



A Love for art. A passion for design. A firm that will elevate your brand.



Rebranding **PROPOSAL**

for **Lodi Unified School District**



August 12, 2021

Ms. Chelsea Vongehr
Lodi Unified School District
1305 East Vine St.
Lodi, CA 95240

OVERVIEW

ASIR Visual Marketing (ASIR) is pleased to submit this proposal for rebranding design for Lodi Unified School District (LUSD) in achieving its goals of developing a more professional and creative look and brand for the District and its 48 elementary, middle and high school logos. Our firm has over 23 years of marketing and design experience working with both large and small companies and organizations. We've partnered and worked with large government and state agencies all the way down to small local businesses here in the Central Valley. We are a full marketing and graphic design firm with the ability to scale up or down based on our client's needs. Our commitment is to delivering professional, custom, and creative designs that will ELEVATE YOUR BRAND.

OBJECTIVE

Lodi Unified School District is seeking a firm to redesign the District logo along with its 48 elementary, middle and high school logos. The logo "refresh" is part of a larger Communication Plan and will be used to market the District and its schools in recruitment and retention efforts. The refreshed logos will be professional and creative, which will build confidence and trust for parents seeking to enroll their children into LUSD. With a professional logo for each school, this will evoke a sense of pride across the District which will result in the District being able to retain good employees, staff and teachers.

Goals

- Increase student enrollment district wide
- Improve employee, staff and teacher retention
- Recruitment of better employees, staff and teachers
- Build pride and trust among each school

SOLUTION

ASIR's core value is about building partnerships. It is through these partnerships that allows us to truly see the vision through our client's eyes, thus allowing us to develop a truly unique and custom design for them. ASIR will meet with each client and/or stakeholder group, starting with the District and then proceed through the 48 school sites. We will work closely with each client or stakeholder group to produce something they will genuinely be proud of.

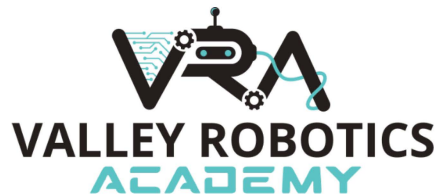
OUR PROPOSAL

ASIR has a well-deserved reputation for exceptional design and creativity in the Central Valley, having won numerous design awards, including one of the District's very own Middle College High School logo rebranding. The challenge for the District along with its 48 schools sites is that the current logo and branding is severely dated. Some logos have not been refreshed or redesigned in more than 30+ years. The District and its Board of Trustees have recognized and agreed that it is time to move forward with a complete rebranding in order to be more competitive with other districts locally, in terms of recruitment and retention.

Over the last 23 years our team has worked with hundreds of organizations and businesses to bring custom and unique logos and branding to achieve our client's goals and visions. We accept this challenge and hope that the District will allow us the opportunity to showcase our creative ability to propel the District's branding to another level.

BRANDING SAMPLES

Below are samples of logos and brandings that our team has produced over the years that have not only elevated our client's brand but have won national design awards.



PARTNERS

We have extensive experience working with educational organizations and institutions, from charter schools to K-12 to community colleges and universities. Below are some of our partners:

- San Joaquin Delta College
- City College of San Francisco
- University of the Pacific
- Edison High School
- Cabrillo College
- Stockton Educational Center
- F.A.C.E.S.
- Sierra Foothills Academy

APPROACH

Our project approach is quite simple. We start every project off with a kick-off meeting, in order to get to know our clients, to really get inside their heads and truly understand their visions and goals. Our partnership will be predicated on trust and communication, hence the importance of the kick-off meeting.

- Kick off meeting with stakeholder group
- Analyze current brand, discovery process
- Solicit focus group feedback (if needed)
- Research client's strength, weaknesses, opportunities and threats
- Conceptualize custom designs
- Design execution
- Delivery of creatives

DELIVERABLES

The following is a complete list of all project deliverables (per school site)

District and School Sites

- Custom logo and logo variations (full color, monochromatic, black & white)
- Brand standard / style guide booklet, to include:
 - Logo variations
 - Typefaces
 - Key brand colors
 - Color palettes with values
 - DOs and DON'Ts
 - Samples of logos on different mediums

PROJECT COST

Rebranding when done right, takes time, commitment and communication. We anticipate the rebranding of the District and 48 school sites to take several years. We proposal breaking the project up into 3 phases.

Phase 1 (first year)

- Rebrand the District, plus 15 school sites

Phase 2 (second year)

- Rebrand 16 school sites

Phase 3 (third year)

- Rebrand 17 school sites

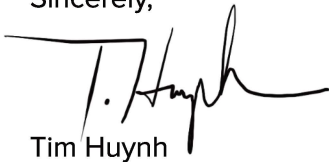
MILESTONE	COST
Phase 1	\$32,000
Phase 2	\$32,000
Phase 3	\$32,000
TOTAL	\$96,000

CONCLUSION

We look forward to working with Lodi Unified School District and supporting your efforts to develop a more professional brand for your marketing efforts. We are confident that we can meet the challenges ahead and stand ready to partner with you in delivering an amazing brand for your District.

If you have any questions on this proposal, feel free to contact Tim Huynh at your convenience by email at thuynh@asirvm.com or by phone at (209) 406-9906. We look forward to hearing from you regarding this proposal. Thank you for your consideration.

Sincerely,



Tim Huynh
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ASIR Visual Marketing
(209) 406-9906

