

## VILLAGE OF COTTAGE GROVE COMMUNITY DEVELOPMENT AUTHORITY Marketing and Brand Initiative

**Date** 12/16/20  
**Client** Village of Cottage Grove  
**Contact** Erin Ruth, AICP

# 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.

#### 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 three initial visual systems for Village of Cottage Grove based on final brand statement and messaging.

### Presentation March 1

Proposal of three different directions. Each one will consist of a Village of Cottage Grove logo and one or two subpages to showcase the 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 STRUCTURE

**AUDIT** **\$4,000**

- Brand audit
- Interviews
- Landscape analysis
- Project management

**BRANDING** **\$9,000**

- Initial logo concepts
- Refinement
- Messaging /positioning

**DELIVERABLES** **\$5,500**

- Marketing strategy guide
- Style guide
- Stationary update
- Collateral templates

**TOTAL PROJECT COST: \$18,500**

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**PAYMENT SCHEDULE**

- \$6,000 Contract signing
- \$12,500 Net 30 upon project completion

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Authorized Client Contact

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Signature

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Date

**Brad Nellis**

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Distillery Contact



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Signature

**12/16/2020**

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Date

# Distillery

## 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. Distillery reserves the right to use all work developed under this contract for the promotion of the studio.
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. The terms and conditions of this agreement are valid within thirty (30) days.

### PAYMENT

The 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.