

An aerial photograph of a coastline at sunset. The sun is low on the horizon, creating a bright, shimmering reflection on the ocean's surface. The sky is filled with soft, wispy clouds in shades of blue, orange, and yellow. A long wooden pier extends from the beach into the water. The beach is sandy and shows some tracks. In the distance, some buildings and greenery are visible on the left side of the frame.

# Isle of Palms Branding Proposal RFP 2026-02

Submitted by: Trio Solutions Inc. (TRIO)  
May 5, 2026

# Letter of Intent



Douglas Kerr  
City Administrator  
City of Isle of Palms  
1207 Palm Boulevard  
Isle of Palms, South Carolina 29451

Dear Mr. Kerr:

Thank you for the opportunity to submit a proposal in response to RFP 2026-02 for the City of Isle of Palms branding initiative.

TRIO is proud to be the longest-running, full-service, woman-owned marketing agency in the area. For more than two decades, we have partnered with municipalities and community-focused organizations to lead strategic marketing and branding initiatives.

We understand that this initiative is about more than developing a visual identity. It is about translating the City's Strategic Plan into a brand that reflects Isle of Palms' character as a family-friendly beach community and can be consistently applied across departments, operations and communications.

TRIO has developed more than 100 brands for organizations across the region and brings deep expertise in creating identities that instill pride among stakeholders and reflect the communities they serve. Our experience working with the City of Charleston, Town of Mount Pleasant, Williamsburg County, among others has prepared us to lead a structured, collaborative process that results in a brand that is clearly defined and consistently applied.

We appreciate your consideration and look forward to the opportunity to partner with the City on this important initiative.

Jessica Munday  
CEO & Founder

# Company Overview



## **Trio Solutions Inc. (aka “TRIO”)**

Marketing Communications Agency

*Providing strategic marketing and branding since 2001*

## **Certified Woman-Owned Business**

Founder: Jessica Munday - [Bio](#)

Founded: 2001

Federal Tax ID: 57-1130965

Number of Employees: 18



Niche Markets:

- Municipalities
- Nonprofits
- Education

## **Main Office:**

Harbor Entrepreneur Center

11 eWall St., Suite 284

Mount Pleasant, SC 29464

[trio-solutions.com](http://trio-solutions.com)

## **Our philosophy:**

Work hard. Enjoy life. Make a difference.

TRIO is an **award-winning marketing communications agency** with more than 25 years of experience helping organizations strengthen how they present themselves to the communities they serve. We have extensive experience partnering with municipalities and public sector organizations to develop comprehensive brand strategies that align with strategic priorities, reflect unique strengths and assets, and ensure consistency across all communications. Our work includes the development of unified brand identities—logo design, messaging, color palette and typography—that are transferable across departments and effective in multiple media applications, with a strong emphasis on stakeholder input to ensure the final brand reflects the vision of leadership and the community as a whole.

**Experience with creating more than 100 brands over the years!**

# What Sets Us Apart



TRIO brings a proven track record of delivering meaningful results for municipalities and public sector organizations. The points below highlight the experience, approach and standards that set us apart—and the level of partnership you can expect as we support the development and implementation of a comprehensive brand strategy aligned with the City’s vision and community priorities.

- 1**  
Celebrating 25 years in business
- 2**  
Full-service, in-house creative team
- 3**  
Branding is our superpower
- 4**  
Certified woman-owned and led
- 5**  
Municipal sector experience
- 6**  
Expert facilitation skills
- 7**  
Implementation-focused approach
- 8**  
National, regional, state and local expertise
- 9**  
Local knowledge about Isle of Palms
- 10**  
Strong ethical standards (AMA)
- 11**  
Award-winning agency
- 12**  
Run on EOS
- 13**  
Lowcountry CreateAthon agency
- 14**  
Values-based agency
- 15**  
2025 Charleston Small Business of the Year

# The TRIO Way



## Our Values

As a values-based agency, these deeply ingrained principles shape our culture and guide our daily interactions and decision-making processes, ensuring integrity and consistency in everything we do.

- Passionate & Grateful
- Humbly Confident
- Relationship Obsessed
- Deliberately Excellent
- Making Our Mark

## Account Management

At TRIO, every account is supported by a dedicated team aligned around your goals. Each client has a primary point of contact to ensure clear communication and day-to-day coordination, along with a lead strategist responsible for guiding overall direction, performance and long-term planning. Supporting them is a collaborative team of marketing specialists focus on measurable results across every initiative we manage for you.

## Project Management

TRIO uses an online project management system called Bonsai. Your account manager enters every project, task, and milestone associated with your account into Bonsai. Each client and client project has a blog, allowing our team to collaborate and know the status of your projects at any given time.

## Quality Assurance

Excellence is one of TRIO's core values. We do not rest until your deliverables are the best they can be. We strive to impress our clients and love doing what we do. If, for any reason, you aren't satisfied with our work, you have our word that we will do everything within our power to make it right.

# Team TRIO



To support the City of Isle of Palms, TRIO will deploy a senior-level team led by Jenny Dennis, President and Chief Creative Officer, who will direct the development of the City’s comprehensive brand strategy and visual identity from concept through implementation. Founder and CEO Jessica Munday will provide strategic oversight and lead key phases of discovery and ideation, ensuring alignment with the City’s vision, stakeholder input and long-term brand sustainability.

With decades of experience working with municipalities and community-focused organizations, our team brings the perspective needed to create branding that is clear, authentic and reflective of the City’s unique character as a family-friendly beach community.

We will guide the discovery process, evaluate existing brand elements and develop a cohesive brand foundation—including messaging and visual identity—that ensures consistency, clarity and alignment across departments, operations and multiple media applications. Our focus is to deliver a unified brand that reflects the vision of City Council and the community, and provides a practical, lasting framework for implementation and long-term success.



**Jessica Munday**  
Founder & CEO



**Jenny Dennis**  
President & Chief Creative Officer

# Team TRIO cont.



**Abbie Linnerud**  
Director of  
Client Services



**Julie Pearson**  
Director of  
Finance & Admin



**Kevin Sninsky**  
Sr. Copywriter & Director  
of Content Services



**Shaniequa Washington**  
Director of Marketing &  
Community Relations



**Mia CaraDonna**  
Account Manager



**Nikki Scott**  
Account Manager



**Ian Mykell Bull**  
Web & AI Developer



**Devyani Pathak**  
Digital Marketing  
Specialist



**Sai Krishna**  
Digital Marketing  
Specialist



**Marissa Cook**  
Graphic Designer



**Ellen Rose**  
Media & PR Specialist



**Taylor Mullaney**  
Social Media Specialist



**Greer Phillips**  
Social Media Specialist



**Donna Bailey**  
Bookkeeper



**Kaeli Broyhill**  
Agency Assistant



**Shelby Stockelman**  
Graphic Designer

# References



We are a values-driven agency, and our passion lies in serving community-focused organizations with insight, integrity and creativity. We take pride in the strong partnerships we build and the meaningful impact we help our clients achieve. Below are a few organizations that can speak directly to the experience of working with Team TRIO.

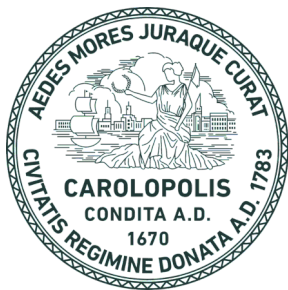


## Town of Mount Pleasant

For several years, TRIO has partnered with the Town of Mount Pleasant on a variety of projects, including their travel guide, websites, ads and more.

CLIENT CONTACT:

**John Greenberg**  
jgreenberg@tompsc.com



## City of Charleston

TRIO served as the official marketing agency for the City of Charleston's 350th anniversary and has partnered with the City on a range of initiatives over the years.

CLIENT CONTACT:

**Deja Knight McMillan**  
mcmilland@charleston-sc.gov



## Charleston County Public Library

TRIO partners with the library to support its web presence, graphic design needs, and social media strategy, ensuring consistent and engaging communication with the community.

CLIENT CONTACT:

**Natalie Hauff**  
hauffn@ccpl.org

Want to see some of our work for the clients we serve?

[Visit our online portfolio.](#)

# Experience



TRIO is a values-driven agency with a strong focus on serving municipalities and community-focused organizations. We bring deep experience working within the public sector, helping cities and towns develop clear, consistent and effective communications that align with their strategic priorities and reflect the communities they serve.

Our work with organizations such as the City of Charleston, Town of Mount Pleasant, Williamsburg County and the Town of Kingstree has given us a strong understanding of stakeholder alignment, brand consistency across departments and long-term implementation. We take pride in building lasting partnerships and delivering work that is both practical and impactful.

## Sample Brand Guide:



# Testimonial



*I could not be more pleased with the decision to work with TRIO on our organization's rebrand. Jessica and her team provided guidance during the process that gave our leadership confidence to move forward with a major change - a new name, logo, and brand identity. We continue to rely on TRIO to guide us through implementing branding strategies they taught us that strengthen our role in our marketplace thereby the impact in communities we serve. They are also now working on a rebrand of one of our programs. We just can't get enough of team TRIO!*

**- Meg Stanley, Executive Director, Wholespire**

**BEFORE:**



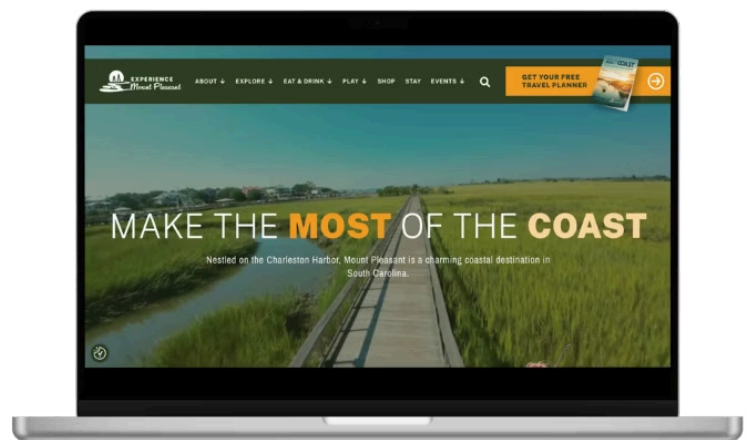
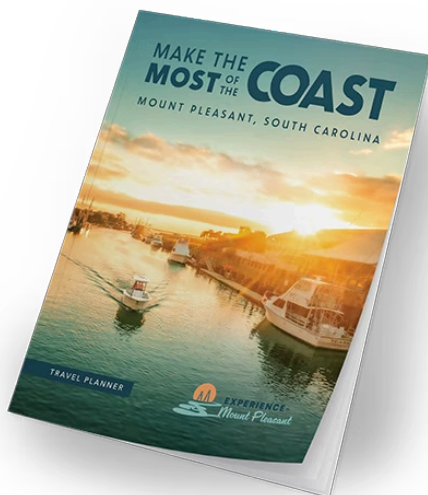
**AFTER:**



# Town of Mount Pleasant



TRIO has partnered with the Town of Mount Pleasant to strengthen and elevate its tourism brand through the Experience Mount Pleasant website, travel guide and integrated messaging. By creating a more unified and intentional approach to destination marketing, the Town has seen increased website traffic, deeper engagement with visitor content and greater consistency in how it presents itself to residents and visitors alike.



*"It was an honor to partner with the Town of Mount Pleasant to design and build its new tourism website. We're proud to support our community's economic growth, helping increase visibility and attract more visitors to our area – an area where we love to live, work and play. We are grateful for this opportunity to contribute to our community's growth and prosperity and excited to see the positive impact unfold."*

**- Jenny Dennis, TRIO's President & Chief Creative Officer**

**NOTE:** Experience Mount Pleasant logo is shown for context. TRIO led the development and execution of supporting print and digital assets.

# Scope of Work



We understand the goal of this engagement is **to develop a comprehensive brand strategy for the City of Isle of Palms that reflects the City’s unique strengths and assets**, aligns with its Strategic Plan and presents a clear, consistent identity across all departments and communications.

To achieve this objective, TRIO will lead a structured process that includes research, stakeholder engagement and creative development to establish a unified brand identity that represents the City as a family-friendly beach community. This will include the development of key brand elements such as logo and seal design, color palette, typography, messaging and tagline—ensuring each component works together and is effective across multiple media applications.

Our process will include a review of existing materials, collaborative engagement with City staff, City Council and key partners, and an evaluation of how the City is currently represented across various touchpoints. This approach ensures the final brand reflects the vision of leadership and the broader community while addressing current inconsistencies in design and messaging.

Based on this work, TRIO will develop a comprehensive brand framework, including clear visual standards and messaging guidelines, along with templates for common uses such as signage, digital platforms, printed materials and official communications. The result will be a cohesive and transferable identity that can be consistently applied across all City operations.

The final deliverables will include a complete brand standards guide, all editable design files and a strategic implementation plan with recommendations for rollout, engagement and long-term brand management.

# Our Process



TRIO approaches branding as a structured, collaborative process designed to ensure the final identity reflects the City's vision, incorporates stakeholder input and can be consistently applied across all departments and communications.



## Discovery & Project Alignment

TRIO will begin with a kickoff session to align on project goals, timeline and stakeholder engagement. This phase includes a review of the City's Strategic Plan, existing materials and current brand usage to establish a clear foundation for the work ahead.



## Research & Brand Audit

We will evaluate how the City of Isle of Palms is currently represented across visual and written communications, identifying inconsistencies and opportunities for improvement. This phase also includes a review of comparable coastal communities and destination positioning.



## Stakeholder Engagement

TRIO will facilitate structured input sessions with City staff, City Council and key partners, including the Charleston Area Convention & Visitors Bureau, to ensure the brand reflects a shared vision and resonates with both residents and visitors.

# Our Process cont.



## **Brand Strategy & Concept Development**

Based on research and stakeholder input, TRIO will develop multiple brand concepts, including logo and seal design, messaging, tagline, color palette and typography.

Concepts will be presented and refined through a collaborative review process.



## **Brand Standards & System Development**

Once a direction is selected, TRIO will develop a comprehensive brand system, including visual standards, messaging guidelines and templates for common applications such as signage, digital platforms and official communications. This ensures consistency across all departments and touchpoints.



## **Implementation & Rollout Strategy**

TRIO will provide a strategic rollout plan that outlines how the new brand will be introduced and adopted, including internal alignment, community engagement and recommendations for sustaining the brand over the first three years.

# Our Process cont.



## **Final Presentation & Delivery**

TRIO will present the final brand to City leadership and provide all editable files, templates and guidelines to support long-term use and consistency.

**Our structured approach ensures clear decision points at each phase, allowing the City to provide input, maintain alignment and confidently move forward with a unified brand.**

# Project Investment



TRIO follows a structured, collaborative process to ensure the final brand is research-driven, aligned with the City's Strategic Plan and practical for consistent use across all departments and communications. This approach allows us to work closely with City staff, City Council and key stakeholders to develop a clear, cohesive brand identity that reflects the Isle of Palms' character as a family-friendly beach community and supports long-term implementation.

## Brand Development Process

- Project Setup & Information Gathering
- Stakeholder Engagement & Alignment (City Staff, City Council, CVB)
- Brand Audit & Review of Existing Materials
- Research & Positioning Development
- Visual Identity Exploration (Logo, Seal, Color Palette, Typography)
- Messaging & Tagline Development
- Brand Standards Guide & Template Creation
- Implementation & Rollout Strategy (Including 3-Year Recommendations)
- Review, Refinement & Council Workshop
- Final Presentation & Delivery

Upon selection, TRIO will schedule a kickoff meeting to align on goals, timeline and stakeholder engagement.

**Investment:** \$50,000

**Timeline:** Approx. 4 months (see page 18)

## City Responsibilities:

- Participation in key meetings, including stakeholder sessions and a City Council workshop
- Timely feedback and input throughout the process
- Access to existing materials, logos and brand assets
- Alignment from City leadership on final brand direction

# Project Investment cont.



## Budget Breakdown

The investment is allocated across key phases of the project as follows:

- Discovery, Research & Stakeholder Engagement: \$12,500
- Brand Strategy & Concept Development: \$15,000
- Visual Identity & Messaging Development: \$10,000
- Brand Standards, Templates & Asset Development: \$7,500
- Implementation Strategy & Rollout Planning: \$5,000

All deliverables, including editable files and templates, are included within the total project investment.

## Success Metrics

Success will be measured by the City's ability to consistently apply and effectively utilize its new brand across all communications and operations.

*Key indicators include:*

- Consistent adoption of the brand across City departments, materials and communications
- Alignment among City leadership, staff and key stakeholders
- Clear, cohesive and consistent messaging across all platforms and touchpoints
- Increased engagement with updated digital platforms and destination marketing assets

# Timeline



Approximately 3–4 months, depending on stakeholder availability and feedback cycles.

The project will be completed across the following phases:

- **Month 1**  
**Discovery, Research & Brand Audit**  
Kickoff, review of existing materials, Strategic Plan alignment, brand audit and initial stakeholder input
- **Month 2**  
**Stakeholder Engagement & Brand Strategy Development**  
Stakeholder sessions with City staff, City Council and partners; development of brand positioning and direction
- **Month 3**  
**Concept Development & Initial Review**  
Creation of brand concepts, including logo, seal, messaging and visual identity; presentation and feedback
- **Month 4**  
**Refinement, Finalization & Delivery**  
Final design refinements, development of brand standards and templates, implementation strategy and final presentation

The timeline is structured to ensure adequate time for stakeholder engagement, review cycles and City Council alignment while maintaining steady progress throughout the project.

# Thank You!



Thank you for the opportunity to support the City of Isle of Palms as you continue to define and strengthen how the City is presented to residents and visitors. The balance you are working to achieve—preserving the Island’s character while positioning it as a family-friendly beach destination—is both important and complex.

**TRIO has developed more than 100 brands for organizations across the region and brings deep expertise in creating identities that instill pride among stakeholders and reflect the communities they serve.**

We appreciate your consideration and look forward to the opportunity to partner with you on this initiative. If you have any questions, please reach out to Jessica Munday at [jessica@trio-solutions.com](mailto:jessica@trio-solutions.com).

