



PROPOSAL FOR

BRAND DEVELOPMENT & STRATEGY

VILLAGE OF COTTAGE GROVE

September 4, 2020

Signalfire, LLC
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Confidential Work Product

Signalfire, LLC ("Signalfire") offers this marketing overview and proposed program in good faith to the Village of Cottage Grove. The material contained within this document and in the accompanying presentation is a confidential work product of Signalfire. Signalfire retains full ownership of the enclosed materials and processes.

PROPOSAL FOR SERVICES

Submitted by:

Signalfire, LLC

Matthew B. Olson, Sole Member

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Objective

Signalfire, LLC (Signalfire) wishes to submit the following brand development proposal for the Village of Cottage Grove ("Cottage Grove" or "Client") in response to an RFP dated August 14, 2020.

What sets Signalfire apart from the competition is storytelling. One common thread between everyone at Signalfire is their passion for creating brands that tell an incredible story. The ability to communicate and engage an audience, regardless of medium, is critical for a community's brand in today's environment. We believe this ability to "share stories" defines how Signalfire will succeed in developing a successful tourism focused brand for Cottage Grove.

Signalfire sees itself as the perfect choice for Cottage Grove as a qualified creative branding and marketing partner because:

- Signalfire provides creative / marketing services for similarly-sized community tourism organizations and tourism related businesses.
- **Signalfire has won multiple awards for tourism marketing design and logo design/branding.**
- Signalfire possesses a qualified team of professionals passionate about innovative marketing practices involving all forms of media.
- Signalfire is a growing agency with a solid procedural foundation and inventive creative ideas that will directly benefit Cottage Grove.

Signed By:



Signalfire, LLC

Matthew B. Olson, Sole Member



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REQUIRED STATEMENTS

Non-Substitution of Personnel

Signalfire will not substitute or exchange personnel assigned to the account without expressed written acknowledgement from Cottage Grove. In the case of personnel departure or termination, Cottage Grove will be informed as soon as possible along with a transition plan.

Conflicts of Interest and Collusion

Signalfire and named sub-contractors have no conflicts of interest with Cottage Grove. There have been no previous understandings, agreements, or connections with Cottage Grove prior to receiving this Request for Proposal.

Insurance

Signalfire is currently insured through American Family Insurance and underwritten by Midvale Indemnity Company through Matthew Faytle & Associates, Inc located in Delavan, Wisconsin. Policy # BPP1061212. Workers Compensation is covered through Lockton Companies, LLC of Houston, Texas. This is managed by Signalfire's HR partner, Insuperity PEO Services. Policy # C6674341A.

Legal Description of Signalfire, LLC

Signalfire, LLC is filed as a Limited Liability Company with the State of Wisconsin. Matthew Olson is the Sole Member. Currently Signalfire maintains Matthew plus multiple employees and additional independent contractors. Legal representative is Attorney Dale Thorpe of Thorpe & Christian, S.C. of Delavan, Wisconsin.

Signalfire, LLC

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WHY SIGNALFIRE?

Signalfire has been working with community marketing in Wisconsin since 2007. Communities from Door County to the Driftless region have partnered with our team to create incredible destination brands. From visual identities to comprehensive marketing efforts, our team of creative marketing Guides & Outfitters will create a captivating community brand.

Destination and community-related business branding has been a significant part of what has allowed Signalfire to shine. Our passion for understanding both the economic development and the tourism drivers allow Signalfire to create a brand that fits Cottage Grove.

Our collaborative process includes learning from local businesses, connecting with your staff, and experiencing the community first hand as travelers. The mission will be to have a solid vision of your ideal travelers and the right brand voice to speak to them. When the visual designs are created, they will be a direct reflection of the research.

The marketing adage, “you cannot read the label from inside the jar,” applies very well. Bringing in a creative partner from outside the area will be an excellent avenue for fresh perspective and insights. We experience your community just like your ideal travelers do.

Some other areas Signalfire may be able to help:

- **Graphic design** of creative collateral such as activity guides, event promotions, or other visual materials
- **Website design** includes complete development of the user experience, construction, SEO, maintenance, and management (we’ve got some really awesome examples)
- **Content development** such as blog writing, keyword research, web content, and social media content
- **Email marketing** services such as monthly email newsletters, email promotions, or other campaign-related services
- **Social media management** and consulting includes everything from account management, advertising, staff training, and strategy development
- **Digital marketing** support for search pay-per-click (PPC), targeted display advertising, geo-fencing, retargeting, and search retargeting



OUR EXPERIENCE MAKES A DIFFERENCE

Examples of the work can be found in Appendix A

Additional design and branding examples may be found on our website.

Destination Sturgeon Bay

Signalfire has been a creative partner with the community of Sturgeon Bay since 2007. In late 2019, new city-wide wayfinding ushered in a new visual standard. This new visual style also brought a name change to the tourism entity. Sturgeon Bay Visitor Center became Destination Sturgeon Bay.

Building on the new wayfinding project, Signalfire implemented the new branding. From outdoor environmental graphics to the 50-page Activity Guide, Signalfire created the needed materials to launch the new brand. This also included a detailed style and usage guide to ensure the visual consistency of the iconic design.

Gage Marine Corporation

Gage Marine Corporation has been operating numerous businesses on Lake Geneva since the mid-1800's. Signalfire was tasked with standardizing the brands and bringing them into a cohesive visual identity. Two of the most iconic brands are the cruise boats of Lake Geneva Cruise Line and the only lakefront restaurant on Lake Geneva, PIER 290.

Signalfire's new logos built on the traditional burgee flag of Gage with a clean and modern feel. Each business unit received a fresh look, a comprehensive style guide, advertising redesigns, and new websites. Additionally, Signalfire was contracted to build a 12-month content marketing program that covered blog writing, monthly email newsletters for each entity, comprehensive social media management, and print advertising design.

Forgottonia

Make It Macomb is a regional destination marketing organization nestled in the middle of west central Illinois. This university town is frequently overlooked by travelers due to its distance from the major Interstates. Macomb Area Convention and Visitors Bureau hired Signalfire to develop a new brand for the rural region.

Signalfire's research found the infrastructure growth of the 1960's and 1970's passed over the region. Local activists and lawmakers protested how the region was forgotten with a semi-serious attempt to secede from Illinois under the name Forgottonia.



Being forgotten about in the 60's and 70's allowed their small town charm to be preserved. Local history included the birthplace of the inventor of Monopoly, two speeches from Lincoln, and a classic courthouse square. Being forgotten preserved the charm of Forgottonia. Signalfire's brand design reflects back to a simpler time and a slower pace, something travelers to the region want to experience today.

Signalfire revived the name, designed the logo, and created a style guide for the organization to build on with local marketing providers. Having been recently delivered, this brand is still being deployed and may not be on many marketing materials.

Fish Creek Civic Association

Fish Creek is the artistic and theatrical heart of Door County. Venues and galleries are joined by an active culinary community and a bustling retail district to create a unique destination. Signalfire has worked with Fish Creek since 2015 to deliver a cohesive brand message across numerous outlets.

Signalfire reinvigorated the brand with newly designed promotional materials including an annually published 40+ page tourism brochure, award-winning website, and strategic planning. The development of documented brand standards has resulted in a clear voice and visual style.

REFERENCES MATTER

Pam Seiler

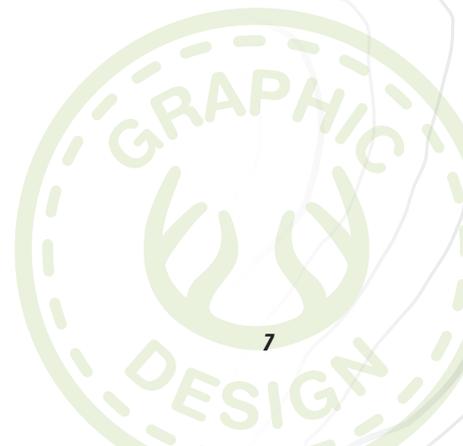
Executive Director
Destination Sturgeon Bay
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Denise Stillman

President
Fish Creek Civic Association
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Jock Hedblade

Executive Director
Macomb Area Convention and Visitors Bureau
201 S. Lafayette St. Macomb, IL 61455
(309) 833-1315 office
j.hedblade@makeitmacomb.com



SIGNALFIRE'S CREATIVE MARKETING GUIDES & OUTFITTERS ARE READY TO GO

Signalfire will show you how great brand storytelling will engage your residents and excite your businesses. Our team of creative marketing guides and outfitters is more than just marketing shtick, it's a statement of how we work.

Embarking on your business' marketing adventure should involve research, planning, equipping, and expert execution.

Guides

Just like with an expedition into the woods, the right guide makes all the difference. Signalfire's marketing guides deliver great communication, expert advice, and engaged client experiences.

As your creative marketing guides, our team:

- Listens to your goals to collaborate on the best destination (marketing goals)
- Understands the strategy to plot the right path through the wilderness
- Utilizes the right equipment needed to make the time in the field fit your vision

Outfitters

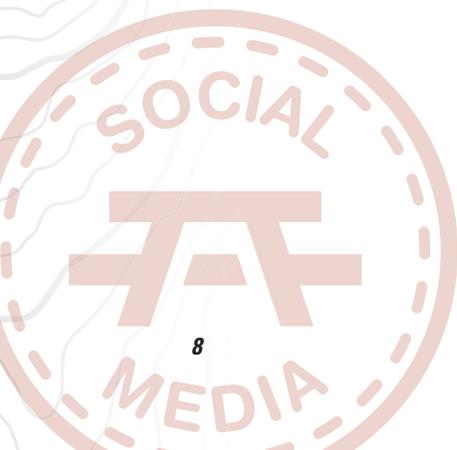
The wisdom of your marketing guidance is paired with innovative outfitters who can write, design, and develop the tools needed to make your brand a success.

Our outfitters never stop learning. From staying informed with the latest development practices to hot trends in social media — our passion is reflected in our deliverables.

Signalfire's creative outfitters will:

- Create the right visual for your distinct brand experience
- Give a voice to your brand through focused content (i.e. blogs, photography, video, etc.)
- Develop the tools needed to bring your adventure to life

Signalfire's team of creative marketing guides and outfitters will help create your brand and develop the strategy to succeed.



HOW SIGNALFIRE'S TEAM WILL COLLABORATE WITH COTTAGE GROVE

Signalfire's team will work very closely with Cottage Grove's team. Led by your own dedicated project manager, Emily Piery, there will always be an open line of communication and transparency. While many team members might be collaborating, Emily will be your primary point of communication.

Communication Protocols

From the outset of the project, we will collaboratively map primary and backup points of communication. Signalfire understands that everyone likes to communicate a bit differently. From text messages to email, our team will accommodate how Cottage Grove's team likes to stay in touch. However, if faxes are involved, we may need to talk!

Signalfire will create a schedule of regular check-ins and milestones. These communication touchpoints will range from conference calls to face-to-face meetings. Our mission will be for you to be as intimately involved as the rest of our team.

Collaboration on Community Outreach

Where Signalfire will need Cottage Grove's team the most is the connections with the local businesses and key community players. Our primary research phase will heavily rely on connecting with the people who know and love Cottage Grove. Making introductions and assisting with initial meetings will allow Signalfire to get the best possible brand intelligence from key players.

Another section of introductions and collaboration will come in connecting with tourism-related businesses. Our intention is to interview hotel/lodging providers, retail shop owners, and restaurants to better understand the travelers that already come to Cottage Grove.



MEET #TEAMSIGNALFIRE

Signalfire's team of marketing Guides & Outfitters are a mix of creative backgrounds that merge to provide incredible insight and originality.

Matthew Olson

Creative Director and Owner

Having founded Signalfire in 2006, Matthew brings the big ideas and strategic planning for brands of all types. He is the creative force behind Signalfire. Accomplished in branding and strategic planning, his eye for coming trends has led to the success of many branding and marketing campaigns. An early adopter of social media and an accomplished speaker, Matthew uses his creativity and experience to develop innovative, cross-media approaches to marketing.

Matthew has been involved in tourism and destination marketing on multiple levels. His experience includes consulting and training tourism professionals in marketing, consulting on community marketing for economic development, and serving on the City of Delavan Tourism Commission. Matthew's expert knowledge on community economic development and tourism marketing is well-recognized.

Bryan Giese

Project Manager

Bryan is Signalfire's Project Manager that specializes in brand development and strategy. Fluent in content marketing and digital strategy, his previous experience in the health care industry gives him incredible insight. His successes with restaurants and tourism has earned him praise from many clients. Immensely organized and detail oriented, his skill in managing projects is second to none.

Emily Piery

Project Manager

Emily's capabilities as a Project Manager is evident in every communication. Thoughtful, organized, and knowledgeable, her years of project management experience ensures her clients are always in the know with every aspect of projects. A seasoned traveler and outdoor enthusiast gives her unique perspective and a diverse background.



Hannah McClung

Social Media Specialist

Hannah manages the social media management and social media marketing for Signalfire's diverse range of clients. From B2B industrial manufacturers leveraging LinkedIn to boutique hotels building influence on Instagram, her knowledge of various platforms and strategic content marketing instincts have brought fantastic success. Her previous experience as the online news desk editor and social media manager for Channel 3000 (Madison, WI) shows in her ability to handle any online situation.

Jodi Heisz

Graphic Designer

Jodi is Signalfire's senior graphic designer. Overseeing all creatives and design work, Jodi embraces a client's brand and takes it to another level. An experienced, talented designer, her eye for effective marketing is unmatched in our area.

Kory Kohloff

Graphic Designer

Kory is a gifted graphic artist with a talent for bringing a fresh, creative perspective to all our graphic design projects. From billboards, print materials and logos to user experience design, web ads, or video production, Kory is our go-to graphic design resource.



THE PLAN

The following is a summary of Signalfire’s research and creative process.

Phase I: Discovering and Understanding Cottage Grove

Phase I will involve the research and insight collection of individuals and businesses associated with Cottage Grove tourism. From business owners to community movers and shakers, our goal will be to best understand what Cottage Grove has to offer.

Undercover Visit

Members of Signalfire will visit Cottage Grove as travelers to experience the community, restaurants, and activities. This “secret shopping” experience will allow our team to see things through the traveler’s or prospective resident’s eyes.

Cottage Grove Team Interviews

We will meet with key members of the Cottage Grove Community Development Authority (CDA) to learn more about the goals and objectives of the organization as well as data collected to date.

Community Focus Group

With recommendations from Cottage Grove’s staff, Signalfire will coordinate with a mix of community influencers to create an internal focus group. This group will consist of (but not limited to) individuals from:

- Restaurants and taverns
- Hotels and lodging
- Retail
- Non-profit organizations
- Manufacturing and/or industrial

Phase II: Research and Compare

Phase II will focus on both the direction of economic development and the travelers coming to Cottage Grove. Critical to the branding process will be understanding Cottage Grove’s vision for the future. What kind of businesses do you hope to attract? Describe your new neighbors?

For the travelers, we want to better understand those already traveling to Cottage Grove as well as create a profile of the travelers Cottage Grove would like to see visit the community.



Competitive Community Comparisons

Signalfire will research and deliver a comparative analysis of several communities with similar characteristics to Cottage Grove. The assessment will include marketing efforts, brand voice, and overall success.

Phase III: Visual Identity Development

This is where the creative rubber meets the road. Our creative team will create multiple visual identity options based on the research and insights provided.

Logo Design Concepts

Signalfire will deliver **three (3) logo concepts**.

Each logo concept will include:

- Full color option
- B&W option
- Examples of the logo “in the wild”

These creative designs will be reviewed by the Cottage Grove team.

Cottage Grove will select **two (2) design options** for revision.

Each of the two (2) revised options will be presented with:

- Full color option
- B&W option
- Examples of the logo “in the wild”

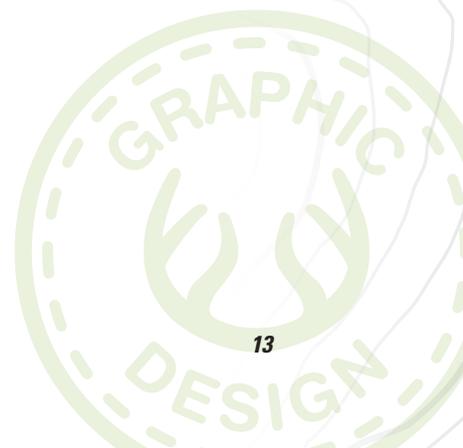
Cottage Grove will select **one (1) design** for additional revisions.

The revised design will be presented with:

- Full color option
- B&W option
- Examples of the logo “in the wild”

Cottage Grove will approve the final design.

Additional options or revisions may be requested for an additional fee (see budget schedule).



Phase IV: Application of the Brand

With the approval of the logo design, Signalfire will get to work scaling the design into a fully realized brand.

Style and Use Guide

Signalfire will create a style and use guide for the brand. The document will include:

- Documented elements such as colors, fonts, and variations
- Acceptable and unacceptable uses
- Recommendations for spacing and usage
- File library in color, background, and file format variations

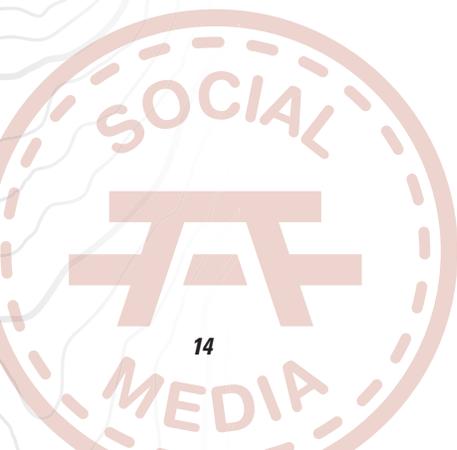
Advertising Concepts and Scaling the Brand

The brand will be applied to various mediums of advertising including samples of print advertising, vehicle graphics, and various forms of digital marketing. We want to paint a vivid picture of how the brand story will play out.

Recommended Marketing Plan

Signalfire will develop a community-level marketing plan based on the research and findings associated with Phase I and Phase II. Signalfire's plan will include tiered budgeting options for multiple activities. This plan will consist of:

- Recommended additional design projects such as community promotion collateral and community signage
- Recommended activity for online content development or website articles
- Levels of social media activity on recommended platforms
- Leveraging email marketing outside of immediate community
- Digital marketing strategies involving search, display, and social media opportunities
- Ideas and recommendations for tourism-related community promotion
- Tiered budgeting and deliverable framework
- Delivered as a written document and presentation



PROJECT TIMELINE

The project timeline may be impacted by the selection of branding provider, changes to the scope of work, or other mitigating situations. For this proposal, we are assuming a January 1, 2021 start date.

Phase I

Undercover Visit Complete by January 22
Cottage Grove Team Interviews Completed by January 29
Community Focus Group Discussion Completed by January 29

Phase II

Phase I findings and Competitive
Community Comparisons Delivered by February 19

Phase III

Logo Design Concepts First Presentation Week of March 8
Revisions / Feedback Due
from Cottage Grove Delivered by March 26
Second Revised Concepts
from Signalfire Presented Week of April 5
Revisions / Feedback Due
from Cottage Grove Delivered by April 16
Third Revised Concepts
from Signalfire Presented Week of April 26
Final Approval from Cottage Grove May 7

Phase IV

Style and Use Guide Approval + 1 week
Electronic File Delivery Approval + 1 week
Marketing Plan and
Advertising Concepts Presented Week of May 17



PROJECT BUDGET

| | |
|---|-----------|
| Phase I: Discovering and Understanding Cottage Grove..... | \$ 6,000 |
| Phase II: Research and Compare..... | \$ 4,000 |
| Phase III: Visual Identity Development..... | \$ 12,000 |
| Phase IV: Application of the Brand..... | \$ 4,000 |

| | |
|--------------|------------------|
| Total | \$ 26,000 |
|--------------|------------------|

Additional or Optional Deliverables

Signalfire can provide additional design options beyond the initial deliverables. Additional logo designs options and additional rounds of revisions will be available. Please note, additional design options or additional rounds of revisions will impact the delivery timeline.

| | |
|--------------------------------------|---------|
| Additional Logo Design Option | \$2,500 |
| Additional Logo Revision Round | \$.500 |

INTENT TO PROCEED

Change Orders

No surprises. Ever.

Any additional billable time, materials, or other costs will be presented to Cottage Grove in a written change order **prior** to any billable actions being accrued. This written change order will indicate exact costs and impacts to delivery timeline.

Terms

Payment will be made in US Dollars in the form of business check or cashier's check. All invoices are due on receipt. The payment schedule would be:

- 25% (\$6,500) due at start of project (deposit)
- 25% (\$6,500) due at delivery of first proofs (March 8)
- 25% (\$6,500) due at approval of logo (May 7)
- 25% (\$6,500) due at final delivery of digital assets, marketing plan, and other recommendations (approx. May 17)

Signatures

Based on the previous descriptions of service, Cottage Grove would like to proceed with Signalfire, LLC. Please indicate by signing below.

Name

Printed Name

Date

APPENDIX A – LOGO SAMPLES



STURGEON BAY

DOOR COUNTY



LOGOS

STURGEON BAY STACKED VERSION USING BOLD FONT

This secondary version with a BOLD font is for use in applications where a heavier weight font is needed for legibility. Examples of projects might include signage, print, or apparel. Use of this version is at the discretion of the organization.

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STURGEON BAY DOOR COUNTY FONTS

Geometos Soft is the official company typeface of Sturgeon Bay Door County.

GEOMETOS SOFT BOLD
Used for headers, page titles, or other "headline" style content. We recommend not using this font smaller than 12 point for headlines but should appear at least 4 points larger than the body text. Page headers or titles should appear in one of the text colors from the Sturgeon Bay Door County color palette.

GEOMETOS SOFT BOLD
GEOMETOS SOFT REGULAR
GEOMETOS SOFT LIGHT

Avenir Heavy
Used as sub-headers or subtitles to a document or design. We recommend not using this font smaller than 10 point but should appear at least 2 points larger than the body text.

Avenir Light
These fonts will be utilized for primary content, body text, and most other primary reading text in documents. The weight and emphasis of the font should be considered on a case by case basis. This font should never appear smaller than 6 point.

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GEOMETOS SOFT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

RECOMMENDED SPACING

The height of the "S" in the Sturgeon Bay Door County logo will give the logo enough space on all sides to appropriately stand out in use. The logo should always be used with at least the recommended spacing, but common sense may dictate over exact measurements.

In most instances, the logo should either remain relatively independent from other design elements or be the most significant design element in the layout.

MINIMUM SIZE

The minimum approved reproduction size is 1 inches width for the Sturgeon Bay Door County and Destination Sturgeon Bay Door County logo. The minimum approved reproduction size is .75 inches width for the Sturgeon Bay Door County Medallion logo.



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STURGEON BAY DOOR COUNTY BRAND STYLE GUIDE - STURGEONBAY.NET

Gage



**LAKE GENEVA
CRUISE LINE**

PIER  290™

Gage



Marine



**LAKE LIFE
BEGINS WITH
GAGE**



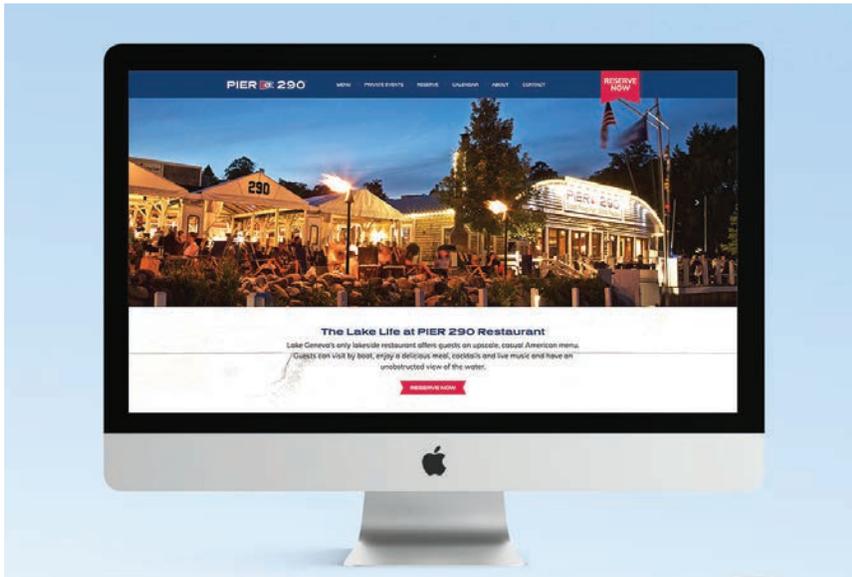
FJ Frazier
COO

1 Liechty Drive
Williams Bay, WI 53191

T: (262) 245-5501
C: (262) 751-5532

fjfrazier@gagemarine.com
www.GageMarine.com

LAKE LIFE BEGINS WITH GAGE



LAKE GENEVA CRUISE LINE COLOR PALLETTE

The primary colors of Lake Geneva Cruise Line's brand are Gage Blue, Gage Red, light gray and dark gray.

Gage Blue and Gage Red appear in the two-color logo. Blue and red is also used as highlight colors and for heading and subheadings.

The two gray colors are used as accent and highlight colors.

Text is colored black and appearing in white on contrasting backgrounds.

Gage Blue

CMYK 100 / 60 / 0 / 55

RGB 0 / 51 / 101

PMS 294C

HEX #003365

Gage Red

CMYK 0 / 100 / 65 / 15

RGB 206 / 17 / 65

PMS 200C

HEX #CE1141

INCORRECT USAGE

The Lake Geneva Cruise Line logo should only appear in the approved colors and versions. No other colors, reversals, or modifications will be permitted.

Changes to the logo type size, font or inclusion are not permitted, regardless of size, special use, or more diverse forms of media.



Never alter the size or placement of the burgee flag icon in relation to the Lake Geneva Cruise Line name.



Never change the font or capitalization of the Lake Geneva Cruise Line name.



Never appear as any other color than the selected branded colors, the predetermined grayscale, or white.



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RECOMMENDED SPACING

The height of the "G" in the burgee flag of the Lake Geneva Cruise Line logo will give the logo enough space on all sides to appropriately stand out in use. The logo should always be used with at least the recommended spacing, but common sense may dictate over exact measurements.

In most instances, the logo should either remain relatively independent from other design elements or be the most significant design element in the layout.



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MINIMUM SIZE

The minimum approved reproduction size of the Lake Geneva Cruise Line logo is .575" inches width.



BURGEE OUTLINE

The outer white outline on the burgee flag is 2/3 of the thickness of the navy blue line next to it. This is to make the white outline stand out against colored backgrounds.



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LAKE GENEVA CRUISE LINE BRAND STYLE GUIDE • www.CruiseLakeGeneva.com

UNFORGETTABLE FORGOTTONIA ILLINOIS



LOGO USAGE ON BACKGROUNDS

FORGOTTONIA LOGO

The full color, grayscale, and black logos may only be applied to white, light gray, and medium gray backgrounds.

The white solid logo may be used on contrasting Forgottonia blue, Forgottonia 75% blue, gray, and dark backgrounds.



FORGOTTONIA FONTS

Brother 1816 is the official company typeface of the Forgottonia branding.

Brother 1816 Extra Bold Brother 1816 Bold

Used for headers, page titles, or other "headline" style content. We recommend not using this font smaller than 12 point for headlines but should appear at least 4 points larger than the body text. Page headers or titles should appear in one of the text colors from the Forgottonia color palette.

Brother 1816 Bold Brother 1816 Medium

Used as sub-headers or subtitles to document or design. We recommend not using this font smaller than 10 point but should appear at least 2 points than the body text.

Brother 1816 Book

These fonts will be utilized for primary content, body text, and most other primary reading text in documents. Weight and emphasis of the fonts should be considered on a case by case basis. This font should never appear smaller than 6 point.

Brother 1816 Extra Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,:;!?

Brother 1816 Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890.,:;!?

Brother 1816 Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

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LOGOS

FORGOTTONIA LOGO WITH URL

The logo is defined as the entire logo with the logo type, curved lines and the website address used in conjunction with one another. This version is the secondary logo to be used.

The logo mark includes three key elements:

- Unforgettable Forgottonia and Illinois name
- The curved lines on top and bottom
- The website address, www.visitforgottonia.com, underneath the logo
- Unforgettable should always be on top, Forgottonia name should always be in the middle, and Illinois should always be on the bottom



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MACOMB AREA CONVENTION AND VISITORS BUREAU BRAND STYLE GUIDE - visitforgottonia.com



CUSTOM ICONS

FISH CREEK

DOOR COUNTY WISCONSIN



Where to Stay
IN FISH CREEK

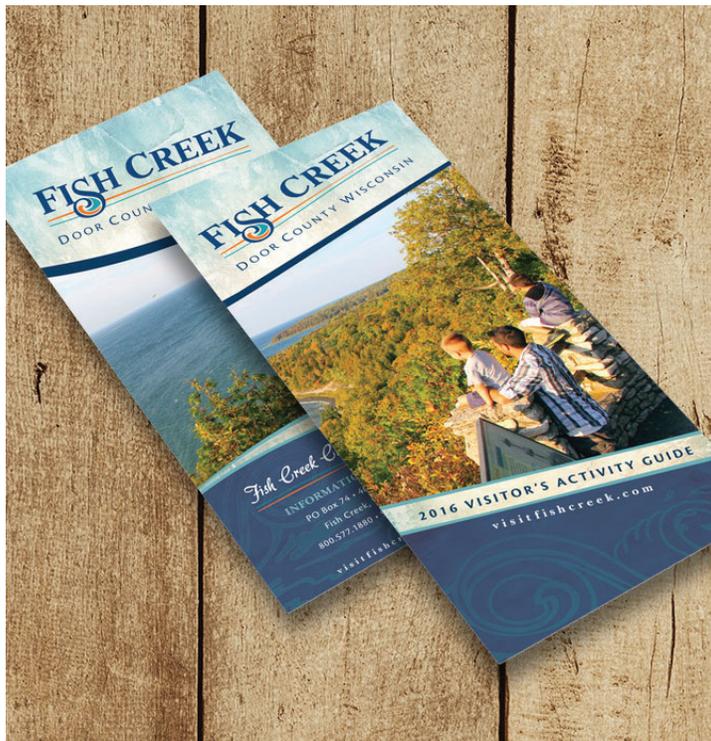
RESORTS & INNS
Amenities
More inclusive
Good for large groups

CONDOS & TOWNHOMES
Great for extended stays
More privacy
Convenient for families

COTTAGES
Ideal for outdoor adventurer
Individual charm
Classic Door County experience

BED & BREAKFAST
Romantic getaway
Local expertise there for the asking
Great way to make new friends

CAMPING
Budget friendly
Access to nature
Pet friendly



NOTES

TERMS AND CONDITIONS

Expiration of Estimate

This estimate of costs and services is valid for up to thirty (30) calendar days unless otherwise indicated in writing. After the expiration of this estimate, a new estimate may be requested.

All print material estimates expire after thirty (30) days. Print estimates are based on specific characteristics of the project. Changes to specifications including, but not limited to, produced quantity, paper properties, production methods, and/or finishing characteristics will require a new estimate for cost and time.

Change Orders

Any changes to project specifications, deliverable services, or physical deliverables that impact the cost of the project will require a written change order to be approved and signed by the Client. The change order will include an updated budget and deliverable timeline. No additional billable time or services will be accrued without written approval.

NOTE: Revisions to creative design projects or copywriting. Creative design and writing services pricing estimates include two (2) revisions delivered to the Client past the first concept or draft. Design or writing time accrued past two (2) revisions will be billed at an hourly rate of \$120 per hour with a one (1) hour minimum. Revisions will not exceed four (4) hours without written authorization.

Project Termination

Both Signalfire and the Client reserve the right to terminate the project or agreement with written notice to the other party. Once written notice is received all billable work will cease. A final invoice will be delivered based on completed work at the time of the notice minus any deposit. Monthly deliverables will be pro-rated based on the date or percentage of delivery.

Website projects involving a deposit that are terminated prior to the approval of creative designs or selection of a development template shall be considered compensation for completed work. Once the Client approves the creatives or selection of a development template, additional time will be billed based off an estimate completion of the project.

Dormant Project Termination

If the Client fails to communicate in a professional or timely manner, Signalfire reserves the right to terminate the project after thirty (30) calendar days of non-communication. Non-communication by the Client shall include unreturned phone calls, no response to emails, and/or failure to deliver essential materials for the completion of the project. Examples of essential materials include, but are not limited to: text, images, branding assets, security credentials, or other materials essential for the completion of the project.

Dormant projects will be invoiced based on the work completed. Once a project is dormant, a Client may restore the project with a \$250 reinstatement fee due prior to the commencement of additional work.

Ownership of Materials

All project materials including, but not limited to, intellectual property materials, designs, concepts, processes, and materials are the sole property of Signalfire, LLC until such time as the materials are paid in full. Signalfire reserves all rights until full payment is made at which time Signalfire shall transfer ownership to the Client. Once materials have been paid in full, the Client reserves full rights and ownership to the materials.

Payment Terms and Conditions

All invoice payments are due upon receipt or on the agreed schedule. Payments shall be made in US Dollars by cash, check, money order, or credit card (Visa or Mastercard). Checks returned or rejected by Signalfire's financial institution will be assessed a \$50 fee.

Invoices outstanding past sixty (60) days will be subject to a \$25 late fee. 1.5% of the invoice will be added every thirty (30) days past the initial sixty (60) day fee. Invoices remaining past 120 days will be sent to collections.