



A LASTING IMPRESSION

Village of Hartland & Hartland BID Brand Identity Package

Prepared for
Hartland BID

Proposal Number: 6148
Submitted on March 11, 2021

Created by Ocreative
Andrea Koepfel
262-563-1800
hello@ocreativemarketing.com



Hello Michelle,

You reached out to Ocreative because you aren't interested in a one-size-fits-all approach. The Village of Hartland and Hartland Business Improvement District are ready to stand out and refresh the brand identity and we're here to get you there. You're making an investment in the look and feel of the village and we don't take that task lightly.

We've tailored a custom branding & marketing campaign specifically designed with you in mind:

- Launch a striking and memorable new brand that makes a bold statement and demands attention.
- Establish a brand that can evolve and grow with you.

We took some extra time to take a look at your existing identity to create a comprehensive solution that will optimize your marketing budget while making real connections with potential visitors, business owners, industry partners, and community members to help your brand grow and thrive.

Your customized solution includes:

- A completely custom logo and color palette with a full digital logo suite and a comprehensive brand identity standards guide.
- A consideration for Key messaging to identify and connect with key target audiences and define the tone and language of your brand.

Creatively Yours,

Andrea Koepfel
Founder and Chief Creative Officer

Matt Koepfel
Chief Business Development Officer

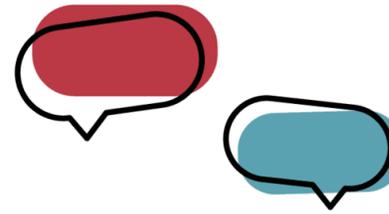
A Successful Project Starts and Ends with Communication

OUR APPROACH

At Ocreative, we believe successful marketing needs to appeal to and engage with the correct target audiences while providing a meaningful and immersive experience. We work to take a content-first approach to building our collateral, from websites to print campaigns, and beyond. Through proper understanding, analysis, and research, we are able to organize your content and goals to streamline your messaging.

PROJECT MANAGEMENT

We believe a successful project rests on steady communication and the effective delivery of information. We start every project with a group kickoff meeting where we review the project scope, production calendar, important milestones, and key action items for all stakeholders. We schedule meetings with your team based on your needs and availability to facilitate feedback discussions and the timely completion of your project. Jerrie Ceplina, our Project Manager & Marketing Strategist, will be our project lead, helping to ensure continuity in communication and that all deliverables meet the project timeline and your expectations.



TOOLS & APPLICATIONS

At Ocreative, we use a combination of software applications facilitate effective communication, strategy development, and project review:



Zoom/GoToMeeting/Microsoft Teams

Ocreative offers remote meetings using these web conferencing platforms to facilitate group discussions and share visual elements using screen-share technology.



Dropbox/Google Drive/WeTransfer

Our team is well-versed in a number of file-sharing platforms to assist in the effective transfer of project files to and from our clients.



SurveyMonkey

Ocreative develops custom digital project surveys to identify key objectives, organizational information, and goals to ensure our deliverables meet your needs.



SlickPlan

We use this web-based app to organize site maps, assemble and update content, and stay organized for website development.



Design Proofs

As Ocreative begins the design phase, we will provide a web link where clients can view design proofs of any visuals being created.

Brand Identity Development Package

Developing the Right Strategy

Today's market is saturated with tremendous competition across all industries. Consumers have more choice than ever before and it's up to businesses to deliver the right messaging at the right time to truly connect and drive consumer action. How a business delivers their message is so much more than a sign, a Facebook page, or an eBlast.

A Well-Rounded Approach

A business must live its brand - through aesthetics, action, and attitude. Brand identity is built on several key factors including key messaging, an impactful logo, a meaningful color palette, and a series of brand standards to keep your branding initiatives on track. With Ocreative as your branding partner, we will work to identify and develop these individual pieces to create a unified brand identity that is meaningful, impactful, and drives action.

The Four Pillars of Brand Identity

- 1. Key Messaging**
Curate the perfect messaging, specifically developed to engage with your target audiences while defining your unique brand language and tone.
- 2. Logo**
Develop a powerful, meaningful visual statement for your brand that engages every time. Bring your new logo to life with custom branded collateral like business cards, letterhead, note cards, envelopes, and more!
- 3. Color Palette**
Spend time with our certified color expert to establish brand color palettes with the right messages and meanings to appeal to your target customers.
- 4. Brand Standards Guide**
Drive your brand home with every marketing campaign by following our comprehensive brand standards guide that clearly outlines appropriate usage, font pairings, colors, and more.



Our Branding Process



DISCOVERY

To confirm that we have all the information needed to move forward, we follow our 24-point discovery checklist to make sure that we have touched all aspects of the company, industry, and audience.



ANALYSIS

Our marketing team is involved throughout the process to make data-driven decisions. We analyze historical user data along with research data to identify audience behavior and attributes.



DEFINE & AUDIT

Ocreatives uses a Messaging Matrix that hones in on the top issues by key audience, identifies attributes of the company and how they support the needs of each audience, development of a theme, and identify proof points that deliver the company's value.



DESIGN

Brand design considerations include logo, typefaces, color palette, and supporting graphics. We streamline design styling to create a unified tone for the brand.



COLLATERAL STRATEGY

Ocreative offers guidance of materials and manages the timeline, details, and design of marketing collateral and digital initiatives.



LAUNCH STRATEGY

Our go-live strategy for the brand ensures all aspects of the launch are accurate and quality-controlled in the final week before launch.



MONITOR

Following the launch of the brand, Ocreative can manage communications with clients.



MARKETING

Post launch, Ocreative can help with lead generation, email marketing, Google Ad campaigns, remarketing, banner ads, and search engine optimization to name just a few. Follow up to add these tactics to your marketing initiatives.

Understanding Your Branding Investment

Your company is just starting and your brand will need to evolve along with you to reflect not only where you are today but where you are headed tomorrow. With the look of the logo, we will design the logo, define the brand colors, and select the typography to give your brand a fresh, engaging look and feel that aligns with your business goals.

DESCRIPTION	SUBTOTAL
Brand Identity Package <ul style="list-style-type: none">• Logo design - Ocreative will present 3 initial logo design concepts, and up to 3 sets of client-requested revisions to one of the chosen concepts are included. We will refine the logo to one-color versions (black and white) and full-color versions (CMYK and Pantone). The majority of the logo will be the same between both organizations—Village of Hartland and Hartland Business Improvement District—with approximately a 10% difference between the two logos for continuity of brand identity between the two organizations. All final official artwork files are made available in EPS, PNG, JPG, and PDF.• Brand colors - Hand-selected brand colors with rationale from our certified brand color consultant to support your brand message. Your brand color is instant communication. It sends the first impression of how your brand is perceived and how people interact with it.• Brand typefaces - We will choose complimentary brand typefaces that support the brand tone. Font licensing is the responsibility of the client.• Brand identity standards guide - An identity standards document shows the acceptable usage of elements of the brand for internal and external teams. Ocreative will develop a brand identity standards guide, typically 10-20 pages, and present it as a digital PDF document.	\$5,500
<input type="checkbox"/> [optional] Key Messaging (Brand Tone of Voice) <p>Creating a comprehensive key message platform is a critical step in creating a comprehensive marketing plan. Ocreative uses a Messaging Matrix that hones in on the:</p> <ul style="list-style-type: none">• top issues by key audience that need to be addressed• attributes of the organization and how they support the needs of each audience• development of a theme that aligns the audience issues with the company's attributes• proof points that deliver the organization's value <p>Ocreative will develop a key messaging guide, typically 10-20 pages, and present it as a digital PDF document.</p>	\$5,500
Total	\$5,500



Your Integrated Marketing Partner

Since 2003, our team of local, hardworking creatives, strategists, and developers have focused on client-centered service. Education and meaningful guidance are core principles in our proven approach to successful marketing.

At Ocreative, we believe great marketing should be accessible to everyone.

We work with our clients, every step of the way, from concept through completion, to make informed and effective decisions that drive our custom marketing campaigns. We make it our mission to get to know you, your goals, and your values to make sure our work together makes a real impact.

We're Ready to Join Your Team

We believe in respect and creating genuine connections with one another and with our clients to get the most out of every marketing initiative we execute.

Capabilities

Our deep understanding of traditional principles, expertise in digital methodology, and our emphasis on human-centered design, allows us to take a fully integrated approach to optimizing your marketing to drive real results.

We're Here for All Your Marketing Needs

At Ocreative, we're all about people – understanding demographics, building strong connections, and driving consumers to take action. Our services strategically pair digital and traditional marketing methods to optimize your marketing efforts and provide real results.



Marketing

- Marketing strategy
- Content marketing
- Marketing automation
- Email marketing
- Video marketing



Web

- Website design
- Website development
- Search engine optimization (SEO)
- Pay-Per-Click (PPC)
- WordPress websites



Social Media

- Social media strategy
- Social campaigns
- Social media optimization
- Account management
- Analytics & reporting



Design

- Ad design
- Tradeshow & event collateral
- Out of home/outdoor advertising
- Color consulting
- Photography



Branding

- Logo design
- Key messaging
- Target audience development
- Brand color consulting
- Promotional items

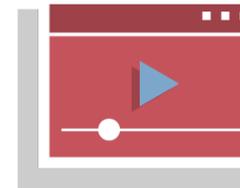


Photo & Video

- Educational videos
- Ad campaigns
- Interviews
- Training videos
- Photography

Meet Our Team

We are a small team of dedicated marketing experts who build on the strength of one another to create a multi-faceted marketing resource for businesses just like yours. Each person at Ocreative brings a unique perspective, skillset, and talent to our team and the work we create.



Andrea Koeppel
CEO & Chief Creative Officer

focuses on exploring the best in people. From nurturing the talent of her dedicated team to finding the creative spark in her clients, it's her ability to identify what moves people that drives Ocreative's tenacity. | **17 Years with Ocreative**



Matt Koeppel
Chief Business Development Officer

approaches our client challenges from every angle to offer effective and meaningful solutions. Matt works to truly understand the unique needs of each of our clients to create tailored action plans that drive real results. | **17 Years with Ocreative**



Paul Campbell
Lead Web Developer

is our in-house WordPress expert who turns our creative web strategies into concrete digital solutions. Paul is dedicated to continuous improvement and focuses his efforts on mastering new development strategies as they emerge. | **7 Years with Ocreative**



Caylin Rosene
Graphic Designer & Photographer

has a natural talent for understanding perspective – in both graphic and interpersonal terms. Caylin synthesizes client experiences and translates them into tangible, impactful design that makes its mark. | **4 Years with Ocreative**



Jerrie Ceplina
Marketing Strategist/Project Manager & Copywriter

takes a detailed, multi-faceted approach to marketing and project development. Focusing on the overall strategy, Jerrie works with clients and our team to keep deliverables on track and on point. | **3 Years with Ocreative**



Allie Garde
PPC & Digital Marketing Analyst

is a data-driven, results-oriented digital marketing strategist who enjoys "crunching the numbers" in a creative environment. Allie encourages our clients to challenge the status quo and push their digital marketing strategies to drive results. | **2 Years with Ocreative**



Kelsey Becker
Graphic Designer & Illustrator

is a process-oriented creative who takes a holistic approach to design work. Kelsey works to balance function with form as she develops effective designs that pinpoint our client goals and objectives with razor-sharp precision. | **2 Years with Ocreative**



Wendy "Woo" Koeppel

is a real go-getter who works tirelessly to ensure proper treat and caffeine allocation to the Ocreative team and our clients. She also provides snuggles on demand. | **4 Years with Ocreative**



Our International Creative Awards and Recognition

We focus on making successful marketing and advertising accessible for everyone, by taking every strategy development session as an opportunity to educate our clients on the “how” and “why” to encourage their creative involvement in the process. At Ocreative, we emphasize transparency and empower our clients to take charge of their marketing strategy.

We work diligently to meet our first (and forever) goal: making our clients happy by helping to strengthen their businesses and organizations, but we have also been graciously recognized by a number of international marketing organizations for our work.



42



6 Years in a Row!

5 Categories

Awards

References

Cities and Villages Mutual Insurance Company (CVMIC)

Pallin Allen

Manager of Member Services & Risk Management

tel: 414-831-6005

email: pea@cvmic.com

C. Kanoe Nāone, Ph.D.

Chief Executive Officer of Boys & Girls Clubs of Conejo Valley

(Former Chief Executive Officer of INPEACE)

tel: 818-706-0905 ext 105

Funeral Service Foundation

Kelly Manion

Director of Communication

tel: 262-814-1574

kmanion@funeralservicefoundation.org

BEVCO

Sylvia Williams

Vice President of Sales and Marketing

262-798-9200 ext 109

swilliams@bevco.com

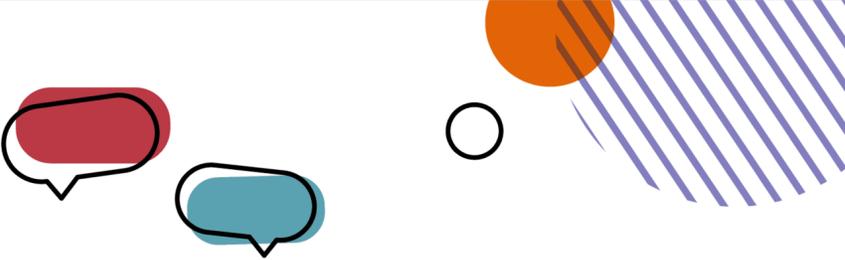
WI Chapter of American Academy of Pediatrics

Kia Kjensrud

Executive Director

262-751-7003

kkjensrud@wiaap.org



“I trust them COMPLETELY and that is unusual for me. They are by far the best web folks I have ever worked with. When we did our website and the annual report, they had unbelievable systems in place to keep us on track and make sure the content was accurate. The ease of working with them makes the process so much less painful and actually enjoyable. Unlike so many of my past experiences with IT and websites, PR, etc.”

- Kanoe Nāone, Ph.D.

Chief Executive Officer of Boys & Girls Clubs of Conejo Valley

“I love working with you. You create great work. Just look at how good you are making BEVCO look.”

- Sylvia Williams

Vice President of Sales and Marketing, BEVCO

Our Work



Brew Pipeline Branding & Business Launch

The Request

Because the Brew Pipeline team was tackling distribution barriers to help craft breweries extend their reach and help distributors enhance their offerings, they wanted a brand that was easily identifiable with the beer industry and that was memorable. They approached Ocreative to generate a strong color palette, a custom logo, and custom typeface for their business.

The Strategy

Ocreative's color expert began by interviewing surveying key Brew Pipeline stakeholders to get a comprehensive understanding of the business and their brand goals. Using a proprietary system of color theory and identification, we hand-selected a dynamic color palette that leaves an impression. With an emphasis on energy, this custom color palette features Midnight Run, a deep black that leans onto strong undertones of blue and hints of warming yellow accented by hot, dynamic, and energizing splashes of orange, yellow, and electric blue. A steep contrast between dark and bright hues make a bold statement that demands attention while the blue, Electric Star, defies the typical "cool" message of the blue family and leans more towards an intense blue, like the hottest gas flame. Color notes of water, hops, wheat, and amber play off deep colors to trigger thoughts of a cold frothy brew.

About the Client

Brew Pipeline came to Ocreative with a revolutionary business plan to enhance beer distributor offerings throughout the country and bring more diverse beers to beer drinkers everywhere. Their unique business offers a series of innovative programs that open up craft brewers' portfolios, allowing brand distribution to currently untapped markets.



Our Work



Selecpac USA Brand Identity

The Request

Selecpac USA's owner was looking to streamline his business and integrate more modern marketing practices into his existing routine. In order to better define the business within his industry and to develop brand awareness, Selecpac USA worked with Ocreative to develop a custom color palette and logo with custom typeface to act as the foundation for his new website and email marketing initiatives.

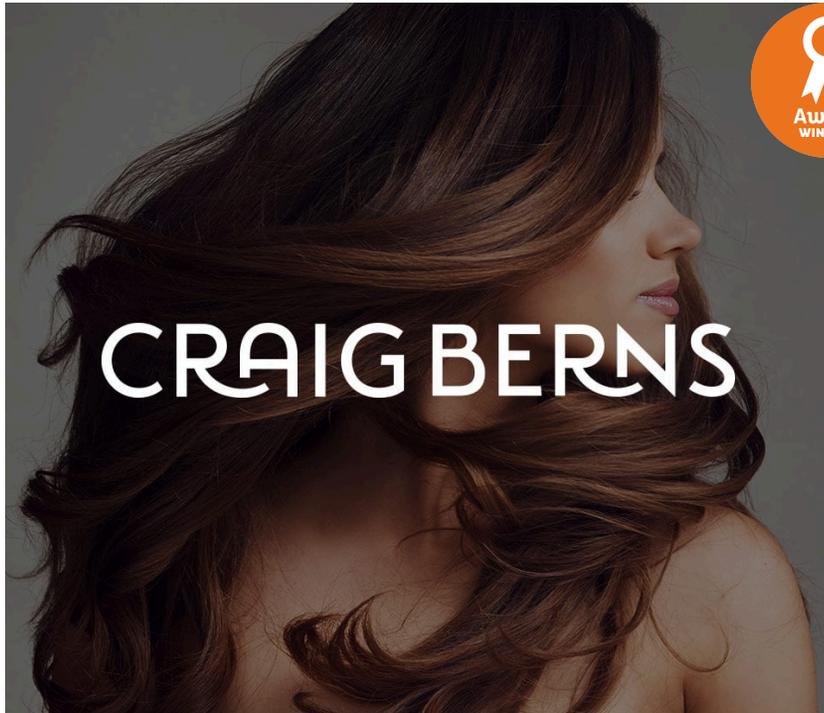
The Strategy

To truly hone in on the color palette and branding, Ocreative developed a key messaging package that included target audience identification, definition, and tailored messaging for each group. Using the market research and findings from the key messaging initiative, paired with additional information seeking, Ocreative's color expert designed a color story titled Dynamic Energy. The color palette featured a leading pair of warm hues called Orangeade and Sun Orange that are both energizing and fun. This energy is balance with their double-split complimentary colors, an electric and trustworthy blue called Aquarius and a faithful Beveled Glass. To include a bit of simplicity and space for the colors to breathe, we include an abundant use of Pure White or Bold Black.

About the Client

Selecpac USA, based in the heart of Wisconsin, provides quality packaging automation solutions for diverse packaging requirements across multiple industries with an emphasis on food, petrochemical, and other consumer goods packaging. Unlike other solution providers, Selecpac USA offers project management, engineering, supplier communication, training, and set up as a value-added resource, making it a one-of-a-kind service in the industry.

Our Work



Craig Berns Brand Identity

The Request

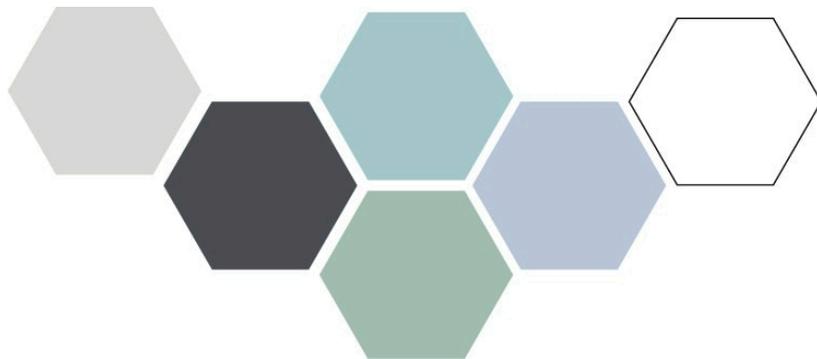
While Craig Berns began as an Aveda salon, they have extended their services and product lines to include a number of thoughtful, organic, and Earth-conscious offerings. Looking to break from the traditional brand guidelines of Aveda and build a signature look and feel of their very own, the Craig Berns team worked with Ocreative to develop a custom color palette and a new logo with custom typeface. This branding would extend to a freshly designed website and new marketing and service collateral to roll out the new brand.

The Strategy

Our expert color theorist worked with the Craig Berns team to get a deep understanding of how they wanted their brand to be represented. After presenting and refining a few color palette options, the final color story, aptly named Modern-Day Elegance, is triumph simplicity, minimalism, and a clean aesthetic. Offering custom colors like Billowy Gray, Space, Starlight Blue, African Sage, Rose Glow, Eventide, and Crisp White, this palette is a breath of fresh air and instantly transports to a spa-like, Earth-conscious environment and is both comfortable and modern.

About the Client

Craig Berns is a full-service, luxury salon and spa located in the heart of Lake Country, in downtown Delafield. The experienced team of hair stylists, makeup artists, nail technicians, and estheticians take their craft to a new level by offering outstanding service with a dedication to natural health and beauty and to helping our planet.



Next Steps and Signatures

TOTAL PROJECT INVESTMENT

Most optional items are not included by default unless you see a check mark in front of their title. You can add or remove optional items by checking or un-checking their individual boxes. Checked optional items will be included in the total project fees displayed below.

Total Project Fees \$5,500.00

Total Monthly Fees \$0.00

Total Annual Fees \$0.00

NEXT STEPS

Please read the terms and conditions to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

Once you feel confident about everything and are ready to move forward, please click the 'sign here' button to accept the proposal. Sign in the box that pops up to make the acceptance official. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling. We'll email you a separate copy of the signed contract/proposal for your records. If you'd like to speak to us by phone, don't hesitate to give us a ring at 262-563-1800.

SIGNATURES OF ACCEPTANCE

The act of clicking the 'sign here' button to digitally sign or physically signing the agreement authorizes Ocreative to proceed with the project as outlined in the proposal document and client agrees to pay all fees for this project as outlined and agrees to the terms and conditions.

 SIGNATURE
Michelle Haider

Michelle Haider
Hartland BID

 SIGNATURE
Andrea Koepfel

Andrea Koepfel
CEO / Chief Creative Officer
Ocreative



Terms and Conditions

Date: March 11, 2021 (the "Effective Date").

Between Ocreative Design Studio LLC ("Agency") and Hartland BID ("Client"). Client is hiring Agency to perform Village of Hartland & Hartland BID Brand Identity Package for the monthly fees of \$0.00, the annual fees of \$0.00, and the one instance fee of \$5,500.00 as detailed in the proposal to which these terms and conditions are included (collectively the "Agreement"). The Agency may also be referred to as We and Us, and the Client may also be referred to as "You." The Agency and Client may be referred to individually as a Party and collectively as the "Parties." In consideration of the mutual covenants and conditions contained herein and other good and valuable consideration, the receipt of sufficiency of which are hereby acknowledged, the Parties agree as follows:

This price quotation will be honored for 30 days from the day it was sent. All estimates may vary +/-10%. Any deviation from the original project scope, as described in this document, may result in a change in price. Should this occur, the Client will be made aware of the change as soon as possible by Ocreative. All additional costs exceeding the original total project fees beyond +/-10% of the price stated herein will be quoted to and approved by the Client before costs are incurred.

Mutual Cooperation: Agency agrees to provide the Deliverables as detailed in this Agreement which conforms to the specifications detailed herein. The Client agrees to aid Agency in doing so by making available to Agency required information pertaining to the business/project and to cooperate with Agency in expediting the work.

Agency Services and Fees: This Agreement constitutes the sole agreement between the Client and the Agency regarding all items outlined herein. Final costs shall be shown when the invoice is rendered. Projects shall be invoiced on a 50%, 25%, 25% schedule or all charges for project services shall be invoiced on a monthly basis as services are rendered. All sales are final. However, if the project is delayed for longer than 30 days, the Agency will invoice for work completed to-date.

Terms of Agreement: This Agreement shall be in effect beginning on the Effective Date. The Client must maintain good financial standing with the Agency at all times. The Client reserves the right at any time and in its absolute discretion to terminate the services of the Agency upon thirty (30) days prior written notice to the Agency. In such event, the Client will be responsible for paying for any work completed but not yet billed to the project. Client agrees to pay invoices in a timely fashion and within the payment terms specified on the invoices.

Confidentiality: All materials furnished to Agency by Client under this Agreement, including but not limited to studies, plans, reports, surveys, and analyses and/or projects and all information regardless of form are the property of Client and shall be treated as "confidential" by Agency (except such information and material as may be established to be available in the public domain) and shall not be disclosed to any third party without the prior written consent of a duly authorized representative of Agency, except to subcontractors of Agency who are subject to the same confidentiality obligation.

Requested Revisions: The Client shall be responsible for making additional payments, if any, for changes from original job assignments as directed by the Client. However, no additional payments shall be made for any revisions required due to an Agency error or omission.

External Costs: Out-of-pocket expenses such as printing, postage, illustrations, photography, shipping, color and digital print outputs, messenger service, and travel shall be billed as they are incurred. Travel expenses are defined as mileage, transportation, hotel, and parking. The Client shall be notified of any outside services that require partial or full payment such as photography, postage, research projects or others as required by the vendor prior to the initiation of the project.

Ownership of Materials: All final artwork files produced by the Agency under this Agreement (the “Deliverables”) shall, upon full payment of all outstanding charges, be the property of Client. At such time, the Client shall have exclusive ownership of those Deliverables. The layered project files are not included in our fees nor the Deliverables but would be made available to Client for an additional fee that is a minimum \$1,000 fee or 25% of the total project fee, whichever is greater. It is understood that work commissioned by the Agency from third-party vendors including, but not limited to, photographers and illustrators, is subject to different ownership and usage rights which shall be determined on a case-by-case basis. The Agency retains the right to display graphics and other elements, including the Deliverables, as examples of their work in their portfolio and for use to market the Agency. Any unused materials, concepts for the project, or anything else not part of the Deliverables after full payment has been made remain under the ownership of only the Agency.

Web Hosting: This paragraph applies if You have entrusted Ocreative with Your website hosting. While We have carefully chosen the third party that hosts and co-manages our cloud-based servers, We cannot guarantee that Your website will be available online one hundred percent of the time or that it will always function without error. You will also be subject to the terms and conditions from chosen the third party that hosts and co-manages our cloud-based servers. If there is a problem with Your website, please notify Us, and We will make reasonable efforts to correct the problem. We always strive for happy customers. To the extent that We are acting as a “Service Provider” as defined in the California Consumer Privacy Act (“CCPA”) and maintaining Personal Information (as defined in the CCPA) for You, the Data Processing Addendum linked from Our Privacy Policy will apply. To the extent that a third party is acting as a Service Provider under the CCPA and maintaining Personal Information for You, the third-parties’ data processing addendum will apply.

Errors: The Agency strives for perfection, but cannot guarantee that work will be error-free (we’re human!) and therefore, WE MAKE NO OTHER WARRANTIES, EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. We shall NOT be liable for any special, indirect, incidental, exemplary, consequential losses or OTHER damages. AGENCY’S liability, if any, for any claim or loss arising out of, or connected with, this Agreement shall not exceed the amounts paid to the Agency by the Client during the preceding twelve (12) months of the event that gave rise to such claim or liability.

Permissions: Ocreative assumes Client has permission from the rightful owner to use any code, scripts, data, information, and reports provided by Client for inclusion in its materials, and Client will indemnify, hold harmless, protect, and defend (including payment of reasonable attorney’s fees) the Agency from any claim or suit arising from the use of such work or otherwise arising from Client’s action or inaction under this Agreement.

Governing Law & Venue. This Agreement shall be governed by the laws of the State of Wisconsin, without regard to its conflict of law principles. Any disputes arising under this Agreement shall be resolved in the United States District Court For The Eastern District Of Wisconsin and state courts located in Waukesha County, Wisconsin, and the parties submit to the jurisdiction of these courts. This Agreement is binding upon the successors and assigns of the Parties.