

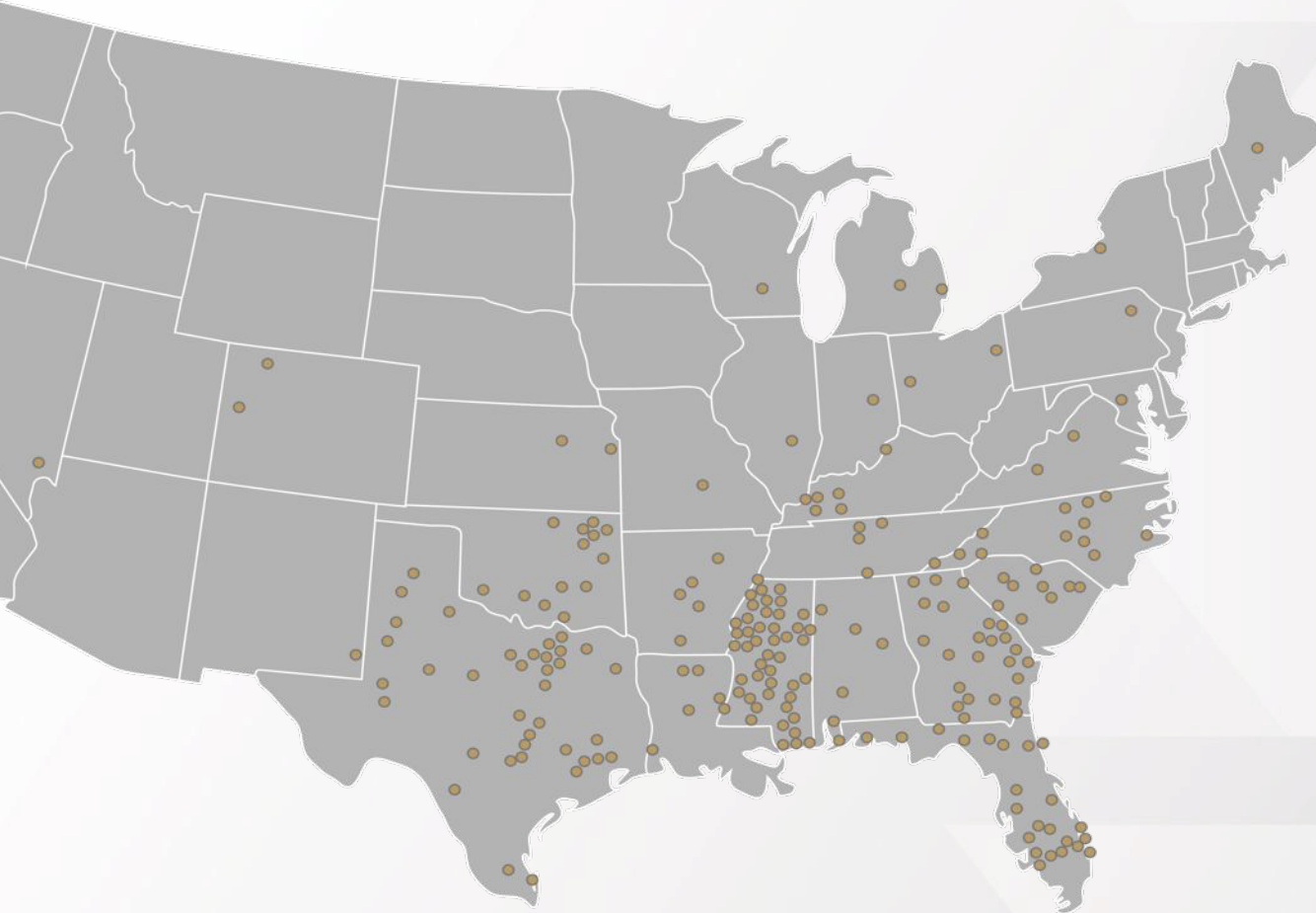


**MARKETING
ALLIANCE**

City of
Isle of Palms
South Carolina

Brand Strategy
Presentation
6/10/2026

Welcome and Overview



As the final presentation today, we're going to spend less time talking about graphic design and more time talking about how to build a brand that Isle of Palms can own, embrace, and successfully implement.

Because at the end of this project, success isn't a new logo. Success is a brand that works across City government, resonates with residents, supports tourism, and remains relevant for years to come.

475+ COMMUNITIES SERVED

145 YEARS OF TEAM EXPERIENCE

25 YEARS IN COMMUNITY MARKETING

This Isn't a Logo Project

By now, you've likely seen a variety of creative styles, design approaches, and branding concepts.

The real question isn't who can design a logo.

The real question is who can help Isle of Palms build a brand that:

- Reflects the vision of City Council, staff, residents, and partners
- Celebrates the island's unique character as a family-friendly beach destination
- Creates consistency across every department and communication channel
- Provides a framework that will guide decisions and communications for years to come

Why Marketing Alliance Fits This Opportunity

Relevant Experience for Isle of Palms – Marketing Alliance brings deep experience helping public-sector organizations define, strengthen, and implement brands that reflect real community identity.

- **Proven Across Communities Nationwide** – More than 25 years of experience and 475+ communities served across the country
- **Experience with Place-Based Branding** – We understand how to position communities around quality of life, visitor experience, natural assets, and long-term identity
- **Built for Public-Sector Use** – Our brand systems are designed to work across departments, official documents, websites, social media, signage, presentations, and partner materials
- **Strategic Before Visual** – We begin with research, stakeholder input, positioning, and messaging so the final identity is grounded in the City's goals
- **Designed for Long-Term Consistency** – We deliver guidelines, templates, editable files, and practical tools that help staff apply the brand with confidence

Our Process for Building the Brand

A Structured Process Built for Alignment, Strategy, and Implementation – Our approach moves from discovery to execution in a clear, milestone-driven process that keeps the project focused, collaborative, and practical for long-term use.

1. **Project Launch & Alignment** – Confirm goals, timeline, decision-making structure, stakeholder roles, and project priorities
2. **Research, Discovery & Market Analysis** – Review existing materials, assess brand consistency, evaluate audience dynamics, and identify Isle of Palms' core assets and positioning opportunities
3. **Stakeholder Engagement & Community Input** – Gather input from City leadership, staff, City Council, the CVB, local partners, and community representatives
4. **Brand Strategy, Vision & Messaging** – Define the City's positioning, brand narrative, vision statement, messaging framework, and tagline direction
5. **Creative Development & Identity Design** – Develop logo, seal, color palette, typography, iconography, and visual applications for review and refinement
6. **Brand Guidelines & Implementation** – Deliver final files, templates, brand standards, rollout guidance, and tools City staff can use across departments and platforms

How We Manage Stakeholder Input

Collaboration Without Confusion – We create a structured process that gives the right people a voice while keeping decisions clear, focused, and moving forward.

- **City Leadership & Staff Input** – Engage City leaders, staff, and department representatives early to understand priorities, current brand needs, and implementation realities
- **City Council Workshop** – Facilitate a focused workshop to gather input, validate direction, and build alignment around the City’s brand goals
- **CVB & Partner Coordination** – Incorporate perspective from the Charleston Area CVB and key partners to ensure the brand works within the broader visitor market
- **Clear Review Points** – Use milestone-based reviews at strategy, concept, and refinement stages so feedback is timely, focused, and actionable
- **Practical Decision Framework** – Guide feedback toward clear recommendations so the final brand reflects community priorities without becoming diluted or inconsistent

Accessibility Built Into the Brand

Accessible, Practical, and Consistent – Because this brand will be used across City communications, accessibility and usability must be built into the system from the beginning.

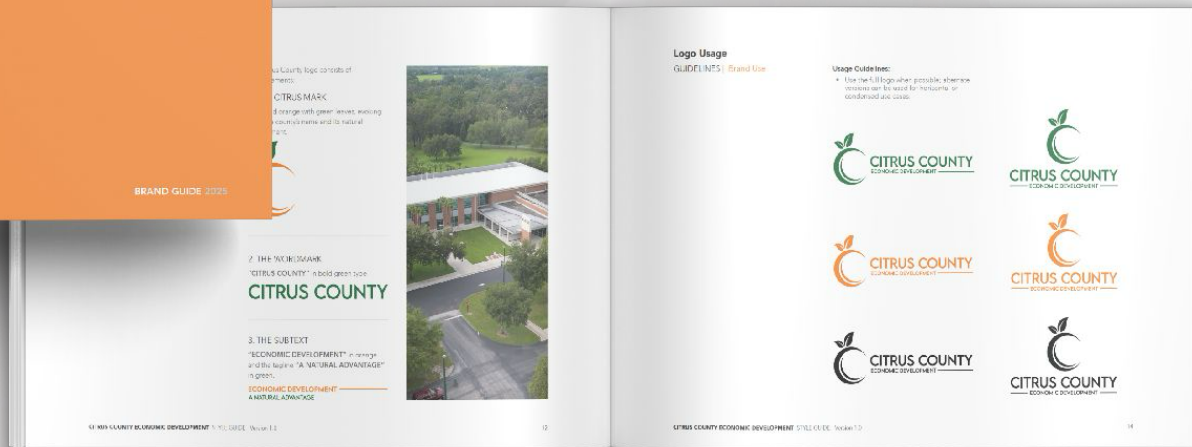
- **Accessible by Design** – Color, typography, contrast, hierarchy, and layout are considered early so the brand works across print, digital, and public-facing materials
- **Built for City Staff** – Templates and guidelines are created for real-world use, helping staff apply the brand consistently without needing design expertise
- **Tested Across Applications** – Logos, colors, documents, presentations, and digital assets are reviewed for readability, scalability, and practical use
- **Long-Term Consistency** – The final brand standards give the City a clear framework for maintaining accessibility and consistency over time
- **WCAG 2.1 AA Alignment** – Brand colors, typography, digital assets, and templates are reviewed against WCAG 2.1 Level AA standards for contrast, readability, structure, and usability

More Than a Logo

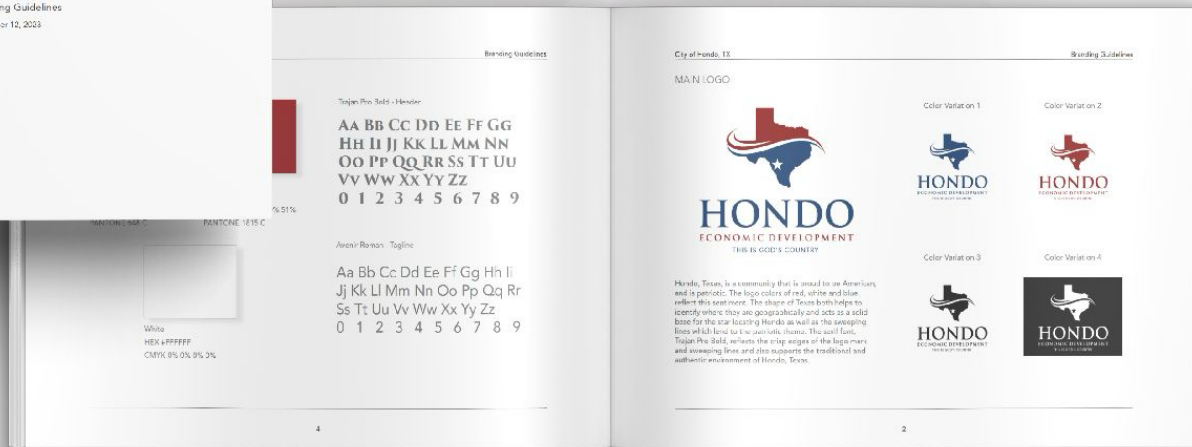
More Than a Logo – A strong city brand should clarify identity, strengthen trust, and create consistency across every way the City communicates.

- **Rooted in Place** – The brand should reflect what makes Isle of Palms distinct: its beach, neighborhoods, natural setting, visitor economy, and community character
- **Balanced for Residents and Visitors** – The identity should support family-friendly tourism while respecting the City's role as a residential community
- **Strategic Before Visual** – Messaging, positioning, and audience expectations should guide the design, not the other way around
- **Flexible Across Uses** – The final system must work for official City communications, tourism materials, signage, social media, presentations, and partner applications
- **Built to Last** – The goal is a brand system that feels authentic today and remains useful, consistent, and adaptable over time

Style Guide Examples



Style Guide Examples



Logo Examples



Logo Examples



Logo Examples



PASCO EDC
NORTH TAMPA BAY, FLORIDA



KENTUCKY
— CORNERSTONE —



H★RLINGEN
ECONOMIC DEVELOPMENT



MARKETING
ALLIANCE

Logo Examples



Logo Examples



Logo Examples



Client References

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



Hondo Economic Development Corporation

Sean Patty, Executive Director

700 Vandenberg Rd
Hondo, Texas 78861

(830) 741-8319

spatty@hondo-tx.org

www.growhondotx.com



Client References

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



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



Client References

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

Citrus County Economic Development



Steven Baham, Economic Development Director
3600 W Sovereign Path
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Timeline

June - Project Launch & Discovery

- Kickoff meeting with City leadership and staff
- Final project schedule and review milestones
- Confirmed decision-making process and points of contact
- Review of existing materials, logos, and messaging
- Brand audit to identify current inconsistencies and opportunities

July - Research & Stakeholder Input

- Market and peer destination review
- Assessment of Isle of Palms' visitor, resident, and community identity
- Staff and stakeholder input sessions
- Coordination with the Charleston Area CVB
- City Council workshop to gather input

August - Brand Strategy & Messaging

- Brand positioning recommendation
- Vision statement and core brand narrative
- Messaging framework for residents, visitors, staff, and partners
- Tagline direction and verbal identity concepts
- Strategic direction approved before design begins

September - Creative Concepts

- Initial logo and seal concepts
- Proposed color palette, typography, and iconography
- Visual identity directions with rationale
- Sample applications showing how the brand could appear in real use
- Review meeting to gather feedback and select a preferred direction

Timeline

October - Refinement & Final Brand System

- Refined logo, seal, and visual identity system
- Final color, type, icon, and graphic standards
- Updated sample applications across key City uses
- Final review and approval process
- Preparation of final brand assets

November - Guidelines & Implementation Tools

- Complete brand standards manual
- Editable final logo files and design assets
- Templates for presentations, reports, social media, letterhead, and other common needs
- Brand rollout and launch recommendations
- Staff guidance for long-term brand use and consistency

Our Commitment to the Isle of Palms

We believe this project is important.

To demonstrate our commitment to the City of Isle of Palms and our enthusiasm for this opportunity, Marketing Alliance would like to invest in the success of this initiative by reducing our proposed fee.

Original Fee: \$50,000

Marketing Alliance Commitment: -\$10,000

Final Project Fee: \$40,000