



PROJECT PROPOSAL

Business: FCSPD

Date: 02/12/2026

Attention of: Dr. Clendening

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PROJECT OBJECTIVES

Goal #1

Create a visual identity that communicates safety, professionalism, and authority while remaining **welcoming and approachable** to students, families, and staff. The logo should feel protective and credible without appearing intimidating.

Goal #2

Develop a logo that **works seamlessly** across uniforms, vehicles, signage, digital platforms, and printed materials—ensuring the department is immediately recognizable and visually aligned with the school's overall identity.

Goal #3

Design a **timeless logo** rooted in the department's values—service, integrity, and community—so it remains relevant as the department grows and evolves, avoiding trends that could quickly date the identity.

PROJECT STAGES

1. Onboarding

Once the first payment is received, I'll officially begin the creative process. At that point, we'll schedule presentation dates to review concepts and brand directions as the project progresses. These presentations are an important part of the process and allow us to collaborate, gather feedback, and refine the work intentionally.

2. Presentation

The next step will be our initial concept presentation, where I'll walk you through 15 distinct logo concepts and explain the thinking behind each direction. During this presentation, we'll discuss what's working, what resonates most with your brand, and you'll select three logo concepts to move forward into deeper development and full brand exploration. From there, we'll schedule additional presentation dates to review refinements and expanded brand concepts as the project progresses.

3. Brand Design

Using the approved concepts from the previous stage, I'll work on developing and designing your visual identity. This includes designing three responsive logo suites, vehicle graphics and complementary font pairings.

PROJECT STAGES

4. Presentation

You will be presented with three distinct logo suites, each developed from the selected concepts and expanded into complete visual directions. Each suite will include refined logo marks, supporting variations, color and typography exploration, and real-world mockups to show how the identity lives across applications. This presentation allows you to compare directions, discuss what resonates most, and move forward with a visual identity that best represents your organization.

5. Guidelines

Once the final logo direction is approved, I'll create a Brand Guidelines Document. This guide is your go-to for all things brand identity and assets, offering an in-depth understanding of how to make the most of your freshly crafted image and ensure consistency across all touchpoints.

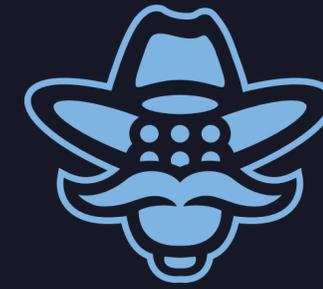
Offboarding

After the brand guidelines are finalized and approved, I'll package and deliver all brand assets in a clean, organized, production-ready file system. This includes all approved logo files and supporting files in multiple formats for print, digital, and apparel use, so everything is ready to use moving forward.

DON'T JUST LISTEN TO ME

Past clients consistently share how I helped turn their ideas into something tangible and lasting—and how the work actually made an impact for their business. I take pride in listening first, then building visuals that truly reflect their vision.

If you'd like a refresher on my style and approach, here's a look at some of my recent work.



PILLAR WEALTH

Pillar Wealth Financial Advisors required a refined brand identity that communicates stability, trust, and long-term growth. The goal of this project was to create a visual system that felt established and credible while remaining modern and approachable for a wide range of clients.

The identity centers around a custom pillar icon, symbolizing strength, structure, and a solid financial foundation.

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It was helpful that you could understand our industry and the message we wanted to communicate. Then use your skills to make designs that aligned with that without us needing to make a ton of adjustments. It can be hard to find a designer that can put the business logic ahead of what is “good art”. You make that judgement really well!

”



JOHNSON COUNTY HISTORY MUSEUM

Created to celebrate 250 years of Johnson County's history, this award-winning logo combines modern design with historical symbolism. The design honors the county's heritage while showcasing its growth and community pride, using clean lines, balanced typography, and timeless colors that reflect both tradition and progress.



FCSPD

Visual Package

This package prioritizes visual branding and execution, perfect for clients who don't need deep strategy but want their ideas designed thoughtfully and professionally.

Deliverables:

- 15 one color logo options
- Brand Design & Presentation: 3 Full Cohesive brand Logo Suite options. (Primary, secondary, and badge logo) Font Pairings, Vehicle decal design, pattern (2x Revisions)
- Full Brand Guidelines
- Packaged Files

Estimated Timeframe:

Stage 01: Onboarding/ Research and direction **2 Weeks**

Stage 02: Logo Mark Presentation

Stage 03: Brand Design Development **2-3 Weeks**

Stage 04: Brand Design Presentation

Stage 05: File packaging/Brand Guidelines **1-2 Week**

Total estimated project timeframe **6-8 Weeks**

Project Investment:

The project investment cost: \$2500

Please note this price is valid for 10 days of the document date.

Payment Plan:

This can be split into two 50% Payments. One taken at the start & end of the project.

READY TO GET STARTED?

If you've got any questions just let me know.

I'm excited to hear from you and hopefully have the pleasure of working together to bring that big vision to life!

Next steps...

Send me an email with your decision and we'll get started.

