



Date: May 14, 2024

Name: Tina Krueger

Organization: Appleton Public Library

Description: Brand Identity Refresh

Showcase Communications is pleased to present this proposal to the Appleton Public Library. We understand the impact strategic communications and branding have in building public awareness, stakeholder engagement, and trust for high-profile public entities such as the library. This proposal outlines our approach and process for your brand identity refresh.

Project Objectives

- Create a modern identity reflective of the library brand.
- Align the library's brand standards with the City of Appleton's brand standards.
- Create supporting collateral that helps to bring the new brand identity to life.

Project Branding & Marketing Goals

- **Recognition**- Create a brand identity that builds on the past, connects with the Appleton City Brand, and resonates with target audiences.
- **Spark an Emotional Connection** - Inspire patrons to engage with the new library and explore different ways to engage.
- **Differentiation** - Create a brand identity differentiating the library from other community centers.
- **Consistency** - Ensure all marketing materials and communications maintain consistency, improving message comprehension and clarity.

Strategy and Approach

Phase 1 Visual Identity

1. Brand Discovery

This includes asset collection, a stakeholder discovery session, market research, target audience identification, a brand discovery report and a creative brief compilation. After the creative brief and recommendations are approved, we move forward to the next phase.

2. Brand Identity Development and Stakeholder Focus Group

This includes strategy/concept development, art direction, logo design, color palette, tagline/positioning statement (optional) and typography. We will present three distinct concepts to a chosen focus group and include supporting research and rationale for each concept. Following the focus group session, we will collect feedback and make final recommendations on the preferred direction.

3. Brand Guidelines

Creation of brand guidelines that outline the rules surrounding the Appleton Public Library's new brand identity. As part of the guidelines, we will outline the brand architecture and relationship between the City of Appleton brand and the new library brand identity.

Along with the brand guidelines, we will create eight (8) brand collateral templates, including:

- Memo
- Letterhead
- Notepad
- Envelope
- Business card
- Press release
- Staff badge
- One mass email header

Upon final approval, all files, including the accompanying strategy work, will be delivered digitally as pdfs or final working files.

Brand Identity Engagement Fee: \$14,000

Timeline: June - September, 2024

Phase 2 - Additional Collateral

4. Branded Project Presentation Deck

Cost includes a templated slide presentation deck to align with the project's brand identity. Appleton Public Library staff can use this presentation deck when communicating or engaging stakeholders.

The deliverable includes art direction, layout/ design, and one round of revisions of a presentation designed in Microsoft PowerPoint. Final files delivered digitally.

Deliverable fee range: \$1,000 - \$1,500

5. Library Card

The deliverable includes concept art direction, design/layout and one round of revisions for a new library card that incorporates the library's new logo, color scheme, and necessary cardholder information.

Deliverable fee range: \$500 - \$750

6. Brochure

The deliverable includes strategy, concept and art direction, design/layout, copywriting, and one round of revisions for a new library brochure highlighting the new brand identity.

Deliverable fee range: \$1,500 - \$2,000

7. Library Map

The deliverable includes strategy, concept and art direction, design/layout, copywriting, and one round of revisions for a new library map highlighting the new building.

Deliverable fee range: \$1,500 - \$2,000

Payment Terms: We require 50 percent of the engagement fee at project initiation and 50% midway through the brand identity development (phase 1). Additional projects will be billed upon project completion. Payment terms net 15.

Please Note: This is a high-level estimate and can be further customized based on the specific needs and feedback from the project team. These estimates do not reflect out-of-pocket

expenses such as printing, additional vendor services, etc. Depending on specifics learned through the engagement, this estimate may be subject to change.

Conclusion

This proposal sets the stage for a successful brand identity development for the Appleton Public Library. We welcome the opportunity to discuss this proposal further and answer any questions you may have. Thank you for considering our services; we look forward to working together.

Sincerely,

Tara Brzozowski

Showcase Communications

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(920) 410-2807

About Showcase Communications

Showcase Communications is owned by [Tara Brzozowski](https://www.linkedin.com/in/tarabrzozowski) (linkedin.com/in/tarabrzozowski), a marketing communications strategist and practitioner with 20+ years of experience driving educational marketing campaigns for high-profile organizations and causes. Tara has established deep relationships and respect with many leaders and influencers in Northeast Wisconsin.

Qualifications include:

- Marketing Communications Director for the Fox Cities Performing Arts Center (2004 - 2013)
 - In the start-up phase, Tara helped the Center create a positive brand reputation with the stakeholders and the public.
- Element Public Relations Director (2013 – 2022)
 - Built a successful public relations department from the ground up.
 - Served over 30 PR clients in N.E.W., including Appleton International Airport (ATW), Fox Cities Convention and Visitors Bureau, The Building for Kids, Future Neenah, and more.
- Community Volunteer Leadership Roles
 - Octoberfest Marketing Lead (2014 -2019)
 - Appleton City Parades Marketing Lead (2023 - president)
- Strategic-minded and results-focused
 - MBA – Business & Marketing, University of Wisconsin-Oshkosh
 - BBA – Business & Marketing University of Wisconsin-Madison
- Smart, critical thinker who can translate a vision into action but is also willing to “roll up her sleeves” to get the job done.

References

“Cookie-cutter marketing is not in Tara Brzozowski’s wheelhouse! She is too creative for that. Tara is a great communicator and completely embraces her role as an advocate for her clients. Her sincere devotion to delivering a successful campaign is evidenced by her diligent follow-through. She lives outside the box.”

- **Eric Stadler**, Former Octoberfest Chairman of the Board and Appleton Flag Day Parade Committee
920-450-6907
Estadler@trustwf.com

“Tara delivers confidence on projects, and she has the rare ability to quickly understand a client’s brand, marketing and public relations position and then strategically move that brand forward.”

- **Patrick Tracey**, Former Marketing & Air Service Manager Director at Appleton International Airport
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