

The weather is nice too.

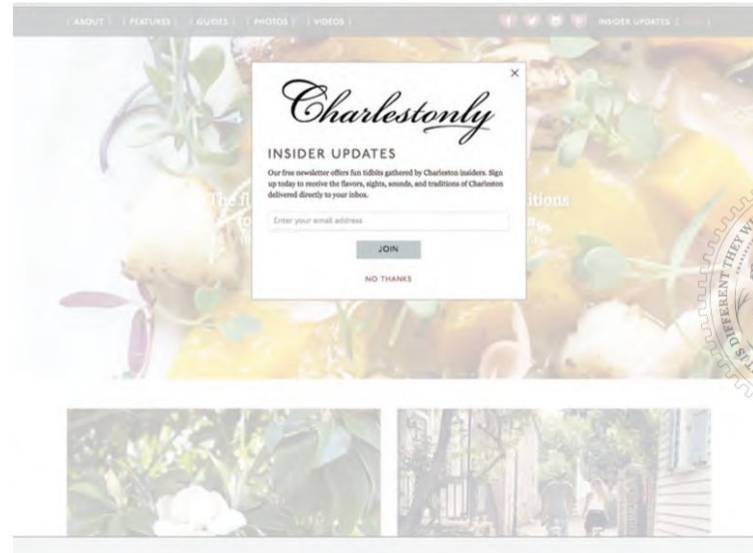
Our welcome mat is a cobblestone street. The stories you've heard about our legendary hospitality and graciousness are true. We invite you to come explore the sights, sounds and flavors only found in one place. Charleston, South Carolina.

Charlestonly.com

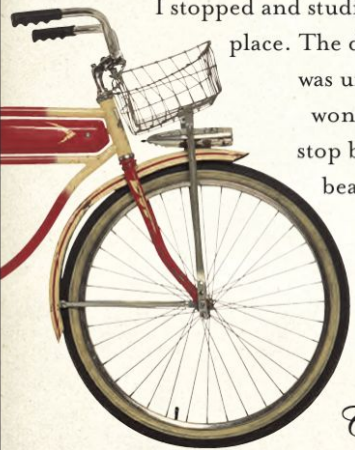
B. Charleston CVB Portfolio

Charlestonly.com

CLIENT: Charleston CVB **ASSIGNMENT:** Write a name and Design a logo for the CVB's Blog. It is an Insider's Guide to Charleston. HOOK wrote the name Charlestonly, designed the logo and purchased the url all before the first presentation in 2011. *It's still in use today.*



One morning I was riding my bike around downtown Charleston, admiring the homes. I stopped and studied one particular place. The detail in the home was unreal. It made me wonder. When did we stop building homes so beautiful that people would preserve them forever?




CharlestonCVB.com
800.774.0006

The Isle of Palms beach house we've been renting over the past six years has a dining room overlooking the beach. It has a big 'ol long table. We spend a lot of time around that table. Shrimp and grits, crab boils, card games and desserts. It holds so many memories. I can't imagine a vacation without it.



CharlestonCVB.com 800.774.0006

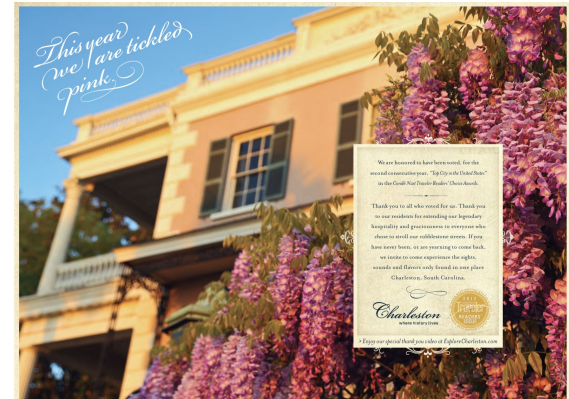
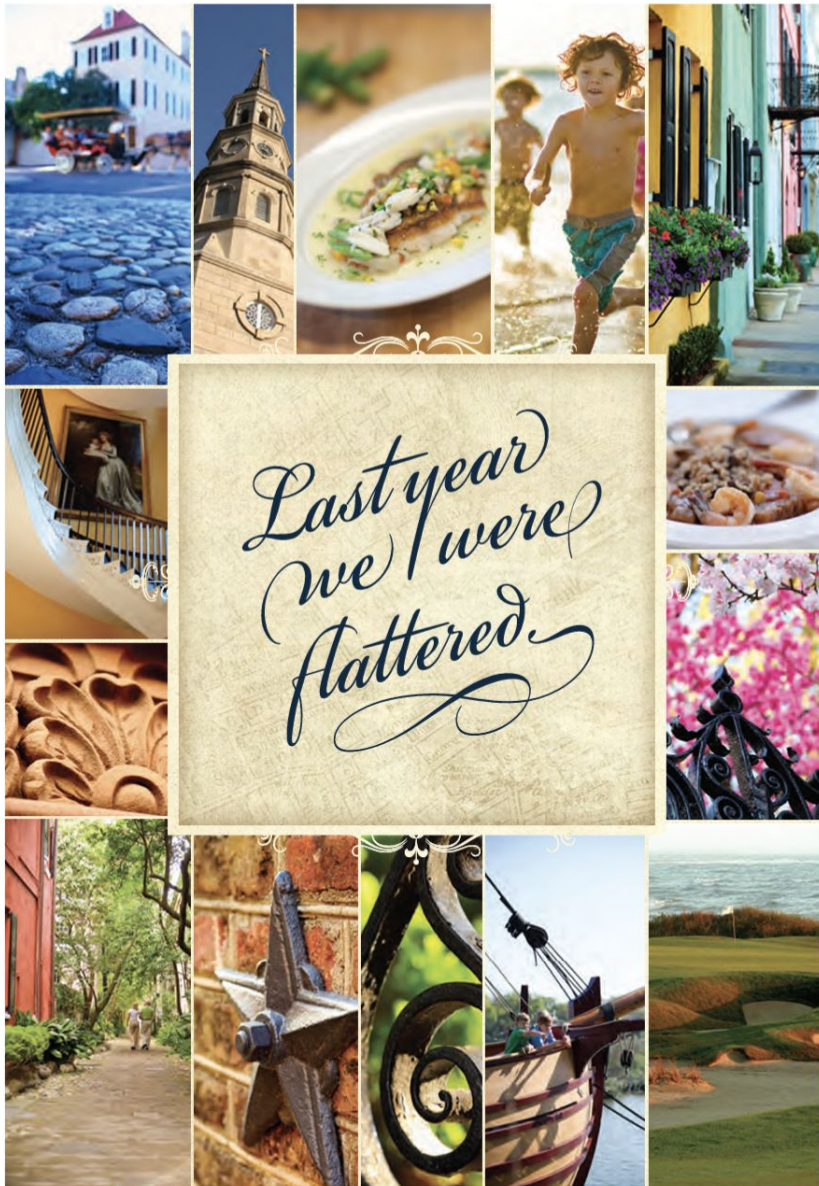
One morning at the Charleston Farmer's Market I saw a man carefully picking some fresh vegetables. Figured he'd know a good restaurant. He did. Turns out he's the chef at the downtown restaurant he recommended. What a neat surprise.



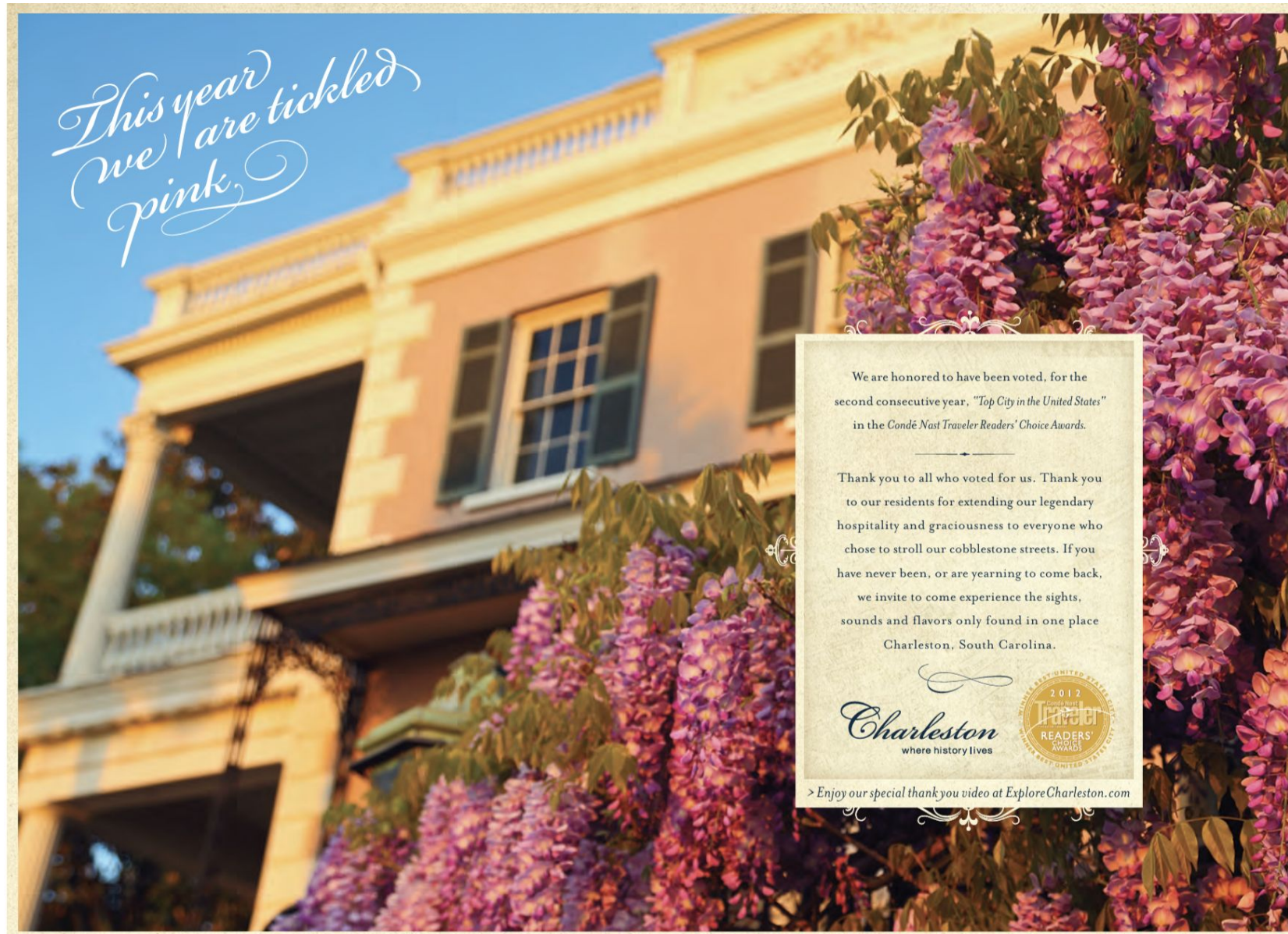
South Carolina
Charleston CVB

CharlestonCVB.com

B. Charleston CVB Portfolio



B. Charleston CVB Portfolio



*This year
we are tickled
pink.*

We are honored to have been voted, for the second consecutive year, "Top City in the United States" in the Condé Nast Traveler Readers' Choice Awards.

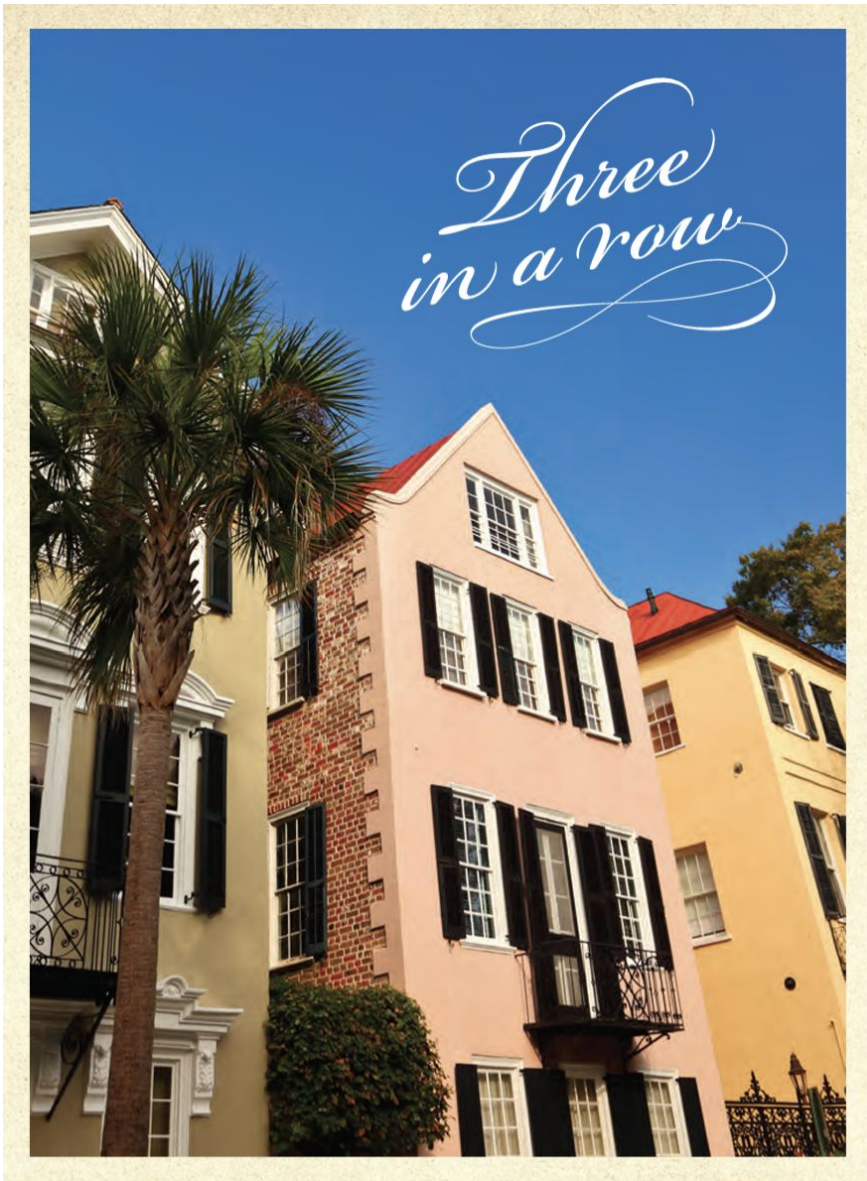
Thank you to all who voted for us. Thank you to our residents for extending our legendary hospitality and graciousness to everyone who chose to stroll our cobblestone streets. If you have never been, or are yearning to come back, we invite to come experience the sights, sounds and flavors only found in one place Charleston, South Carolina.

Charleston
where history lives



> Enjoy our special thank you video at ExploreCharleston.com

B. Charleston CVB Portfolio



2011
Condé Nast
TRAVELER
READERS' AWARDS

In 2011 we were flattered.

2012
Condé Nast
TRAVELER
READERS' AWARDS

In 2012 we were tickled pink.

2013
Condé Nast
TRAVELER
READERS' AWARDS


This year we are swept off our feet.

We are honored to have been voted Top City in the United States in the *Condé Nast Traveler Readers' Choice Awards* for the third consecutive year. To those of you who voted for us, thank you. What makes our cobblestone streets and colorful, centuries-old homes all the more inviting is our residents. We thank them for welcoming visitors with the legendary hospitality and graciousness that have become synonymous with our unique and fabled destination.

Charleston
SOUTH CAROLINA
where history lives
800.774.0006

We invite you to experience the sights, sounds and flavors only found in Charleston, South Carolina in our special "thank you" video at ExploreCharleston.com

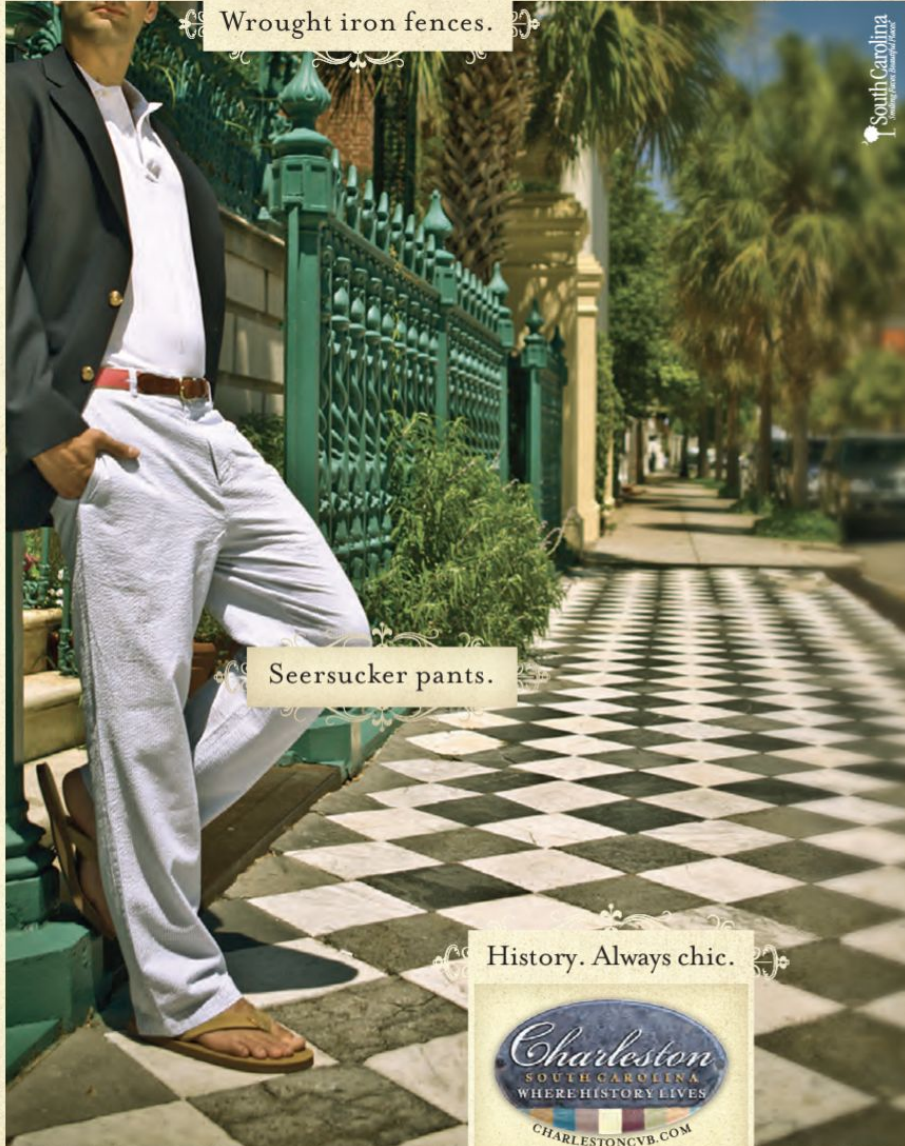
B. Charleston CVB Portfolio



For some a
DESTINATION.
For others a
PILGRIMAGE.

Architects of taste are taking up residence in Charleston's historic properties. Our award-winning chefs are mixing local ingredients with creativity to set the culinary world on fire, or in the case of Husk, earning the Best New Restaurant in America title. Plan a visit. Bring your appetite.


Charlestononly.com



Wrought iron fences.

Seersucker pants.

History. Always chic.



South Carolina
Where History Lives

B. Charleston CVB Portfolio



He's not frosty.

But he sure is cool.

Build Christmas memories in Charleston.



Charleston
SOUTH CAROLINA
where history lives
explorecharleston.com |



Even on a cloudy night.

You can see the stars in the kitchen.

Experience the flavor of Charleston.



Charleston
SOUTH CAROLINA
where history lives
800.774.0006
ExploreCharleston.com

B. Charleston CVB Portfolio



Cobblestone streets.
12 minutes from
the beach.

Click to plan your visit.

Charleston
SOUTH CAROLINA
where history lives



Day one at the beach.
And you're already
talking next year.

Click to plan your visit.

Charleston
SOUTH CAROLINA
where history lives



Day one at the beach.
And you're already
talking about
next year.

Click to plan your visit.

Charleston
SOUTH CAROLINA
where history lives



Cobblestone streets.
12 minutes from
the beach.

Click to plan
your visit.

Charleston
SOUTH CAROLINA
where history lives



Day one at the beach.
And you're already talking next year.

Click to plan your visit.

Charleston
SOUTH CAROLINA
where history lives



Cobblestone
streets.

12 minutes from
the beach.

Click to plan
your visit.

Charleston
SOUTH CAROLINA
where history lives

C. Wild Dunes Resort Portfolio



**A WEDDING
DESTINATION THAT WILL
PLEASE YOUR ENTIRE PARTY.**

Plan a memorable wedding for you, and a mini vacation for your guests, at our Charleston beach resort. Before you walk down the aisle in one of our spectacular indoor or outdoor settings, you and your guests can enjoy everything from relaxing on the beach to a thrilling parasail adventure. Our thoughtful and hospitable staff is dedicated to making sure your wedding day is the best day ever. Visit sayidoatwilddunes.com or call 844.222.5375 to start planning.



**SINK A PUTT,
THEN SINK INTO THE OCEAN.**

Play two Tom Fazio designed courses, including our signature Links Course with finishing holes on the Atlantic. After your round, relax on the beach, try your luck fishing or grab a bite and beverage at a poolside grill. Ready to tee up your next golf experience in Charleston? Visit wilddunesgolf.com to see our latest golf packages.



C. Wild Dunes Resort Portfolio



C. Wild Dunes Resort Portfolio



C. Wild Dunes Resort Portfolio



**KIDS CAN LEARN TO CRAB
WHILE MOM SCHOOLS
DAD AT BOCCIE.**

MAKE THIS YEAR'S FAMILY VACATION THE
MOST MEMORABLE EVER. 888.778.1864

**Wild
Dunes**
Charleston's Island Resort
A DESTINATION® RESORT
wilddunes.com



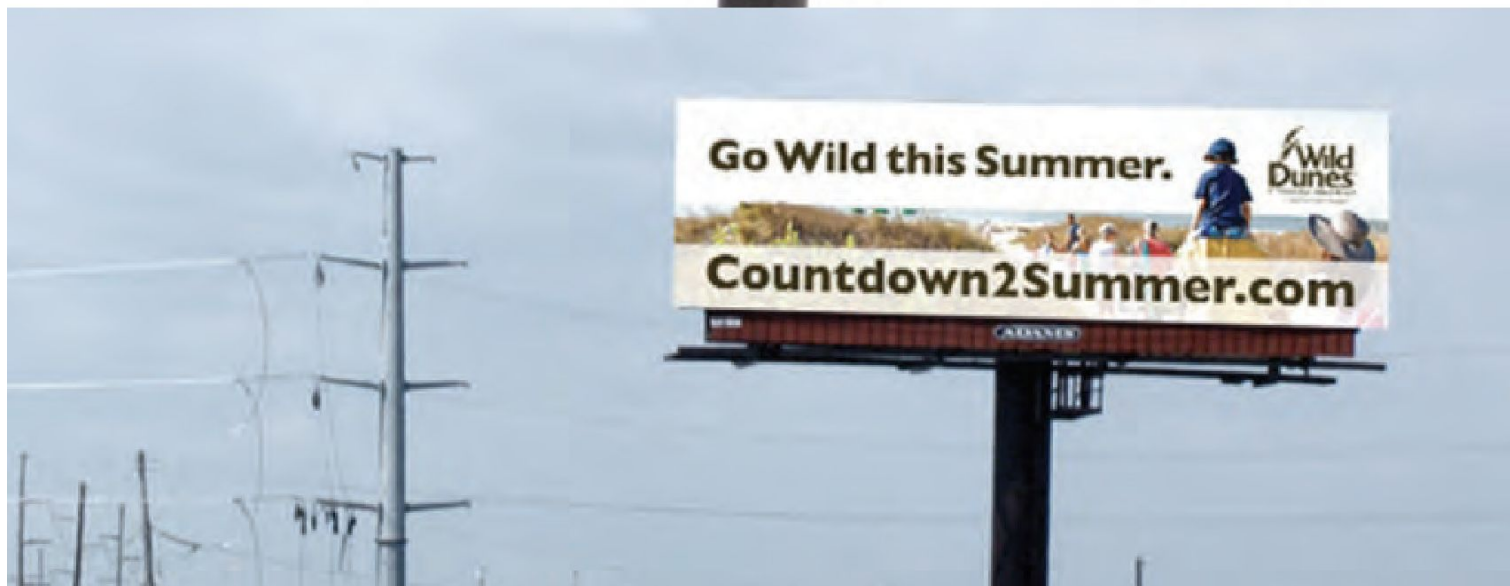
**LET
IMAGINATION
RUN WILD**

MAKE THIS YEAR'S FAMILY VACATION
THE MOST MEMORABLE EVER.

Vacation your way. Relax on our beautiful beach
or by one of our pools. Paddle through our wildlife
filled marsh or play our award-winning golf and
tennis. To see all the ways to relax and play, visit
gowilddunes.com or call 888.778.1861.

**Wild
Dunes**
Charleston's Island Resort
A DESTINATION® RESORT

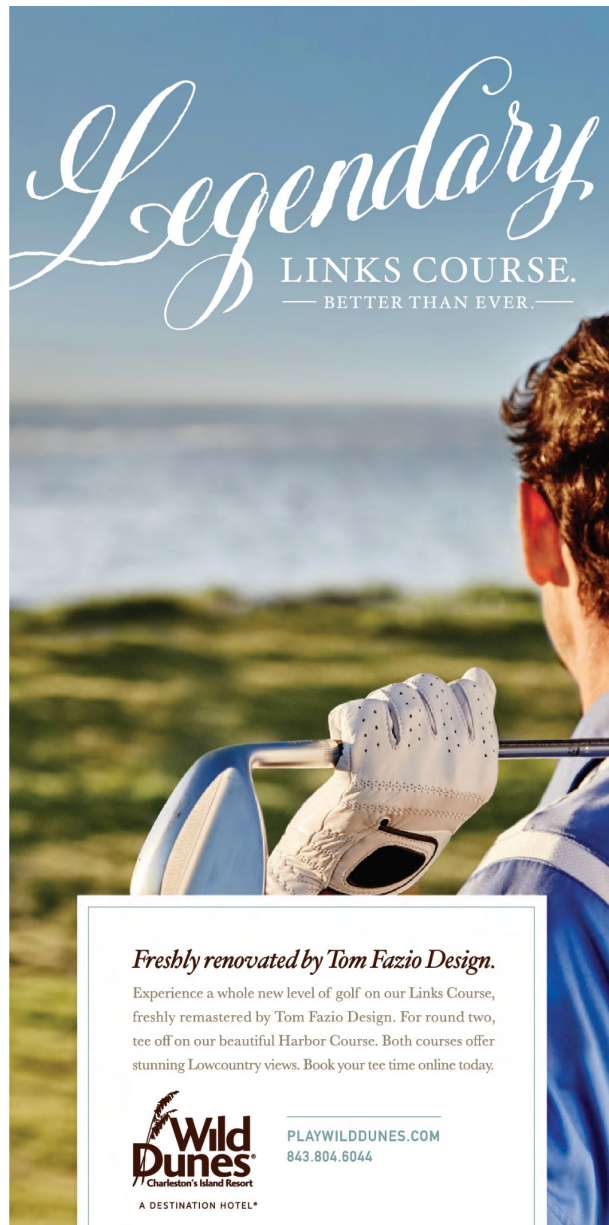
C. Wild Dunes Resort Portfolio



C. Wild Dunes Resort Portfolio



C. Wild Dunes Resort Portfolio



Legendary
LINKS COURSE.
— BETTER THAN EVER. —

Freshly renovated by Tom Fazio Design.
Experience a whole new level of golf on our Links Course, freshly remastered by Tom Fazio Design. For round two, tee off on our beautiful Harbor Course. Both courses offer stunning Lowcountry views. Book your tee time online today.

Wild Dunes
Charleston's Island Resort
A DESTINATION HOTEL*

PLAYWILDDUNES.COM
843.804.6044



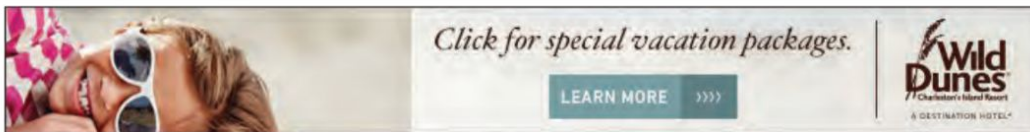
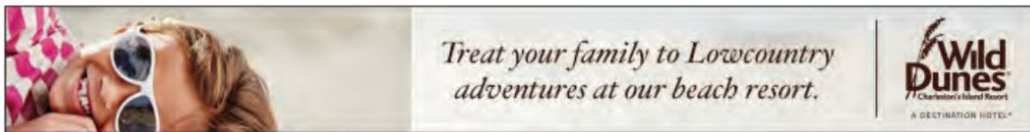
— MILES OF —
smiles

Your kids will have a blast here.
Spectacular beach, pools, kayaking, unique lowcountry adventures. We have so many ways to light up smiles. Meanwhile, we have golf, tennis, a spa for mom and dad. Let's start planning your memory making beach vacation.

Wild Dunes
Charleston's Island Resort
A DESTINATION HOTEL*

PLANYOURFAMILYVACATION.COM
855.683.5627

C. Wild Dunes Resort Portfolio



D. Coastal Provisions Logo



COASTAL PROVISIONS

SEAFOOD · CHOPS · CRAFTED COCKTAILS

D. Coastal Provisions Logo

Brand Colors

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NAVY

PMS 302 U
 -
 PMS 302 C
 -
 C 95
 M 62
 Y 49
 K 35
 -
 #024656
 -
 R 2
 G 70
 B 86



VERDIGRIS

PMS 7474 U
 -
 PMS 5483 C
 -
 C 72
 M 29
 Y 46
 K 5
 -
 #4B8C89
 -
 R 75
 G 140
 B 137



PALE SEAFOAM

PMS 5595 U
 -
 PMS 5595 C
 -
 C 25
 M 6
 Y 24
 K 0
 -
 #BFD6C6
 -
 R 191
 G 214
 B 198



BRASS

PMS 7551 U
 -
 PMS 7558 C
 -
 C 41
 M 51
 Y 84
 K 23
 -
 #83683B
 -
 R 131
 G 104
 B 59

COLOR BALANCE

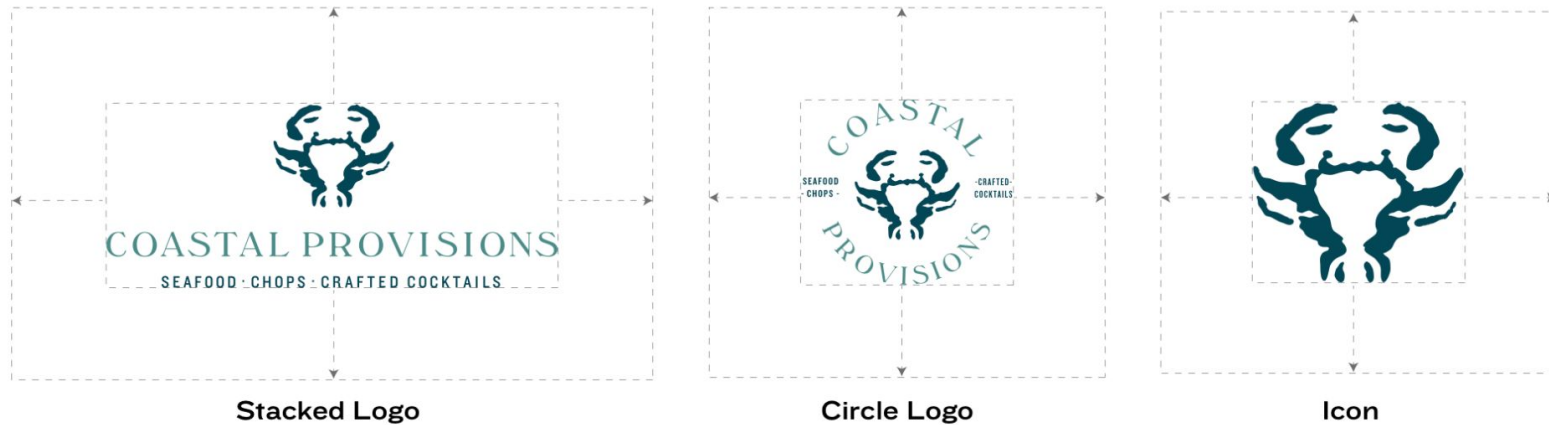


D. Coastal Provisions Logo

Logo Spacing Considerations

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This diagram is precise but we think your best approximation is just fine.



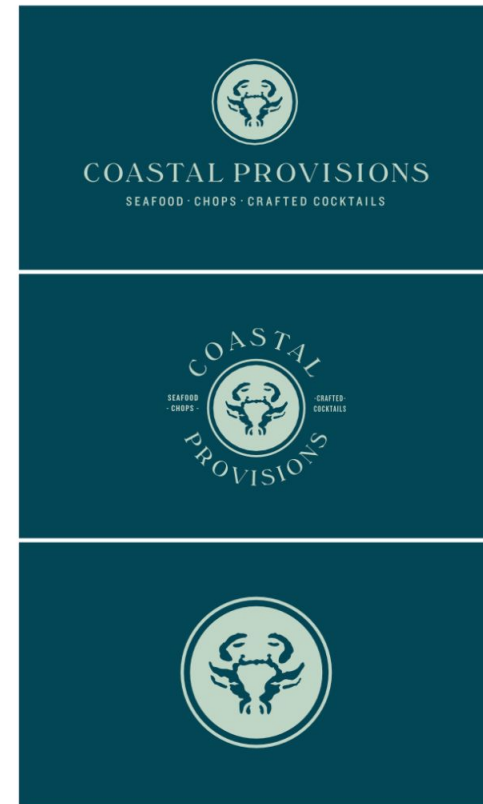
Keep at least IX worth of space between the logo and other elements such as type, borders, edges and other logos.

X is equal to the 50% height of the logo.

D. Coastal Provisions Logo

Logo Colors

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Full Color

This is the primary logo color

1 Color

Use when print production is limited to one Pantone color.

Negative

Use when dark backgrounds are employed.

D. Coastal Provisions Logo

Logo Colors

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Logo - Greyscale

Use when circumstances call for a logo void of color, like printing from an office laser printer.
Do not use when color is available.



Logo - Greyscale Negative

Use when circumstances call for a logo void of color, like printing from an office laser printer.
Do not use when color is available.

E. Coda del Pesce Logo






Thank You

For a total of more than 50 years, we've dedicated ourselves to crafting transformative solutions that catalyze the growth of our clients' businesses. Our journey is defined by an unwavering commitment to thinking outside of the box, ensuring our solutions not only respond to current demands but also anticipate the shifts and opportunities of tomorrow.

Let's Start Winning Together.

 +1 (843) 343-1634

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