

City of Columbia – Tree Board Marketing Recommendation

Branding

- Project Management
 - Collaborating and communicating with the client about organization logo design
 - Client to execute logo design
 - Ensure brand standards, creative/campaign messaging and cohesiveness is carried through to all aspects of creative
- Branding Elements
 - Utilizing the logo design produced by the client, to elaborate on branding elements
 - Offering ideas to elevate branding including taglines, font and color palette
 - Could include sub marks, expanded colors, brand pattern
 - Final brand board to provide brand standards at a glance for cohesive branding for all organization efforts moving forward
 - Final brand elements include up to three (3) post-presentation revisions

Pamphlets - Graphic Design, Production & Print

- Informational Pamphlet Design
 - Design and template a pamphlet to be utilized for print production
 - Eye-catching and informational design
 - Produced with organization brand standards
 - Easily adjustable design to accommodate up to six (6) specific pamphlets
- Specific Pamphlet Design
 - Produce six (6) informational pamphlets, utilizing designed template
 - Client to provide all necessary copy
 - Client to provide all imagery, or stock photography can be pulled
 - Custom photography available upon request (*additional fee*)
- Printing of Informational Pamphlets
 - Pricing includes 2,500 of copies of *each* design
 - Pricing based on specifications below, however once final designs are determined an exact amount of printed pieces can be provided
 - Print specifications:
 - 80lb *recycled* paper
 - Semi-gloss
 - 3.75" x 8"
 - Front and back
 - Full-color

Stickers - Graphic Design, Production & Print

- Sticker Designs (2)
 - Creation of unique, eye-catching and aesthetically pleasing stickers for promotional purposes
 - Ensure the Tree Board brand is represented

- 3"x3" Die-cut Sticker Production and Print
 - Pricing includes 500 stickers
 - Pricing based on specifications below
 - Once final design is determined an exact quantity of printed pieces can be provided, printing pricing subject to change
 - Print specifications:
 - 3"x3"
 - Die-cut, weatherproof stickers
 - Full-color
- Kids Sticker Roll Production and Print
 - Pricing includes 500 stickers
 - Pricing based on specifications below
 - Once final design is determined an exact quantity of printed pieces can be provided, printing pricing subject to change
 - Print specifications:
 - 2"x2"
 - Roll of stickers, peel and stick
 - Full-color

Tent – Design & Production

- Tent Design
 - Use branded elements and logo to design an eye-catching tent
 - Ensure the Tree Board brand is represented
- Tent Production
 - Pricing includes:
 - One (1) pop-up tailgating tent
 - 10'x10'
 - Custom printed canopy
 - Steel frame

Project Investment: \$10,000.00

- ❖ Estimate valid through September 1, 2021
 - Printing pricing valid through August 1, 2021.
 - Pricing isn't anticipated to change drastically, but can't be guaranteed beyond that timeframe.
 - The creative estimate can be updated should the timeframe expire and specific pricing is needed.
- ❖ All creative components will be the property of the client
- ❖ Anticipated timeframe for design and print consists of approximately 4 weeks for branding and design, and an additional 2 weeks for printing.
 - Timeframe for pop-up tent can't be projected at this time. Tent frames are backordered due to supply issues nationwide. Upon proposal approval we can move quickly to get order placed, but a specific delivery date cannot be projected.

Client Approval: _____(signature) _____(date)