

PROPOSAL

VILLAGE OF COTTAGE GROVE COMMUNITY DEVELOPMENT AUTHORITY Marketing and Brand Initiative

Date 9/1/20
Client Village of Cottage Grove
Contact Erin Ruth, AICP

Distillery

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thisisdistillery.com

Thank you for considering Distillery for the Village of Cottage Grove brand marketing campaign. With over 22 years of experience in branding, marketing, and design, we would be an ideal choice for this initiative.

Enclosed you will find the project scope, process, estimate, and work samples.

Please don't hesitate to contact us with any additional questions you might have.

Thank you again for the opportunity, and we look forward to hearing from you.

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Brad Nellis
Owner

Distillery

OUR STUDIO

Distillery is a full-service marketing and design partner made up of a collective of 10 creators, innovators, and strategists. As a Madison-based studio, we know Wisconsin through and through. Our work has featured local organizations and city initiatives across the region and beyond.

Distillery has deliberately maintained this studio size in order to be large enough to handle projects such as this but still intimate enough to be able to create a true partnership with our clients. There are no middlemen, no account managers. You know you will be working with the creatives and specialists who collaborate to bring your project to life.

Partnering with Distillery you will receive nationally award-winning creative with the care and attention of a Midwestern studio.



Founder



Creative Director



**Director of
Brand Strategy**



Senior Designer



Web Developer



Designer



Designer



Designer



Designer



Designer

Distillery

YOUR CORE TEAM

Brad founded Distillery over two decades ago and has developed a loyal and diverse client base including organizations in the arts, education, and hospitality sectors. He has led branding and marketing initiatives for organizations such as American Library Association, Purina, Overture Center for the Arts, and the University of Wisconsin.



Brad Nellis
Founder

Marina came to Distillery from the world of advertising and public relations. She has been a key creative at Distillery for 11 years where she has produced campaigns for clients such as Volunteers of America, FFA, World Dairy Expo, and Greater Madison MPO. Her work has won national recognition and been featured in top design journals.



Marina Menendez
Creative Director

Nadia worked in public relations, communications, and marketing for a decade in both nonprofit and corporate settings prior to joining Distillery. Since becoming head of brand strategy, she has led dynamic and innovative marketing campaigns for Greater Madison MPO, Wisconsin Humanities Council, University of Wisconsin–Madison and others.



Nadia Abudi
Director of Brand Strategy

PROJECT SCOPE

To develop an comprehensive brand identity based on community and organization needs for the Village of Cottage Grove including new logo, supported messaging, and marketing recommendations.

PROCESS

PHASE 1 - AUDIT

Internal Review **Jan. 4 - Feb. 1**

Distillery to perform audit of existing brand through interviews with key stakeholders and assess current branding, marketing, and audience demographics.

External Review **Jan. 4 - Feb. 1**

External evaluation of market landscape, competitor strategies, and community sentiment to ensure final initiative addresses organizational and community needs.

Deliverables **Feb. 1**

Distillery to present findings of market research and provide recommendations for positioning, brand statement, and supporting messaging for each key audience.

Feedback **Feb. 5**

Village of Cottage Grove to provide feedback on recommendations.

JANUARY 2021

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FEBRUARY 2021

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28						

Holiday

Key date

PROCESS CONT.

PHASE 2 - BRANDING EXPLORATION

Design Feb. 5–March 1

Development of branding options for Village of Cottage Grove based on final brand statement and messaging.

Presentation March 1

Proposal of at least three different visual systems. Each one will consist of a Village of Cottage Grove logo and one or two subpages to showcase the holistic look and feel in multiple formats.

Refinement March 1–March 15

Once a direction is selected, we will have two refinement passes as needed to address client concerns.

PHASE 3 - ROLLOUT

Strategy March 19

Distillery to provide rollout strategy guide for rebrand implementation. Strategy will include summary of established goals, messaging and target audience and outline recommended marketing opportunities with suggested tools, channels, timeline, and budget.

DELIVERABLES April 1

Distillery to provide style guides and templates for collateral based on final logo selections. Distillery to discuss with Village's CDA about additional deliverables based on recommendations.

FEBRUARY 2021

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MARCH 2021

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APRIL 2020

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Holiday

Key date

COST ESTIMATE

TOTAL COSTS
\$18,500

AUDIT **\$4,000**

Brand audit

Interviews

Landscape analysis

Project management

Attend CDA and board meetings
at key decision points

EXPLORATION **\$9,000**

Initial logo concepts

Refinement

Messaging/positioning
development

Brand and value statement

DELIVERABLES **\$5,500**

Marketing rollout guide

Brand style guide

Stationary update

Brand implementation guide

Social media guidelines

TERMS AND CONDITIONS

TERMS

1. This proposal may be amended prior to contractual agreement at the discretion of Distillery.
2. All expenses incurred in the development of this project shall be the responsibility of the client.
3. Upon receipt of payment Distillery grants the client unlimited use of final design work, unless specified otherwise.
4. All costs are estimates only. Any alterations of project specifications may result in a price change. Additional costs that exceed the original estimate will be quoted to the client before expenses are incurred.
5. Third party vendors and expenses handled by Distillery shall be billed at cost plus 15%.
6. Payment not received within established timeframe will be subject to an interest rate of 1.5% per month or a fraction thereof from date of invoice. Client subject to reasonable collection fees.
7. Termination: Should either Village Of Cottage Grove Community Development Authority or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow Village Of Cottage Grove Community Development Authority thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to Village Of Cottage Grove Community Development Authority by Distillery within fifteen (15) days of contract termination.
8. The terms and conditions of this agreement are valid within thirty (30) days.

PAYMENT

Village Of Cottage Grove Community Development Authority agrees to submit the initial payment at the signing of this proposal in order for Distillery to begin the work outlined above.

WARRANTY

Distillery warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of Distillery and not plagiarized or in violation of any copyright or infringement laws. Distillery is not responsible for ensuring compliance with copyright laws.

TERMINATION

Should either Village Of Cottage Grove Community Development Authority or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow Village Of Cottage Grove Community Development Authority thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to Village Of Cottage Grove Community Development Authority by Distillery within fifteen (15) days of contract termination.

Distillery

CLIENT REFERENCES

ZIA BRUCAYA

Greater Madison MPO
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(608) 266 9114

TOM WALZER

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PRESIDENT
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PATRICK SWEENEY

Rule No. 1 Hospitality
CEO
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(608) 658 1426

IN THEIR WORDS...

“Throughout the years we have appreciated and leaned on the high levels of expertise they provide and their creative insight. I am especially thankful for the extraordinarily thorough management of our recent rebranding efforts.”

TOM WALTZER
Saco Foods

“Distillery has been my “go-to” design studio for several years now. I’ve given them many challenging design projects and they always come through with something amazingly creative. They’re a joy to work with.”

CARLA ASPELMEIER
University of Wisconsin Press

“I can’t tell you how in love I am with all the different aspects of the design, with the message and tone – everything about all of it! Can’t stop grinning! So thanks so much!! I’m looking forward to bragging about you folks.”

DENA WORTZEL
Wisconsin Humanities

Distillery

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WORK SAMPLES

MADISON AREA TRANSPORTATION PLANNING BOARD

PROJECT

Agency Rebranding

GOAL

Increase awareness of the organization and be viewed as a regional leader through the creation of an impactful identity including new name, mission statement, vision statement, logos, supporting messages, marketing strategy and digital recommendations.

PROCESS

Distillery gathered market research from focus groups and interviews with over 50 stakeholders in addition to a community survey that reached over 1100 people within the region. Using the research gathered and findings from our landscape audit, we developed recommendations for the organization, including: messaging, positioning, brand voice, brand name suggestions, tagline, and mission and vision statements. Based on the new name and positioning, Distillery developed new logos and provided the organization with a brand implementation and marketing strategy as well as social media/digital recommendations and guidelines.

ORGANIZATION

STRENGTHS

Based on audit, below are the biggest strengths the MATPB has as a brand.

1. Organization provides reliable spatial data and science-based research as well as custom mapping and analysis that regional partners depend on.
2. Organization offers a unique regional perspective.
3. Staff of the organization are widely respected and trusted among key partners.
4. Organization operates independently of local political governance, an objective and unbiased entity.

MATPB

FINDINGS: Vision

- Participants have a strong desire for the MATPB to play a leadership role in the region and be at the forefront of transportation concerns and decision-making.
- Participants desire the MATPB to facilitate greater collaboration and build coalition between local governments, regional organizations, and the community.
- Among many participants is an aspiration for the MATPB to create plans and mapping that include more than transportation (e.g. land use) in order to view a more holistic vision for the region.

ORGANIZATION

OPPORTUNITIES

Based on audit, below are the biggest opportunities the MATPB has as a brand.

1. Organization is positioned to interact with a wide range of entities in the region to increase awareness of itself and its messaging.
2. High interest expressed among partners to engage more with the organization provides a ready marketing opportunity to increase usage of the MATPB and boost participation.
3. Organization is positioned to fill existing gap of a unifying force in the region to improve mobility and development.
4. Increased collaboration with CARPC provides opportunity to develop unified regional planning and joint marketing efforts to raise awareness of both organizations.



GREATER MADISON
mpo

GREATER MADISON MPO
Audit, marketing strategy,
branding



CAPITAL AREA REGIONAL PLANNING COMMISSION

PROJECT

Agency Rebranding

GOAL

Create impactful visual to increase awareness of the Regional Planning Commission within the region.

PROCESS

Distillery performed a market research audit to evaluate the current landscape and positioning of the organization. Using the foundational research findings, we developed a visual identity to achieve the goal of raising awareness of the organization and its partnership with the Madison Area Transportation Planning Board within the Greater Madison region.



CAPITAL ARE REGIONAL
PLANNING COMMISSION

Branding and collateral



WISCONSIN HUMANITIES

PROJECT

Organization Rebranding, Website Redesign and Podcast Branding

GOAL

Aid the Wisconsin Humanities Council in reaching new audiences and increase activity on platforms through a thorough market research audit and comprehensive brand identity complete with new name, logo, mission and vision statements, and a website redesign.

PROCESS

Distillery performed an extensive market research audit including interviews with board members and staff as well as a review of their internal communication methods, existing materials, and landscape analysis. Using the research findings, we provided recommendations for messaging, positioning, naming, taglines, and brand statements. In addition to developing a new logo and visual identity, Distillery implemented a complete website overhaul and designed the brand identity for the Wisconsin Humanities podcast 'Human Powered'.





WISCONSIN
HUMANITIES

WISCONSIN
HUMANITIES

Audit, branding,
website

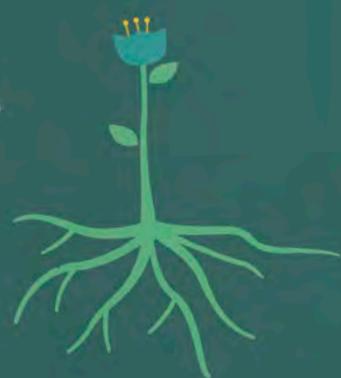


IDENTITY

Tagline
Inspiring Imagination & Connection

Mission Statement
To strengthen the roots of community life through educational and cultural programs that inspire civic participation and individual imagination.

Vision Statement
A future where every person has access to cultural, educational, and civic opportunities, and where communities engage to address critical issues.



WISCONSIN HUMANITIES • BRAND GUIDELINES

MOUNT HOREB CHAMBER OF COMMERCE

PROJECT

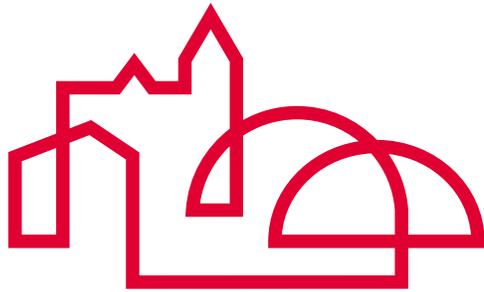
Visual Identity

GOAL

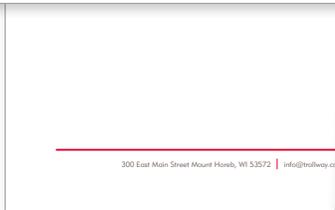
Create a clean and modern identity to invite business growth in the region.

PROCESS

Distillery developed a unique visual system to reflect the important role of the Chamber of Commerce in the Mount Horeb area and give a modern face to the legendary Mount Horeb troll. With the launch of the new visual identity, we designed templates and marketing materials to match the new look.



MOUNT HOREB AREA CHAMBER OF COMMERCE



CHAZEN ART MUSEUM

PROJECT

Brand Refresh

GOAL

Aid the museum in reaching new audiences and increase foot traffic by updating their logo and marketing materials to a more modern look in conjunction with the interior design of their new café.

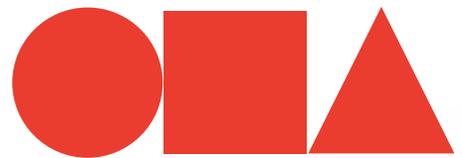
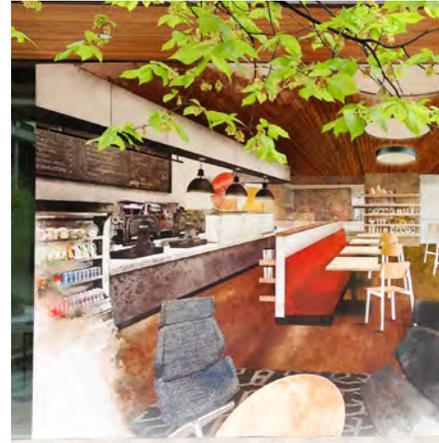
PROCESS

Interviews with museum visitors, employees, and key stakeholders revealed that the Chazen was being underutilized as both a center for art and a potential social hub. Distillery refreshed the logo with vibrant color palette and new typography to create a warm and welcoming impression. With the brand refresh, we developed collateral and marketing pieces. Lastly, we were tasked with designing the interior of a new café and social hub to increase museum foot traffic.

D



CHAZEN MUSEUM OF ART
 Identity refresh, collateral,
 environmental design



Chazen Museum of Art



WISCONSIN FFA

PROJECT

Annual Report Design and Branding Exploration

GOAL

Create a regional identity within the national brand and increase community engagement with Wisconsin FFA.

PROCESS

Distillery developed a modern and fun regional logo system within the national brand identity that emphasizes education and Wisconsin community. In addition to an updated logo, Distillery designed collateral for the Wisconsin FFA including the organization's annual report.



OVER
100
YEARS



ENGINEER
ENGINEER



WISCONSIN FFA
AGRICULTURE EDUCATION

Distillery

THANK YOU