

City of Plano Branding Proposal

6/11/21



Summary

OC Creative will provide consistency and a brand refresh for the City of Plano starting with its logo design. Logomarks, font type, your purple color, and other elements will be updated to reflect a more modern appearance, focusing on your primary audience. Once approved this design style will be carried through to all the City's upcoming branding elements in order that we can together create a cohesive voice and public-facing brand.

Project Inclusion

Branding

- **Logo & Tagline**
 - Extensive review of all existing logo locations to ensure ease of transition
 - Industry research for comparable examples to review and critique
 - Logo concepts that include up to 4 rounds of revisions
 - Approved logo – with and without tagline - provided in multiple file formats, including:
 - JPG (print), PNG (web), EPS (vector)
 - Full color, single-color, black, and white
- **Style Guide**

A multi-page branding style guide to serve as the foundation of your brand and logo use in the future

Physical Collateral

- **Marketing Materials**
 - Design and copyediting of up to 3 brochures
 - Design and copywriting of up to 3 “Why Plano?” sheets specific by audience
- **Tradeshow Booth**

Design and materials/size recommendations

Website Recommendations

- Site navigation recommendations for ease of use
- Page combination and reuse suggestions
- Brand consistent recommendations (*e.g., fonts & colors used, header sizes, etc.*)

Plan to Market the Rebrand

- To tradeshow attendees, developers, and retailers
- To the Plano community

Additional Branding Options, *if time allows in budget*

- Flag
- Vehicle Lettering
- Signage
 - Interior (*e.g., inside City Hall, Police Dept.*)
 - Exterior (*e.g., welcome street signs*)

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Why OC

Every OC project is creative and unique to the needs of our clients – no cookie-cutter templates or fill-in solutions. We begin our custom approach during the pre-production process by reviewing and critiquing competitor and comparable examples for your likes, dislikes, and inspiration.

In addition, our agency is quite familiar with the needs and processes of municipalities as we have worked in just the last 4 years with the Village of Carpentersville, Village of Hinckley, City of DeKalb, Dundee Township, the Metropolitan Township Association, and other similar organizations.

Your Investment

As scoped with maximum revisions of 4 rounds per item, not to exceed \$16,000.

Includes: *In-depth researching, planning, design, development, and delivery of the above print-ready files.*

Does not include: *printing or production services, although those can be facilitated upon request.*

Project Agreement

(Client Name & Title)

(Client Signature)

Terms

OC Creative requests a 33% deposit of the total estimate (the highest amount, if applicable) upon project start. The next 33% balance will be due approximately halfway into the project, with the final payment – 34% or otherwise reflecting actual hours invested – due net 15 upon completion of the project as outlined in the proposal. If the project becomes extensive in time, OC Creative may request monthly installments of the remaining balance as dictated by project scale and scope, requesting the full balance to be paid upon completion of the project outlined in the proposal. Invoices will be provided for all payments. This proposal is effective for a period of up to 90 days from the date listed and may be reopened upon request.

Cancellation

If the client's project with OC Creative is cancelled by the client at any time after the proposal is signed and the deposit is paid, the deposit will be refunded, less OC Creative's pre-production hours invested. Should OC Creative become unable to fulfill its duties, as outlined by the proposal, after the proposal is signed and the deposit is paid, the deposit will be returned to the client.

General Changes

Clients shall pay additional charges for changes requested by the client which are outside the scope of the services on a time and materials basis. Such charges shall be in addition to all other amounts payable under the proposal, despite any maximum budget, contract price, or final price identified therein. OC Creative may extend or modify the deadlines in the proposal, based on these change requests.

Disclaimers

Once completed project is approved and accepted by the client, OC Creative makes no claims concerning the suitability of the client's project for public screening. The client takes sole responsibility for ensuring that the content is appropriate for release to the public. In no case will OC Creative be liable to the client or any third party for any damages, including lost profits, lost savings, or other incidental, consequential, or special damages arising out of the production and/or release of the client's projects for public viewing. OC Creative retains the right to use the finished project and all supporting materials to promote OC Creative online and in print as a portfolio piece. They also may list the client's company as one of their clients. OC Creative will keep and store all the files pertaining to your project three years after the project completion date.

Trademarks and Copyrights

The client represents to OC Creative and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished by the client to OC Creative for inclusion in the project are owned by the client, or the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend OC Creative from any claim or suit arising from the use of such elements furnished by the client. OC Creative owns copyright to the assembled work of the services, prior proofs, and all designs. Upon payment for services rendered, all rights to the finished product, as to the project quoted, will be transferred to the client.