



MEMORANDUM

TO: MCSWMD Board of Directors
DATE: January 6, 2023
FROM: Tom McGlasson Jr.
SUBJECT: District Rebranding Consultant Proposals

As has been previously discussed, the District wishes to hire a consultant to help facilitate the desired rebranding. Staff contacted five (5) local consulting firms and requested proposals for this service. The following consultants were contact seeking proposals:

- Lambert Consulting
- Patrick Siney Art Direction | Design
- Ten31 Marketing
- Toohill Consulting
- Valerie Pena Consulting

Included in this packet is a copy of the email sent to the selected consultants requesting a proposal, and the proposals received.

Additional information regarding the received proposals will be presented at the meeting.

Below are links to the websites of the three respondents, which also provide additional information about the companies, the services they provide, clients they have worked with, and more examples of work product.

Lambert Consulting: <https://lambertconsulting.biz/>

Ten31 Marketing: <https://www.ten31marketing.com/>

Toohill Consulting: <https://toohillconsulting.com/>

Tom McGlasson

From: Tom McGlasson
Sent: Thursday, December 1, 2022 2:56 PM
To: Tom McGlasson
Subject: Request For Proposal
Attachments: 2021 5 Year SWMP Adopted 9-9-21.pdf; Draft Logo Ideas 2022.pdf

The Monroe County Solid Waste Management District is interested in rebranding itself to better represent who we are and what we do. In order to facilitate this process, we are seeking outside professional assistance. You have been identified as a potential consultant for the District to work with on this project, and this email is a request for you to submit a proposal and cost quote to the District.

In your proposal please include a detailed summary of the scope of services to be provided, including, but not limited to:

- A change to the name of the organization
- A new logo
- A new slogan
- Assistance with developing an outreach and media campaign to promote the re-branded District

Attached to this email for your reference is a copy of the District's *Five Year Solid Waste Management Plan*, which states the District mission (page 2) and includes goals and objectives (page 10). Also attached are copies of some draft logo ideas District staff and Citizens Advisory Committee developed. While these are certainly options for a new District logo, they are more to give you an idea of what our thoughts are and color schemes we are envisioning, there is no expectation regarding the use of these.

Please submit your proposal by December 30, 2022 to Tom McGlasson Jr. via email at tmcglass@mcswmd.org, or U.S. Mail at 3400 S. Walnut St., Bloomington, IN 47401.

If you have any questions, or would like to request additional information please feel free to contact me via this email or by phone at 812-349-2869.

I look forward to your response,
Tom McGlasson Jr.
Executive Director
Monroe County Solid Waste Management District
3400 S. Walnut St.
Bloomington, IN 47401
812-349-2869

Tom McGlasson

From: andrew.lambertconsulting.biz <andrew@lambertconsulting.biz>
Sent: Wednesday, December 28, 2022 4:06 PM
To: Tom McGlasson
Subject: Project Proposal for MCSWD 2023 Re-Branding
Attachments: PROPOSAL FOR MONROE COUNTY SOLID WASTE DISTRICT.docx;
Boardswell_Brand_Guidelines.pdf

Hello Tom,

Thank you for giving myself and my team the opportunity to submit our proposal for your committee's review. Attached to this e-mail are two items that I would ask gets reviewed. The first is a Word Document that is our proposal letter and lays out the scope of work we will do along with cost. The second attachment is a PDF that we created for another client called Boardswell Company. This is an example of one of the products that would be submitted to you and your team at the end of the project.

All of my contact information is found within my signature line. Please reach out to me via e-mail or phone should you have any other questions.

Appreciate you considering the Lambert team for this exciting project. Looking forward to hearing from you sometime in January.

Thanks,

**LAMBERT
CONSULTING**



ANDREW LAMBERT

President, Lambert Consulting, LLC.

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www.linkedin.com/in/lambertconsulting



www.facebook.com/SocialwithLambert



PROPOSAL FOR MONROE COUNTY SOLID WASTE DISTRICT

Dear Mr. McGlasson,

Thank you for the opportunity to submit a proposal and bid for the rebranding project that you will be leading on behalf of the Monroe County Solid Waste District in 2023. The scope and five-year vision presented is well laid out and falls directly within the services we offer.

Our five years of work with your organization has allowed us to keep the current brand, better known as The Go Green District, thriving within our community. This has included helping with the branding development of a social media presence, the launching of a brand-new YouTube page dedicated to the videos you and your colleagues push out monthly, and most recently the development, build, and launch of the current version of the District's website. My organization has also been your hosting vendor keeping your website clear of harmful attacks and online viruses.

Lambert Consulting is proud to be an approved vendor for multiple County departments. Our company currently writes and manages all social media items for the Monroe County Commissioners and has been asked to oversee two very large media roll-out projects:

- In 2021, we developed billboards, TV ads, online postings for the *Stay Safe, Monroe County* campaign urging our local community to follow COVID-19 Guidelines and overseen by the Monroe County Health Department.
- In 2022, we developed the marketing efforts, including the program guide and historical video, for the restoration campaign for the *Alexander Memorial Project*. This was overseen by the Restoration Committee of Monroe County and received accolades from both City and County officials for how event was presented to the public.

The work that the Lambert team can provide you in this exciting re-branding effort will include the following items.

- New logo:
 - High-resolution images
 - Vector files
 - Transparent files
 - Mockups
 - Brandmark
 - Submarks
- Brand guidelines:
 - Logo Usage Guidelines

- Color Palette
- Typography Guidelines
- Iconography
- Do's and Don'ts
- Change of Organization Name:
 - Research of available names to reflect new brand
 - Explanation of why a name or names might be considered
 - If requested, a survey can be created and sent to committee members to record the most popular name.
- New slogan:
 - Research other slogans being used by similar organizations
 - Develop a final list of new slogans for consideration
 - If requested, a survey can be created and sent to committee members to record the most popular slogan.
- Outreach & Media Campaign:
 - Creation of press release to be shared with local media officials
 - The pricing and location research for local billboards, TV, and radio stations
 - A roll-out package of when media items will be released to the public
 - Creation of postings for all approved social media
 - Helping to establish vendor credentials with any media outlet

We are also submitting an example of some recent work we did for a client out of Michigan. The Boardswell Company needed a total re-brand, including many of the same items (name change for one) that you are requesting. Our team would be developing something similar for your committee, which should be kept on file after completion of this project, as it will become the marketing guidelines for future use.

The total cost of this project is: **\$12,500.00**

This price does *not* include the cost of purchasing media items, such as TV, radio, or billboard ads. It does include the negotiations needed to secure pricing and contracts.

Upon reviewing your request, we do suggest these following items along with the aforementioned work. The following items would be charged at the hourly rate of \$75.00 and would allow you the flexibility to review multiple edits during this process.

- Extras:
 - New business card design
 - Custom icons/flat illustrations for website use
 - Rebranded website (we have experience building the newly refaced one)
 - Newly designed letterhead
 - Consulting on video project after rebranding is completed to showcase the process

We are thrilled to be submitting this proposal to the committee. Thank you for your time and consideration on this. If there is anything we did not address, please let our team know. We would happily submit an addendum to this project proposal.

The Lambert Consulting Team

Andrew Lambert, Christina Parker, Elsayh Noonkester, and Matt Aldrich



BOARDSWELL

Brand Guidelines



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CORE VALUES

TRANSPARENCY (COMMUNICATION)

Communicate openly and transparently with our customers and employees. We don't have all the answers and don't pretend that we do, but we provide a vehicle for openly gathering and sharing information.

ACCESSIBILITY

Technology is most robust when it is built to reflect those we are serving. Bridging the digital divide through quarterly invitation-only matching events. Catching up with CEOs at UpStart Talks. Investing in our stakeholders and the champions who are already doing this work at the Board Strategies Leadership Summit. We want everyone to enjoy the serendipity of networking - because often the most significant driver of value is connectivity to our people - so we work to remedy the dearth of opportunity and access to information that keeps so many invisible.

NIMBLE (CUSTOMER)

We are motivated by our goal that every exceptional person of color has access to executive roles and board directorship opportunities. Unite more HPPOC and sustainable companies that reflect the changing demographics in leadership roles in the nation



BOARDSWELL

OUR LOGO

The BOARDSWELL logo represents the company as a whole. It visualizes who we are and what we stand for. It is the most immediate representation of our business, its people, and our brand, to the world. It is a valuable asset that must be used consistently in the proper and approved forms. Only the provided and approved logo files in Brand Assets package are to be used.

01. FULL LOGO LOCK-UP

This is how the main BOARDSWELL wordmark elements should stack together.



02. HORIZONTAL LOGO

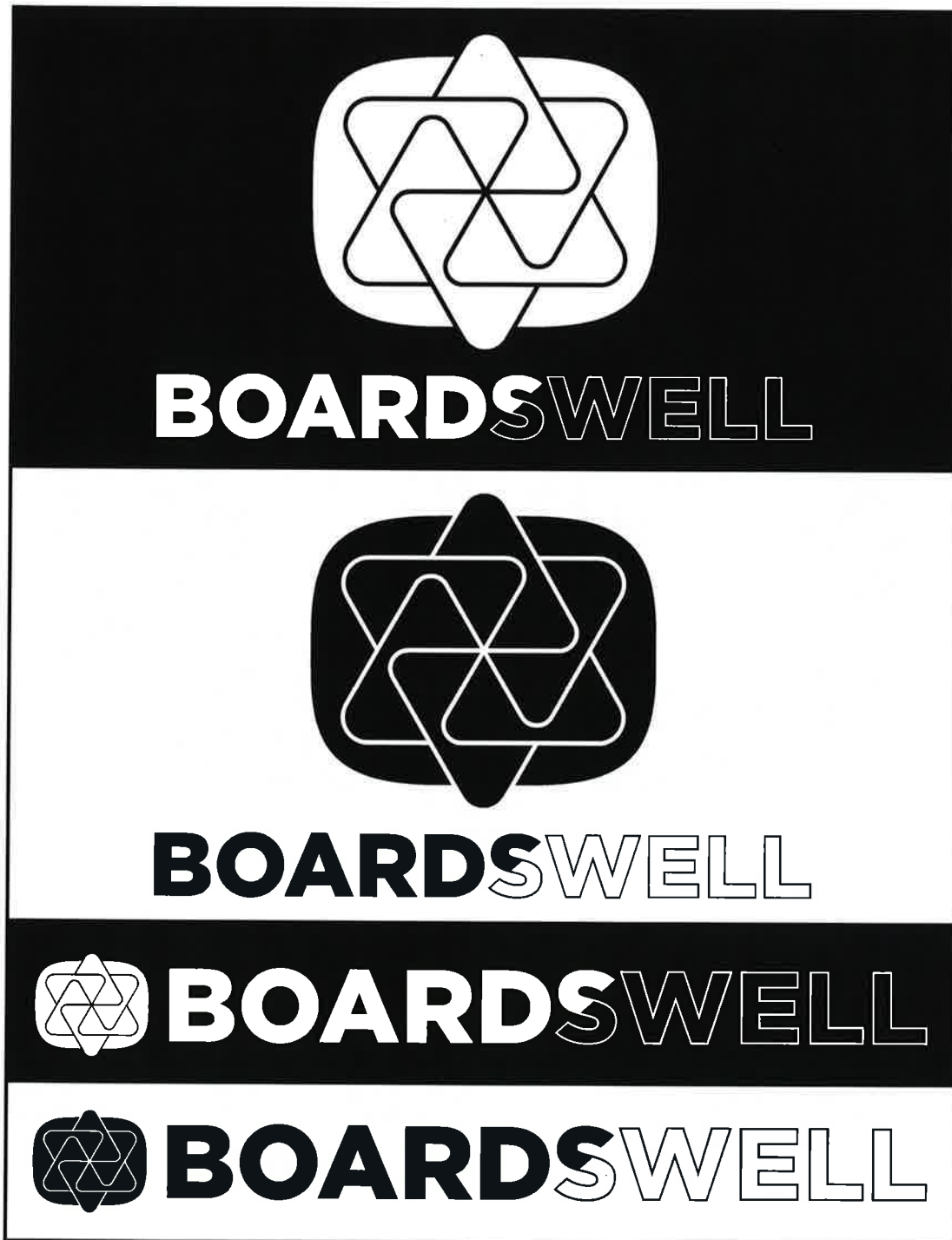
This version of the logo works best on layouts with more horizontal space than vertical. It may be used for both printed materials and digital applications.



04. LOGO VARIATIONS FOR COLOR BACKGROUNDS

These versions of the logo may be used on a primary colors background. It should be used as shown.

BOARDSWELL | Brand Guidelines



05. LOGO VARIATIONS BLACK AND WHITE OPTIONS

These versions of the logo may be used on either black or white colors background. It should be used as shown.



03. ABBREVIATED LOGO: THE "DIVERSITY SMART STAR"

The DIVERSITY SMART STAR is the company's abbreviated logo that can be used in applications requiring a more succinct or smaller format. It may be used in any of the brand colors, or in white on a dark background or photo. It may also be used as a watermark element.

BEST PRACTICES



✗ DO NOT stretch the logo when scaling



✗ DO NOT alter the typeface in any way



✗ DO NOT create unapproved lockups or entities



✗ DO NOT orient the logo on an angle



✗ DO NOT outline the logo



✗ DO NOT change the colors in the logo

Aim For

Aim for approved brand colors and plenty of clear space around the logo.

Avoid

Avoid altering the logo in any way by changing or adding elements, or only using portions of the approved lockups.

TYPOGRAPHY

Typography serves as the backbone for all of BOARDSWELL's print collateral, marketing materials and digital presence. Having consistent typography is paramount to maintaining our brand identity.

Paralucet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Demi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paralucet is a large font family, with many variations. Collateral with large sections of type should utilize Paralucet Light for body copy.

Paralucet Bold should be used for headers and as a display font, used in all CAPS only.

Paralucet Demi Bold should be used for sub headers, call-outs, or short sentences of text at a larger size, if desired.

COLOR PALETTE

The BOARDSWELL color palette represents all the brand has to offer with rich, inviting colors against crisp dark blue, black and white backgrounds.

PRIMARY COLORS

PANTONE 1375 C CMYK Coated 0 45 96 0 RGB 255 158 24 HTML #FF9E18	PANTONE 533 C CMYK Coated 91 82 45 47 RGB 32 41 69 HTML #202945	PANTONE BLACK CMYK Coated 75 68 67 90 RGB 0 0 0 HTML #000000	PANTONE WHITE CMYK Coated 0 0 0 0 RGB 255 255 255 HTML #FFFFFF
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SECONDARY COLORS

PANTONE 213 C CMYK Coated 2 97 24 0 RGB 232 31 118 HTML #E81F76	PANTONE 266 C CMYK Coated 67 83 0 0 RGB 119 61 189 HTML #773DBD	PANTONE 279 C CMYK Coated 72 37 0 0 RGB 58 141 222 HTML #3A8DDE	PANTONE 375 C CMYK Coated 47 0 100 0 RGB 147 213 0 HTML #93D500	PANTONE 312 C CMYK Coated 3 12 100 0 RGB 255 214 0 HTML #FED500
--	--	--	--	--

COLOR USAGE

PANTONE 213 C CMYK Coated 2 97 24 0 RGB 232 31 118 HTML #E81F76	PANTONE 266 C CMYK Coated 67 83 0 0 RGB 119 61 189 HTML #773DBD	PANTONE 279 C CMYK Coated 72 37 0 0 RGB 58 141 222 HTML #3A8DDE	PANTONE 375 C CMYK Coated 47 0 100 0 RGB 147 213 0 HTML #93D500	PANTONE 312 C CMYK Coated 3 12 100 0 RGB 255 214 0 HTML #FED500	PANTONE 1375 C CMYK Coated 0 45 96 0 RGB 255 158 24 HTML #FF9E18	PANTONE WHITE CMYK Coated 0 0 0 0 RGB 255 255 255 HTML #FFFFFF	PANTONE BLACK CMYK Coated 75 68 67 90 RGB 0 0 0 HTML #000000
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PANTONE 213 C CMYK Coated 2 97 24 0 RGB 232 31 118 HTML #E81F76	PANTONE 266 C CMYK Coated 67 83 0 0 RGB 119 61 189 HTML #773DBD	PANTONE 279 C CMYK Coated 72 37 0 0 RGB 58 141 222 HTML #3A8DDE	PANTONE 375 C CMYK Coated 47 0 100 0 RGB 147 213 0 HTML #93D500	PANTONE 312 C CMYK Coated 3 12 100 0 RGB 255 214 0 HTML #FED500	PANTONE 1375 C CMYK Coated 0 45 96 0 RGB 255 158 24 HTML #FF9E18	PANTONE 533 C CMYK Coated 91 82 45 47 RGB 32 41 69 HTML #202945	PANTONE BLACK CMYK Coated 75 68 67 90 RGB 0 0 0 HTML #000000
--	--	--	--	--	---	--	---

A 10x10 grid of 100 business-related icons. The icons are arranged in a grid and include: people (individuals, groups, meetings), finance (money, coins, charts), technology (laptop, smartphone, cloud, Wi-Fi), communication (speech bubbles, mail, camera), management (gears, flowcharts, checkmarks), and other business concepts (target, heart, house, lightbulb, folder, checkmark, trophy, bar chart). The icons are primarily in shades of blue and orange.

BOARDSWELL | Brand Guidelines

BOARDSWELL





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brand framework

This guide provides a consistent visual style for your brand. As you grow your brand, things can get messy. To keep a tidy + easily recognizable brand, we've created a visual structure to make it easy to maintain brand consistency.

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section one

Brand Overview

STRATEGY — OVERVIEW

THE BRAND TONE + RATIONALE

The brand identity creates a professional and knowledgeable vibe that Pet Engine Marketing is well-known for.

Your brand identity offers your audience a glimpse into what to expect when using the services provided by Pet Engine Marketing: helpful + approachable marketing services and a professional vibe. The design elements intentionally and thoughtfully work together to create a custom, modern look + feel, accurately reflecting your brand personality.

KEY WORDS PROFESSIONAL — KNOWLEDGEABLE — APPROACHABLE



An at-a-glance visual brand reference guide.

Frame it in your office, carry in your notebook so it's ready at all times, or laminate it if you're into that kind of thing :)

TOTALLY #DROOLWORTHY

PRIMARY LOGO + BRAND MARK



COLOR PALETTE



BRAND TYPOGRAPHY

AA
VANGUARD MEDIUM
1 2 3 4 5 6 7 8 9 0

Aa
BN Axel Grotesk
1 2 3 4 5 6 7 8 9 0

Aa
Crossten
1 2 3 4 5 6 7 8 9 0

BRAND PATTERNS



section two

Logo Usage

LOGOS — GUIDELINES

LOGO INFORMATION

The logo is the primary visual element of the MCSWMD brand. It is a circular emblem featuring a stylized sun or flower design in the center, surrounded by a ring of leaves. The words "MCSWMD" are written in a bold, sans-serif font above the emblem, and "Metropolitan Council of Sewerage and Water Districts" is written in a smaller, sans-serif font below it.

The logo is used on all MCSWMD communications, including letterhead, business cards, and signage. It is also used on the MCSWMD website and social media profiles.

For more information, visit www.mcswwd.com



The dos and don'ts of using your logos.

PLEASE DO

- » Use the logos provided in your various brand colors.
- » Use the 'primary' logo as priority, and 'secondary' or 'sub-mark' logos as alternatives.
- » Provide plenty of space around the logo. Make it big or small, just don't make it cluttered. (See page 10 for spacing guide)
- » Maintain strong contrast between the logo and background.

PLEASE DON'T

- » Get silly and do something weird with the logo (please, and thank you!)
- » Rotate, stretch, crop, skew or alter the logo.
- » Obstruct or add to the logo.
- » Apply effects (such as drop shadow) to the logo.
- » Adjust the colors of the logo.

PRIMARY LOGO



SECONDARY LOGO



A brand submark & tagline show attention to detail and allow for flexibility throughout design.

USAGE EXAMPLES

- » Branded stickers or stamp
- » Detailing on printed or digital materials
- » Social media profile images
- » Layering on graphics

BRAND SUBMARK & TAGLINE



Use this submark for social media favicons, profile image and layering on graphics.

Ample breathing room is everything when it comes to your brand.

Your primary logo, secondary logo and brand marks should have a clear space margin equal to, at a minimum, half of the x-height of the logo or mark being used. No other visual elements (type, photos, your favorite cat gif) should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly.



TOO SMALL



USE THIS INSTEAD



Let's talk some logistics, because we're nerdy and here to help.

Using the proper file types and color modes are just as important as being consistent through typography, spacing and color palettes.

FILE TYPES

.AI

Scalable vector with transparent backgrounds. Best for printed items.

.SVG

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

.PNG

Raster file with transparent background. Great for web when transparency is needed.

.JPG

Raster file without transparency. Great for web (typically for photos).

COLOR MODES

FOR PRINT

For printing, it is best to use the CMYK color breakdowns.

If you are printing a large run + using minimal colors, it is recommended to use the Pantone Matching System (PMS) spot colors for offset printing.

FOR WEB

For web use, it is recommended to use the HEX (#) or RGB color values.

It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

section three

Brand Essentials

TYPE — COLOR — PATTERNS

USING TYPE

Intentional typeface selections and usage will help ensure the success of your brand.

Vanguard is the primary brand typeface, perfectly reflecting your professional, modern vibe. Please use this typeface in headlines and social media posts. Your secondary type is ideal for subheads, and the body copy style is best for—you guessed it—body copy.

VANGUARD

THIS IS AN EXAMPLE OF
HEADLINE TYPE. USE IT
SPARINGLY, BUT DON'T BE
AFRAID TO GO BIG AND BOLD.

BN AXEL GROTESK

Accent Font

CROSSTEN

This is an example of body copy used in a paragraph. Venenatis a condimentum vitae sapien. Placerat duis ultricies lacus sed turpis. Ultrices eros in cursus turpis massa tincidunt dui. Sociis natoque penatibus et magnis dis parturient. Venenatis urna cursus eget nunc scelerisque viverra mauris in aliquam.

USING COLOR

Correct color usage will anchor brand consistency across all platforms.

Space is your primary brand color, which most accurately evokes your modern & professional service offerings. Use this key color (marked with *) most often, especially for call-to-action buttons on a website.

The accent colors allow for diversity within the brand. These colors find their spotlight in things like sub-brands such as products, signage, packaging, etc.

The neutral palette is great for background colors on your site, products and uses where you need a lighter tint of your brand palette.

See page 10, color modes section for more information on usage.

PRIMARY COLORS



Space

HEX: #140a6e
CMYK: 100, 100, 20, 23
RGB: 20, 10, 110
PMS: 2756 C



Sky

HEX: #80bfe8
CMYK: 46, 11, 0, 0
RGB: 128, 191, 232
PMS: 2141 C



Lime

HEX: #c4db1f
CMYK: 28, 0, 100, 0
RGB: 196, 219, 31
PMS: 2297 C

ACCENT COLORS



Plum

HEX: #6336c7
CMYK: 74, 82, 0, 0
RGB: 99, 54, 199
PMS: 2090 C



Mustard

HEX: #ffc200
CMYK: 0, 25, 100, 0
RGB: 255, 194, 0
PMS: 7548 C



Chili

HEX: #eb3052
CMYK: 1, 95, 62, 0
RGB: 235, 48, 82
PMS: 1787 C

NEUTRAL COLORS



Cloud

HEX: #f5faf7
CMYK: 3, 0, 2, 0
RGB: 245, 250, 247



Pearl

HEX: #e3e8e8
CMYK: 10, 5, 6, 0
RGB: 227, 232, 232



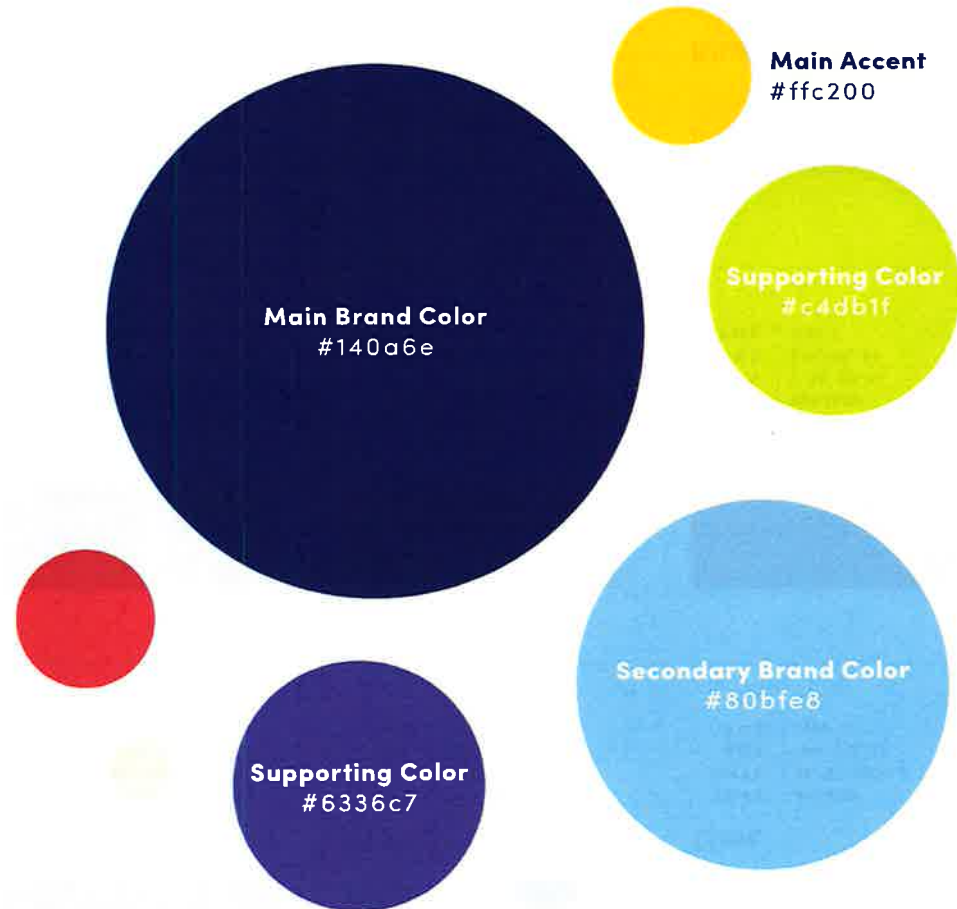
Blush

HEX: #fae3d1
CMYK: 1, 11, 16, 0
RGB: 250, 227, 209

COLOR PERCENTAGE

Support the color palette in the outlined percentages in all marketing material.

COLOR USAGE



COLOR COMBINATIONS

Achieving the appropriate color ratios in your designs is super important to maintaining visual brand consistency and living up to your brand standards. Refer to the different color palette combinations and ratios on this page when designing graphics for your brand.

COLOR COMBINATIONS

Color Combinations

Space

Background
#140a6e

Element
#eb3052

Text
#ffc200

Plum

Background
#6336c7

Element
#80bfe8

Text
#c4db1f

Sky

Background
#80bfe8

Element
#ffc200

Text
#140a6e

Lime

Background
#c4db1f

Element
#eb3052

Text
#140a6e

Mustard

Background
#ffc200

Element
#80bfe8

Text
#140a6e

Pearl

Background
#e3e8e8

Element
#c4db1f

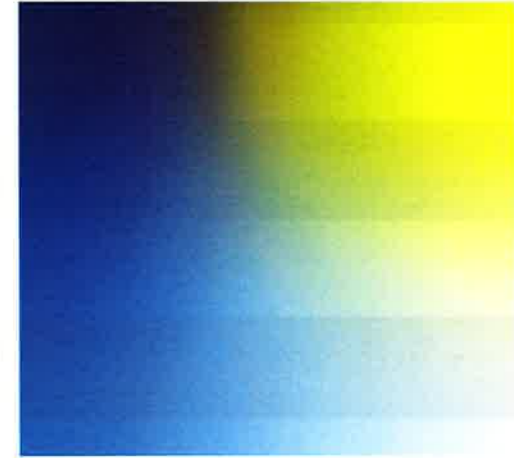
Text
#6336c7

USING BRAND ELEMENTS

These unique + expressive patterns and brand elements add life to the brand while still maintaining consistency to the visual core of your brand logos, colors and type.

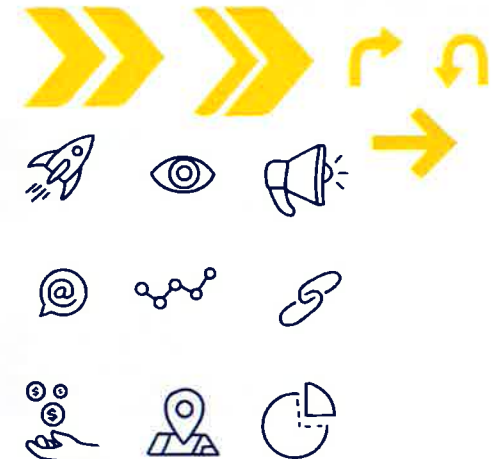
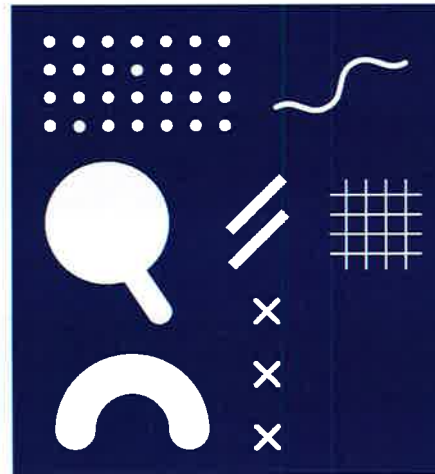
Patterns and brand elements make their debut through branded collateral such as packaging, social media, footers, etc.

PATTERNS



BRAND ELEMENTS

FRAMES, ELEMENTS & ACCENTS



We loved creating these custom icons (psst, they are 100% unique, just like your brand).

Use these throughout both print and web-related items to maintain brand consistency and show your audience that details matter.

EMAIL/MESSAGING



CLIENT CONNECTION



STRATEGY



SEO



WEBSITE



TARGET



Tom McGlasson

From: Nate Ebel <nate@ten31marketing.com>
Sent: Thursday, December 29, 2022 8:00 AM
To: Tom McGlasson
Subject: Brand Design Proposal
Attachments: Brand Design Proposal - MCSWMD.pdf

Hi Tom,

I hope you had a Merry Christmas and are enjoying your holiday season!

I'm pleased to attach a brand design proposal for your review. As I mentioned before, my team and I at TEN31 are excited at the opportunity to work with you. Furthermore, as the only full-service branding agency in the area (currently working with other government programs with similar goals - see <https://gobloomington.org/>), you can be sure that we'll provide the expertise and knowledge that you're looking for – all while working in a collaborative manner.

If you have any questions about the proposal or need anything else from me throughout the decision making process, please let me know. I'm happy to hop on a phone call or meet in person.

Talk soon,

Nate Ebel

Director of Brand Marketing
Owner
TEN31 Marketing

[Book A Meeting With Me](#)
www.ten31marketing.com
nate@ten31marketing.com





BRAND IDENTITY PROPOSAL

What's Inside

- 01** OVERVIEW
- 02** SCOPE OF WORK
- 03.** TERMS OF SERVICE
- 04** GETTING STARTED
- 05** AGREEMENT



Overview

OBJECTIVES

Our primary mission is build brands that people love. We would be honored to partner with you on this mission to rebrand Monroe County Solid Waste Management District with a new name and visual identity in order to better communicate the objective of reducing the amount of final material going to a trash facility. We look forward to working in a collaborative manner with your team and arriving at a beautiful new brand identity that you love.

At TEN31 we take pride in the level of attention and quality of services that we deliver to our customers. While working with us, you will receive dedicated support from our team of branding, design, and content specialists who are committed to generating results that accelerate your business objectives.

From a more practical standpoint, our objectives are to:

- Rename Monroe County Solid Waste Management District
- Create a new logo and visual identity
- Create a new slogan that supports Monroe County Solid Waste Management District's mission
- Develop an outreach and media plan to promote the re-branded district

Primary Goal

To create a new visual identity that more clearly communicates the objectives of Monroe County Solid Waste Management District.

Scope of Work

PHASE 1: BRAND STRATEGY

We'll kickoff the project with a strategy session with the Monroe County Solid Waste Management District's main stakeholders to align on the project goals, success metrics and challenges.

Our goal with this stage is to develop a "compass" for our creative work, so that we're all aligned on who the customer is, what we want to communicate to them, how we want to make them feel, and what we want them to do.

Deliverables for this phase:

- Defined vision
- Clear persona of our main customers
- Positioning statement defining our unique position in the market
- Big Idea - a single statement encompassing the idea behind the brand
- New name and slogan

Estimated Timeline: 2-3 weeks

Investment: \$5,000

PHASE 2: BRAND IDENTITY DESIGN

Using our insights from the strategy phase, we'll translate the strategy into a visual "look & feel" which will help us understand the direction for the identity design.

Deliverables for this phase:

- Creative presentation presenting the designed identity
- Brand book describing how to apply the new identity
- Final assets including new logo, graphics and illustrations

Estimated Timeline: 4 weeks

Investment: \$6,000

Scope of Work

PHASE 3: OUTREACH PLAN

Once the final logo, visual identity, name and slogan are agreed upon with no additional changes, we will move into the implementation phase for Monroe County Solid Waste Management District.

Our goal with this stage is to develop an outreach and media campaign to promote the rebranded district.

Deliverables for this phase:

- Defined media outreach strategy
- KPIs identified and measurement put in place
- TEN31's creation of outreach materials for this campaign

Schedule: 2-3 weeks

Investment: \$3,000

Total Investment

\$14,000

Investment can paid all at once or broken into three payments of:

\$5,000

\$6,000

\$3,000

Terms of Service

1. STANDARD TERMS & CONDITIONS

These are the standard terms and conditions for marketing services and apply to all contracts and all work undertaken by TEN31 Marketing for its clients. By doing business with TEN31 Marketing, you confirm that you (the client) agree to adhere by these terms and conditions. These terms of service are legally binding and represent an agreement between you (the client) and TEN31 Marketing LLC.

2. PROPOSALS & AGREEMENTS

Marketing proposals provided to prospects will be honored for 45 days. A new proposal will then be provided upon request. Agreements that have been written, but not signed by the client will only be accepted within 45 days of the delivery date. A new agreement may be drawn up upon request.

3. PAYMENTS

TEN31 Marketing accepts payments via check and all major credit cards. All checks should be mailed to our business address as listed on your invoice.

4. CHARGE & FEES

Monthly payments: Will be charged on the 1st of every month, for the following month. Ex: July's bill would be processed on July 1st.

PPC Ad + Influencer Spend: For PPC advertising and influencer marketing projects, our monthly fee does not include the ad spend or fee that goes directly to any social media platform, Google, or influencers. TEN31 will require a credit or debit card on file for the client to connect with those ad accounts.

Email Marketing & SMS Database: For email marketing and SMS marketing clients, there may be an additional monthly fee for email marketing depending on if we're using our email marketing platform and the volume of emails we're sending on the client's behalf. If there is a charge for this, we will alert the client ahead of time before doing anything.

5. PROJECT DELAYS & CLIENT LIABILITY

Any time frames or estimates that we give are contingent upon your full cooperation and complete and final content for the work pages. During development, there is a certain amount of feedback required in order to progress to subsequent phases. It is required that a single point of contact be appointed on your side and be made available on a daily basis in order to expedite the feedback process.

6. APPROVAL OF WORK

On completion of the work, you will be notified and have the opportunity to review it. You must notify us in writing of any unsatisfactory points within 10 days of such notification. Any of the work which has not been reported in writing to us as unsatisfactory within the 10-day review period will be deemed to have been approved.

Getting Started

So, are you ready to build a brand that people love? Here's what the next steps are:

1. SIGN THE NEXT PAGE

Print off the next page and sign it.

2. EMAIL SIGNED COPY BACK

Download the signed page and email it back to us.

3. KICKOFF MEETING

Someone from our team will schedule a kickoff meeting with you to get started.

4. SHOWTIME!

After our kickoff meeting, we'll get to work!

Agreement

By signing below, I agree to the scope of work and terms of service as outlined in this proposal. With the signing of the agreement, I acknowledge that I have read through the terms of service and understand that TEN31 Marketing will begin working on my account immediately.

Client: Monroe County Solid Waste Management District

Name: _____

Signature: _____

Title: _____ Date: _____



**Let's Build A Brand
That People Love.**



BRANDNA

**BUILD
YOUR
BRAND
BEYOND
THE
SPORT**



STYLE GUIDE 2022



LOGO USAGE 2022

PRIMARY LOGOS SQUARE



BRANDNA



BRANDNA

PRIMARY LOGOS HORIZONTAL



BRANDNA



BRANDNA

SECONDARY LOGOS TAGLINE



BUILD YOUR BRAND
BEYOND THE SPORT



BUILD YOUR BRAND
BEYOND THE SPORT

BRANDNA



BUILD YOUR BRAND
BEYOND THE SPORT



BRANDNA

BUILD YOUR BRAND BEYOND THE SPORT

SECONDARY LOGOS ICONS





LOGO USAGE 2022

PRIMARY LOGO GUIDELINES

Primary logos are the default logos.

There is a Square (portrait) format, as well as a Horizontal (landscape) format.

When choosing a logo, use discretion as to what space you have to work with (i.e. use the Square logo when you have a square or portrait-shaped document, and use the Horizontal logo when you have a horizontal-shaped document).

- **THE LOGO IS TO BE LEFT ALONE**

Do not change parts or pieces of the logo to other brand-on colors.

- **DO NOT "TYPE" THE WORDS OF THE LOGO IN THE BRAND-ON FONT IN LIEU OF USING THE LOGO FILE**

- **DO NOT STRETCH OR SQUEEZE THE LOGO**

- **DO NOT CROWD THE LOGO WITH OTHER INFORMATION OR TEXT**

The logo should never be touched by other info; always keep adequate negative space around it, and never place the logo on a busy background.

SECONDARY LOGO GUIDELINES

Secondary logos should be used for variety throughout marketing materials and campaigns, however, always default to the Primary logos for "front page" designs.

Secondary tagline logos showcase the brand tagline "Build Your Brand Beyond The Sport". There are both Square and Horizontal versions of the Secondary tagline logos. Again, use the correct format (Square or Horizontal) based on the space you have to work with.

Secondary Icon logos should be your default logo in small-scale applications. They can also be used as simple marks for organizational purposes or for when you want something to be brand-on but don't need the whole logo.

Secondary Icon logos should also be used as your social media profile images.

Secondary Icon logos can be used in "white" at a low opacity in marketing materials, as seen in our social media "example stories" on page 8.

**USE THE PROPER
FILE TYPE FOR YOUR
APPLICATION**

FOR PRINT

Use files in the **PRINT** folder.
(high resolution JPG, PDF, TIF)

FOR ON-SCREEN & ONLINE

Use files in the **WEB** folder.
(low resolution JPG or .PNG)

Using a PRINT file for an on-screen application will result in color errors. Using a WEB file for a printing application will result in color errors and resolution errors (grainy, fuzzy images). Please use the correct file type.



COLOR PALETTE 2022

PRIMARY COLORS



BLUE

CMYK 88, 51, 2, 0
RGB 06, 115, 183
HEX 0673b7

LIGHT
GREY

CMYK 9, 6, 6, 0
RGB 230, 231, 231
HEX e6e7e7



CHARCOAL

CMYK 0, 0, 0, 90
RGB 65, 64, 66
HEX 414042

PRIMARY COLOR GUIDELINES

Main, primary palette color consists of Blue, Light Grey, and Charcoal.

Headlines should always appear in Blue, as well as important information, as seen in the bullet point section of the Logo Guidelines. If placing text over a Blue background, always use White text (not Light Grey).

Light Grey is to be used in backgrounds, divider lines, and accent artwork. Do not use it as a text/body copy color.

Charcoal is to be used in all body copy on a white background. Charcoal can be used as a background or divider color. Again, use White text over Charcoal backgrounds (

SECONDARY COLORS



BLUE
GRADIENT

LIGHT POINT
CMYK 88, 51, 2, 0
RGB 06, 115, 183
HEX 0673b7

DARK POINT
CMYK 97, 82, 22, 7
RGB 37, 71, 129
HEX 254781



LIGHT
BLUE

CMYK 38, 19, 7, 0
RGB 156, 184, 211
HEX 9cb8d3



DARK
BLUE

CMYK 100, 86, 40, 39
RGB 17, 43, 78
HEX 112b4e

SECONDARY COLOR GUIDELINES

Secondary palette includes a Blue Gradient, Light Blue, and Dark Blue.

Blue Gradient can be used as a background color in artwork; use sparingly.

- Do not use in text.
- This swatch is reminiscent of the logo gradient and should not be layered with the full color logo.
- Gradient Blue should only be used with a Secondary icon logo in Light Grey or a white tone at 20% opacity.

Light Blue and Dark blue can be used as backgrounds in marketing campaigns, as well as online. The website can utilize various tints from both the Primary and Secondary palette.



FONTS 2022

HEADLINE FONTS

DIN 2014 BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

BODY COPY FONTS

DIN 2014 LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

DIN 2014 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()

FONT GUIDELINES

There is one main font family in the brand: **DIN 2014**. It is available through Adobe Typekit. Alternatively, an (almost) identical free version of this is called **D-DIN** and is available online.

For headlines, important information, and organizational purposes, use Din 2014 BOLD. You can see this used throughout this style guide in the blue headlines and as the white text in the charcoal boxes.

Headlines must be in Small Caps or All Caps and tracked out to 50 pts (the letters need space between them)

For large bodies of text, use Din 2014 Light in the Charcoal color.

For quotes and small notes, use Din 2014 Italic.

EXAMPLES

SAMPLE TITLE

SUB TITLE

Body copy here and here and here and here and here.

SAMPLE TITLE

SUB TITLE

Body copy here and here and here and here and here.

SAMPLE TITLE

SUB TITLE

Body copy here and here and here and here and here.

ALTERNATIVE (FREE) FONT OPTION

D-DIN BOLD

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890 !@#\$%^&*()

D-DIN REGULAR

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890 !@#\$%^&*()

D-DIN ITALIC

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890 !@#\$%^&*()

D-DIN is available online at FontSquirrel.com/fonts/d-din

A condensed version of this font is also available here and could work within the brand guidelines quite seamlessly.



ACCENTS & AESTHETIC 2022

DIVIDERS



DUOTONE PHOTOS



BLUE



CHARCOAL

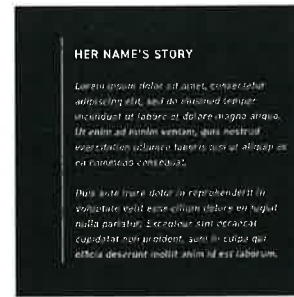
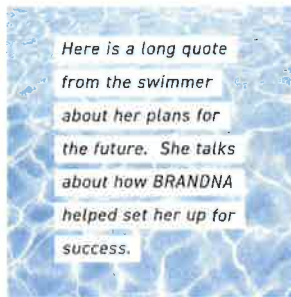


LIGHT BLUE

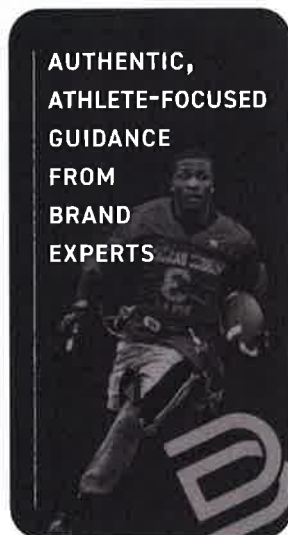


DARK BLUE

POST EXAMPLES



STORY EXAMPLES





BRAND VOICE 2022

BRAND PHRASES

BUILD YOUR BRAND BEYOND THE SPORT

We understand you have dreams outside of being an athlete. It's time to *build your brand beyond the sport*.

AUTHENTIC, ATHLETE-FOCUSED GUIDANCE FROM BRAND EXPERTS

Genuine relationships are foundational to our success. BRANDNA offers *authentic, athlete-focused guidance from brand experts* with ongoing training and support.

TANGIBLE BRAND STRATEGIES PAIRED WITH RELATIONAL COACHING

Big-picture ideas need step-by-step action plans. We offer *tangible brand strategies paired with relational coaching* to help achieve each athlete's goals.

PERSONAL BRAND-BUILDING THROUGH EDUCATION & STRATEGY

It's all about the "why". Our first step in *personal brand-building is through education followed by customized, one-on-one strategy*.

WHO YOU ARE OFF-COURT MATTERS TO US

Who you are off-court matters to us. We spend the time getting to know what makes each athlete unique in order to better execute a plan that makes sense to them.

CALCULATED OPPORTUNITIES PUT INTO ACTION

Once relationships are established, we are able to identify *calculated opportunities for each athlete and create a plan to put into action*.

BRAND VOICE

AUTHENTIC

relational

Expert

SIMPLISTIC

The brand's voice is authentic and relational while commandeering expert-level respect in the field of branding.

The brand's voice is simplistic and concise – experts in their field can say exactly what needs to be done in a short, easy-to-understand way. Do not overcomplicate, use vague terms or use too "high" of a vocabulary.

The brand's voice is not overbearing, loud, or clever.

With the "athlete" as BRANDNA's focus, we want to clearly convey that *we care* about the athlete, we want to get to know the athlete, and we want to help the athlete achieve their goals. We are not trying to "get something out of" the athlete for our benefit. Our voice is *"others-focused"*.



ACCENTS & AESTHETIC 2022

ACCENT AND AESTHETIC GUIDELINES

DIVIDERS

Dividers are to be used throughout the brand to organize information.

They are also to be used throughout the brand artwork as a "leading line" – typically one line that helps guide the reader to a specific point in the page. Refer to the example stories and posts. Note how the divider line anchors the text so it is not just floating in space, so to speak.

Do not vary line widths – stick to one consistent line width throughout your marketing campaign or design. We use .5pt for this style guide. When in doubt, go thinner versus thicker.

Less is more – use one divider line per "design", and if you need to use multiple lines for organizational purposes, keep them directionally aligned (all parallel to each other).

DUOTONE PHOTOS

Duotone photos are to be a main component in the brand's visual identity. The photos, themselves, should be visually uncluttered with plenty of negative space. Busy photos are not to be included within the brand.

Within the brand, there are 4 acceptable Duotones: Blue, Charcoal, Light Blue, and Dark Blue. The .PSD files within the deliverables offer the duotone details regarding curves and levels. Save these as your settings.

Do not simply desaturate your photos and add an opaque layer over top of your photo. Use the Duotone settings.

SOCIAL POSTS AND STORIES

Again, the duotone photo is to be a main visual theme throughout the social campaigns.

Layer these images with bold, white text and a divider line.

Feature an opaque Secondary Icon logo on your Stories, if you feel it is necessary to brand them, however, do not use the primary, full color logo on your social posts as it gets too cluttered and busy.

Testimonials are an integral part of the brand identity, however, these text-based images can get busy or even illegible. Keep longer bodies of text on a blank (colored) background to keep things legible and uncluttered.

AESTHETIC

BOLD

uncluttered

STURDY

SYSTEMATIC

The brand's headlines and visuals are Bold, making them hard to miss.

The brand's imagery is Uncluttered with simple photography in 4 different duotones.

The brand's visuals feel sturdy and powerful as they contain heavy, bold headlines anchored with linear accents.

The brand's simple, Systematic approach conveys that the organization is methodical and thoughtful in it's work.

01. GENETIC B



02. SINGLE HELIX



03. DOUBLE HELIX B



04. HELIX BD





02. SINGLE HELIX SOFT

Softened Corners



03. SOFT, UPDATED FONT



04. SINGLE HELIX OG, BLUE (NOT GOLD)



01. SINGLE HELIX OG, BLUE



BRANDNA



BRANDNA



BRANDNA



BRANDNA



BUILD YOUR BRAND
BEYOND THE SPORT



BUILD YOUR BRAND
BEYOND THE SPORT

BRANDNA



BUILD YOUR BRAND
BEYOND THE SPORT



BRANDNA

BUILD YOUR BRAND BEYOND THE SPORT

02. SINGLE HELIX OG, BLUE, ANGLED



BRANDNA



BRANDNA



BRANDNA



BRANDNA



BUILD YOUR BRAND
BEYOND THE SPORT



BUILD YOUR BRAND
BEYOND THE SPORT

BRANDNA



BUILD YOUR BRAND
BEYOND THE SPORT



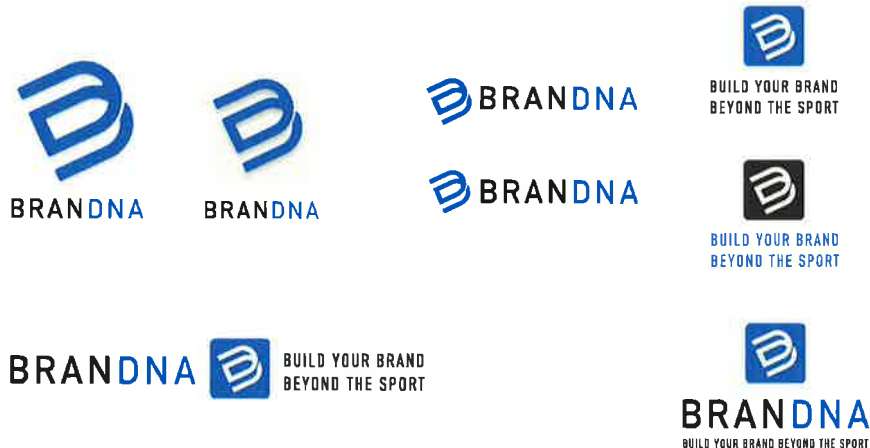
BRANDNA

BUILD YOUR BRAND BEYOND THE SPORT

01. SINGLE HELIX OG, BLUE



02. SINGLE HELIX OG, BLUE, ANGLED



03. SINGLE HELIX OG, GRADIENT BLUE, ANGLED



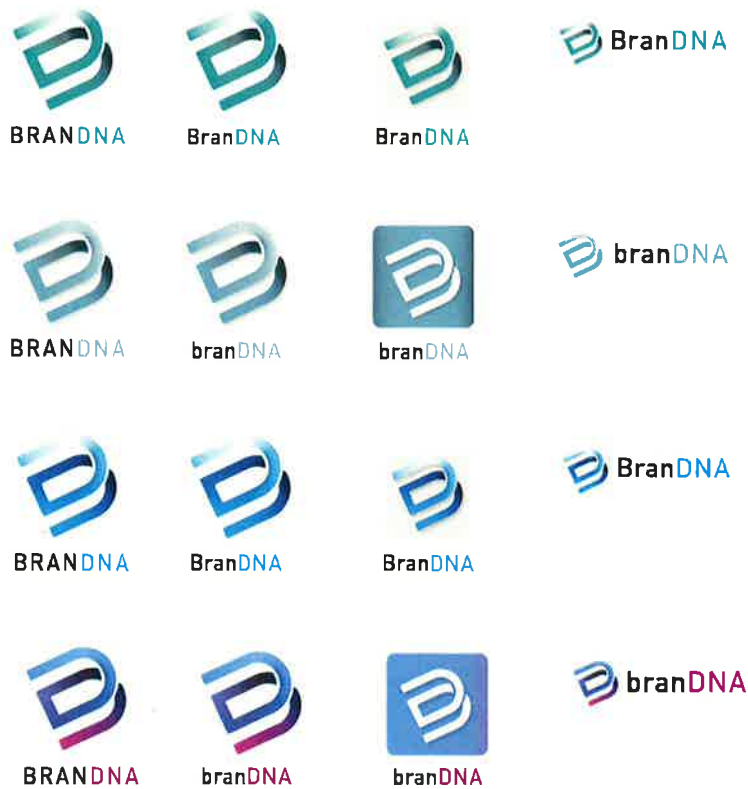
01. SINGLE HELIX OG, BLUE



02. SINGLE HELIX OG, GRADIENT BLUE, ANGLED



02. UPDATED COLORS AND CASE



Tom McGlasson

From: Andrew Toohill <andrew@toohillconsulting.com>
Sent: Thursday, December 15, 2022 2:06 PM
To: Tom McGlasson
Subject: Re: Request For Proposal
Attachments: Monroe County Solid Waste Management District - Rebranding Proposal.pdf

Good afternoon Tom,

Please find attached our proposal for the project.

If you have any questions, please feel free to let me know.

We hope to be able to work on this for you! Our team already has some good ideas and thoughts stewing on this!

Sincerely,

Andrew

PROJECT GOALS

The Monroe County Solid Waste Management District is interested in rebranding itself to achieve the following goals & objectives:

1. **Update the brand identity with ‘responsibility’ focused language** - The rebranding seeks to bring stronger clarity to the brand identity so people can more easily understand who the organization is, what they do, the benefits offered to the community, and feel a sense of personal responsibility and urgency to take action.
2. **Improve/Expand Outreach Network** - For the purposes of this project, Toohill Consulting will offer assistance in this objective through in-depth research, consulting, and plans to begin rolling out the updated brand identity into the website and other outreach and media channels.

TARGET AUDIENCE

The target audience includes those who produce the following kinds of waste in Monroe County:

1. Municipal Solid Waste
2. Construction / Demolition
3. Other Non-Municipal
4. Alternative Daily Cover / Reuse

INVESTMENT

Rebranding: \$5000.00

Outreach & Media Campaign Assistance: \$2000.00

TOTAL: \$7000.00

Payment Schedule

- 50% non-refundable deposit due to start - \$3500.00
- 25% due at Rebranding completion - \$2800.00
- 25% due at Outreach & Media Campaign Assistance completion - \$700.00

PROJECT TIMELINE

We offer the following timeline for this project:

- *Estimated* Start Date: January 23rd, 2023
- *Estimated* Rebranding completion: March 22nd, 2023
- *Estimated* Outreach & Media Campaign Assistance completion: April 19th, 2023

Client:

A Better Way Moving and Storage

Services Provided:

- Website Design
- Website Development
- Website Management
- Website Strategy
- Digital Marketing
- Branding and Logo Design
- Search Engine Optimization
- Social Media Marketing

old logo



new logo



Website:

<https://abetterwaymovingandstorage.com/>

A Better Way Moving and Storage is one of the most trustworthy names in the moving industry. The scope of our work included the redesign of their company logo and website. The site received a much needed reorganization and expansion in order to not only be easy for users but more competitive in search engines. The new site has clear calls to action which will help convert more visitors to leads. We enjoyed working with Randy and his team to make this project happen.

Highlight

**26.53% increase in search engine visibility
in the first 2 months of service**


LOCAL — LONG-DISTANCE — PACKING — REVIEWS — ABOUT — [CONTACT](#)

Movers In Bloomington Since 2002

We are a local and long distance moving company in Bloomington, Indiana offering home, office, & plant moving services for residential and commercial customers.

[Request a Free Estimate](#)

Professional Moving Services

Our company is based in Bloomington, IN and is family-owned and operated. Our owners have more than 30 years of combined experience in the moving industry and have worked as both drivers and crew leaders. As a full-service moving company, we can handle every aspect of your move from start to finish. We are fully licensed and insured, members of the Better Business Bureau, and have been voted the Best Movers in Bloomington. Our company began with a simple statement said while sitting on the back of another company's truck: "There has to be a better way to do this work."






Local Moving

It doesn't matter if you are moving across town or across the street, we are here and ready to help. As a full-service moving company, we will work with you from start to finish to ensure your move is a success. We have the skills and experience you can depend on.



Long Distance Moving

It can be a stressful, daunting experience to move out of state or across the country ensuring the next chapter of your life starts off on the right foot can be a challenge. We are committed to helping make your move as stress-free and smooth as possible.



Packing

Our packing and crating services are a perfect complement to our moving services. We are dedicated to providing you with all the products and materials needed to move your items & safely. Our team will treat you and your belongings with kindness and respect.



Pianos

Are you looking for a reliable, reasonably priced moving service? A Better Way Moving & Storage has provided the highest quality piano moving services since 2002. Our owners and team have over 30 years of combined experience in the moving industry.

OTHER MOVING SERVICES

- Home moving
- apartments, condos, and dorm moving
- senior relocations
- international & return moving
- load and unloading services
- office moving
- corporate relocations
- storage
- drainage
- packing

Proudly Serving Indiana & Customers Nationwide

Stress-Free Moving

We know moving can be a stressful experience. From day beginning, we have worked to make every customer's moving experience as stress-free and efficient as possible through personalized moving plans.

Reasonable Pricing

Our team works to keep our prices reasonable and our customer satisfaction rate high. We promise to treat you and your belongings with care and respect.

Your Hometown Team

When it's time to move, we've been involved in the Bloomington community for several years and have performed several commercial and residential moves.

Experience That Matters

Since 2002, our professional team of movers has served customers moving around and out of the Bloomington, IN area with high quality, affordable moving and storage services.



Start Your Estimate

Contact us for more information about our moving services in Bloomington or to request a free estimate. We look forward to working with you!

[Request a Free Estimate](#)

LOCATION

A Better Way Moving and Storage
4801 W. Vernal Pike
Bloomington, IN 47404



CONTACT

Office: (317) 339-0099
Toll-Free: (877) 839-4333
Fax: (317) 339-7790
Email: info@abwmove.com / frank@abwmove.com

HOURE OF OPERATION

Mo-Fri: 8am-4pm
Sa-Su: 8am-12pm

CREDENTIALS

A Better Way Transportation LLC
MC# 000001 US DOT# 00000000
The Better Way Transportation LLC
MC# 000001 US DOT# 00000000





© 2023 A Better Way Moving and Storage

Website Design by: [Rocked Consulting](#)

Client:

City Church For All Nations

Services Provided:

- Website Design
- Website Development
- Website Management
- Website Strategy
- Digital Marketing
- Branding and Logo Design
- Search Engine Optimization

old logo



CITY CHURCH
FOR ALL NATIONS

new logo



FOR ALL
NATIONS

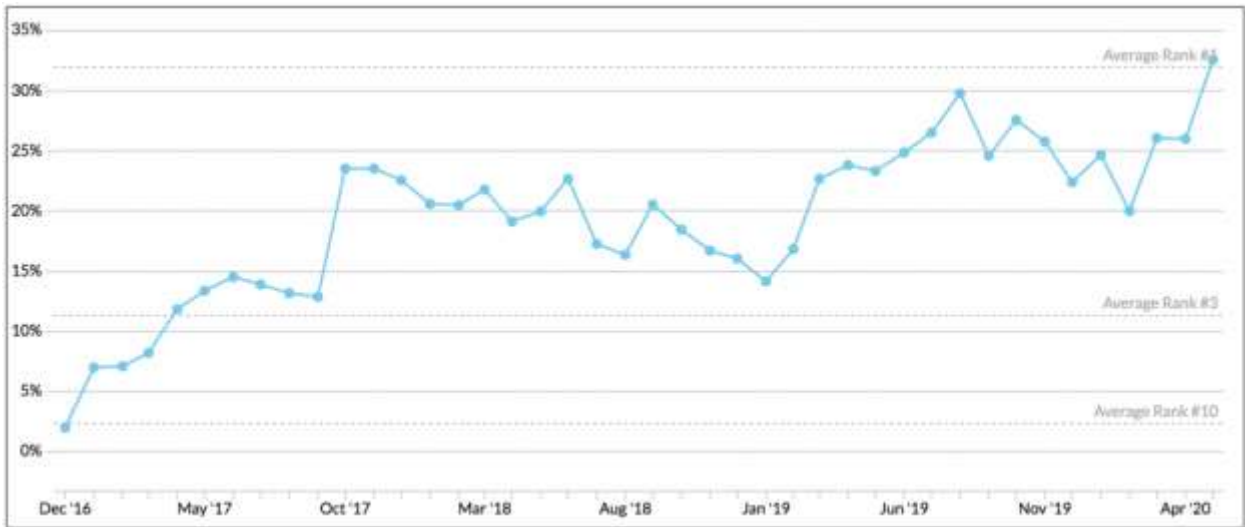
Website:

<https://citychurchbloomington.org/>

Upon partnering with City Church in Bloomington, Indiana we unveiled an entirely new web design, app design, livestream design, as well as a variety of services related to search engine optimization, social media, email marketing, and more. In 2018 we updated the branding and have recently helped launch a new e-commerce store site. We love being apart of the team at City!

Highlight

1536.42% increase in search engine visibility over a 4 year period



SUNDAYS AT 10:00AM AND 11:30AM

A CHRISTIAN CHURCH IN BLOOMINGTON, IN.

We are multicultural, multigenerational, and nondenominational.

I'M NEW HERE

COVID-19 INFO

LATEST SERMON

THE WRESTLING MATCH OF PRAYER

LOVE. BUILD. LEAD.

HIGHLIGHTS



GET INVOLVED



WHAT PEOPLE ARE SAYING

What makes City Church unique from other churches in Bloomington IN?
Check out below and watch other [stories of real-life change](#).

<

Very welcoming church. Makes me feel part of their family. Wonderful church!

>

YVETTE