WILLIAMSON COUNTY BRANDING

month	1	2	3	4	5	6	
PHASE 1: EXPLORE (Research and Discovery)							\$11,480
Establish brand steering committee from County representatives (core decision making team of three to five members)							
Solidify project timeline, milestones, and measurements of success							
Review and analyze existing research, planning documents, and other relevant material to understand Williamson County and future goals							
Review/audit existing brand architecture and creative assets, how it is used, and challenges							
Identify and communicate with key internal and external stakeholders to understand current image and positioning. Resource County staff to conduct additional focus groups/interviews.							
Conduct one-on-one conversations with influencers (County Manager, Elected Officials, etc.)							
Create and administer short surveys (if needed) to refine community values, position, and points of pride							
Analysis of County data (website analytics, community surveys, etc.)							
Perform gap analysis of outreach efforts to ensure equitable engagement; adjust strategy accordingly							
Research comparative communities and organizations to identify brand benchmarks							
Review of overall goals and expectations for the rebranding process							
Consolidate findings into a Discovery Report							
Synthesize findings into Creative Brief (i.e., direction for graphic designers to develop new logo choices)							
*Includes onsite visit							
DELIVERABLES: DISCOVERY REPORT AND CREATIVE BRIEF							

PHASE 2: POSITION (Brand Development)						\$15,960
Further define target audiences						
Identify organizational needs for customization and flexibility of logo and other brand assets						
Creation of vision boards (typographic, image, and color creative boards)						
Creation of brand messaging/story						
Create three logo options/creative concepts for review						
Review and test options with key users who represent target audiences						
Rounds of revisions as necessary						
Presentation of final logos and messaging with mockups to stakeholder groups						
Discuss, determine, and execute options for vetting with the greater community						
DELIVERABLES: FINAL LOGO, BRAND MESSAGING						
PHASE 3: IMPLEMENTATION (Brand Implementation)						\$6,300
Create complementary graphic elements and visuals (colors, fonts, graphic style) to round out brand development						
Develop brand and logo style guide to include brand voice, colors, fonts, usage guidelines, etc.						
Package all logo and design elements for easy use by the organization						
Develop brand implementation guidelines addressing when new logos should/should not be developed						
Develop strategies to encourage enthusiasm and adoption of the new brand throughout the community						
Create logo iterations for Departments						
Supplemental mini-brand guide quick reference PDF						
DELIVERABLES: BRAND STRATEGY AND BRAND & STYLE GUIDE						
PHASE 4: CREATE (Final Implementation)						\$6,020
Create implementation matrix and brand management plan						
Create logo replacement and brand activation schedule and timeline						

				\$39,760
Hourly Rate	Projected Hours			
	-			
Rate	Hours			
Rate \$185	Hours 40-45			