

Response to Request for Proposal: RFP# 22278183

For the sole purpose of designing a versatile logo for the Port of New Orleans

Submitted To:

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I. Summary of Proposal

Studio Brand Collective is pleased to offer a bid to provide the Port of New Orleans “PNO” with a dynamic, multifaceted logo design and development.

While Studio Brand Collective has only been in operation for a few years, its Founder and Chief Creative Officer combined with the brand development team has more than 18 years direct experience in Integrated Marketing and Brand Development. Not only do we have the necessary experience to create a unique, versatile logo but we also have direct experience creating and redefining brands.

a. Company Overview

Studio Brand Collective is a full-service branding agency located in Houston Texas. Whether you're looking for an inspiring logo, powerful web presence or guidance from our experienced marketing and brand consultants, we're here to help. We identify marketing solutions that deliver a return on your investment with the goal of exceeding your expectations - and without the jargon. Our deep understanding of brand positioning and our hands-on approach to client service sets us apart. We provide brand development from conception to implementation for clients. Our goal is to provide clients with innovative strategies to grow their brands through new media, campaign building, print/digital collateral, and general brand awareness.

b. Management Team

Lead by Karee Laing who has more than 15 years experience in marketing and brand development, we provide brand solutions for clients across multiple industries. As Creative Director of Studio Brand Collective, Karee takes an individual approach to every client; creating brands that build trust by focusing on a promise that stands for who they are, their unique quality and the benefits they deliver to their consumers. By working closely with her clients, Karee allows companies to strengthen their brands by reinforcing their brand identity. Over the past 15 years, Karee has concentrated on developing comprehensive brands and

through her consistent, strategic approach to brand building she has developed a reputation for ultimately growing these brands.

Karee received a BAB from Wayne State University. She also holds a Masters of Business Administration in Global Management and Marketing and a Juris Doctorate from The Capital University Law School.

II. Response to Project Criteria

Based on the identified project of creating a versatile logo that can be used in various platforms and in various file formats, Studio Brand Collective is certain it will be able to fulfill the required proposal and within the time limits.

a. **Samples of Previously Completed Work**

Here are a few of the logos we have created over the last year:



Marketing
Elements



Koby & Kylie Co.
— Paperie • Stationery • Invitations —



Austin Exploration inc.



III. Proposed Pricing

- a. To create a versatile logo for the Port of New Orleans, please refer to the proposed timeline, deliverables and cost schedule below.

IV. Timelines, Deliverables and Design Process

a. BRAND MARK DESIGN PROCESS

- i. **Phase 1: Client discovery and consultation:** A great logo is an expression of the company values, culture and people. Think of it as an employee whose main job is to be distinctive and represent the company in the best possible way. What would s/he look like? What emotion does s/he evoke in others? Does s/he stand out or is s/he the guy/girl next door? Is s/he loud and cheerful or wise and calm? During this phase, we focus on getting as much information from our clients as possible. The goal in this phase is “the more, the better”. **Estimated Hours: 5 hours**

- ii. **Phase 2: Industry Discovery** - Once we get to know the client, we'll need to find answers to the following questions:
 - 1. Who is the target audience for the logo?
 - 2. What's the competition and what does their logo look like?
 - 3. How do the clients perceive their brand as a unique entity when compared to the competition?

Knowing our clients' audience will give us great direction as to where we need to take the logo, style wise. **Estimated Hours: 5 hours**

- iii. **Phase 3: Application Discovery** - This phase is about answering one simple question: How and where will the logo be used most of the time? This is really essential for the logo design process because it tells us what can and cannot be done from a design point of view. **Estimated Hours: 3 Hours**

- iv. **Phase 4: Layout and Initial Sketches of Logo Design** – Here we create sketches of the basic elements of the logo design based on our consultation and discovery. These sketches are used to further develop the design for the logo. **Estimated Hours: 5 Hours**

- i. **Phase 5: Logo Design** – After we have completed the initial design, we begin with the digital design process of your logo pulling all the necessary elements into your design. **Estimated Hours: 10 Hours**

- i. **Phase 6: Refinement, Editing and Selection** – Once we have completed the design process, we present our clients with 10 designs options and unlimited revisions. Each step of the way modifying as necessary. During this phase, we also present the various options for the logo usage and placement, i.e. concepts showing how the logo would appear on billboards, vehicles, and print advertising. We also ensure that there are multiple versions of the logo for use in different media. **Estimated Hours: 7 Hours**

| <i>Project Phase</i> | <i>Expected Hours</i> | <i>Hourly Rate</i> | <i>Expected Delivery</i> | <i>Total Costs</i> |
|--|-----------------------|--------------------|--------------------------|--------------------|
| Phase 1: Client discovery and consultation | 5 | \$100 | 10 business days | \$500 |
| Phase 2: Industry Discovery | 5 | \$100 | 10 business days | \$500 |
| Phase 3: Application Discovery | 3 | \$100 | 10 business days | \$300 |
| Phase 4: Layout and Initial Sketches of Logo Design | 5 | \$100 | 15 business days | \$500 |
| Phase 5: Digital Logo Design | 10 | \$100 | 15 business days | \$1000 |
| Phase 6: Refinement, Editing and Selection | 7 | \$100 | 15 business days | \$800 |
| Totals | 35 | \$100 | Expected 4 months | \$3500 |

V. References

Here are a few trade references/businesses we've worked who would be able to provide references as to our brand development capabilities:

Pamela O'Brien

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VI. Outstanding Issues

- a. At this moment, we do not foresee or have any outstanding issues.