



Proposal

8 October 2015

City of Tonka Bay Strategy and Identity

Background

Tonka Bay was incorporated as a village in 1901. Over time, Tonka Bay's population grew and the area over one square mile became the City of Tonka Bay. As of 2010 census data, there are nearly 1,500 residents throughout 650 homes in the city that is split between Lake Minnetonka lakeshore and non-lakeshore property. Within the city there are five parks.

In Q3 of 2015, Tonka Bay established a parks committee made up of residents and councilmembers to advise City Council on how to improve the parks for the community's use. One of the key tasks for the committee is to better identify the city boundaries through updated signage. Signage budget is approved and available. As a precursor to signage development, an exercise was done amongst committee members at its first meeting to help define the city's personality and to identify which font felt best for the city. Members were asked to select their top three choices from a list of 20 fonts. The exercise to define the city's personality and what signage fonts were best precipitated the question of, "What is the City of Tonka Bay's brand strategy and identity?" After discussion amongst the parks committee members, which includes three Council members, the group stated no current brand strategy or identity exist. The city's logo is decades old. Considering the impact and wider reach defining font signage could have for the perception of the city and other city communications, this crossroads is an ideal time to holistically reexamine the city's identity to best position it for the future.

As a City of Tonka Bay Parks Committee member, city resident and Account Manager at Franke+Fiorella, a 22-year-old brand strategy and identity design firm, Jill Maki proposed we take this opportunity to revitalize the city's brand, with signage being a key touchpoint in welcoming people to the City of Tonka Bay. Franke+Fiorella would like to offer its brand strategy and brand identity design expertise as pro bono services for the proposed project scope outlined below. After discussion by the parks committee, the group approved bringing this proposal forth to Council for approval.

The following proposal outlines the scope of work, process, and typical fees and expenses associated with strategy, design, project management and production for a project of this nature. Franke+Fiorella is willing to provide our services as an in-kind donation.

Our Process

We take a holistic approach to brand strategy and identity design to ensure the product of our work is aligned with needs and on target with the city's vision.

Our process includes the following phases:

Strategic Development

- Visual and Brand Audit: City of Tonka Bay and Peer Group/Neighboring Cities
- Research Review: Includes reviewing recent research such as resident surveys, feedback forms, city information including historical and demographic data
- Key Stakeholder Interviews: Includes 7-10 phone interviews with city council members, residents, businesses and organizations affiliated with the city
- City of Tonka Bay Brand Strategy: Includes brand position, brand vision, brand personality, brand attributes, and brand promise

Visual Identity

- Logo and Logo Application Examples: as applied to water tower, business card and website home page
- Visual Identity System: as applied to signage and a sampling of 3-4 print and digital communications
- Signage Recommendation: including recommendation on font, sizing and materials for north and south city monument signage and park signage (Note: Does not include working directly with the sign company.)
- Stationery System: business card, letterhead (print and electronic), #10 envelope and mailing label
- PowerPoint presentation layout: design for 3-4 screens including a title slide, divider slide and bulleted list interior slide (does not include template)
- Three-page high-level guidelines for strategy and identity implementation consistency

Deliverables

- PDF presentation of high-level audit of Tonka Bay communications and signage for up to 5 other cities
- Interview findings PDF document
- City of Tonka Bay brand strategy
- Logo (.ai, .jpg, .png file formats in full- and one-color)
- Visual identity (color palette, imagery style, logo, typography, graphic elements [if applicable]) as applied to 3 types of signage, home page of website, stationery, newsletter and PPT presentation (Note: These are representative layouts only. Does not include producing actual final files or templates for website, newsletter or PPT.)
- Written signage recommendation on font, sizing and materials for north and south city monument signage and one representative park sign that will be used for all five parks. Includes representative visuals of logo and typographic treatment applied to the aforementioned signage.
- Print-ready files for business card, letterhead, #10 envelope and mailing labels. Microsoft Word template for letterhead
- PowerPoint files for PowerPoint presentation (not in template format)
- PDF of three-page style guide defining brand strategy and key elements of the identity system



Estimate

Project Phase	In-kind Fees	Estimated Timing
- Audit	\$ 3,000	2 weeks
- Research review and Interviews	\$ 9,000	1 – 2 weeks
- Strategy	\$ 4,000	2 – 3 weeks
- Logo design	\$10,000	2 – 3 weeks
- Visual Identity system	\$ 5,000	2 – 3 weeks
- Signage recommendation	\$ 8,000	3 – 7 weeks
- Stationery system	\$ 4,000	2 weeks
- PowerPoint presentation	\$ 1,000	1 - 2 weeks
- Style guide	\$ 2,000	1 week
F+F Expenses	\$ 1,000	3 – 5 months
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Sub-total:	\$ 47,000	
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In-kind donation value:	\$ 47,000	

NOTE: Estimate does not include imagery (either illustration, stock or original photography, or any costs associated with retouching or conducting a photo shoot), print coordination, proofs, press check or printing, fulfillment, website design or programming, signage materials or actual sign fabrication, communication/meetings with signage company, signage vendor recommendations or budgeting.

Timing: Target completion by February/March 2016
The city will be hosting a Chamber of Commerce event at Manitou Park in August 2016 which could be the announcement and unveiling of the identity.