

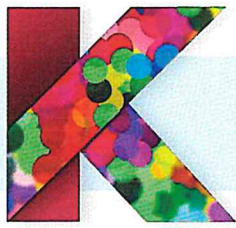


Town of Bolton

222 BOLTON CENTER ROAD • BOLTON, CT 06043
TELEPHONE (860) 649-8066 FAX (860) 643-0021

**BOARD OF SELECTMEN
WEDNESDAY, DECEMBER 4, 2019
7:00 P.M. - TOWN HALL
SPECIAL MEETING AGENDA**

1. Call to Order.
2. Pledge of Allegiance.
3. Public Comment.
4. Approval of Minutes:
November 12, 2019 Regular Meeting.
5. Correspondence.
6. Ongoing Business:
 - A. Subcommittee Reports.
 - B. Properties and Facilities Report.
 - C. Lower Bolton Lake Status Report.
 - D. FY 20/21 Budget.
7. New Business:
 - A. Election of Deputy First Selectman.
 - B. Branding Project.
 - C. Student Representative Program.
8. First Selectman's Report:
 - A. Sustainable CT.
 - B. Economic Development Grant.
 - C. National Parks Service and WaRo.
9. Administrative Officer's Report:
 - A. Personnel & Job Description Updates.
 - B. 300th Celebration.
 - C. Shared Services.
 - D. Administrator's Goals.
 - E. Agenda Item Summaries.
10. Appointments.
 - A. Sustainable CT.
11. Adjournment.



Kaly Jones Design

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Bolton Community Branding Initiative

Estimate prepared on 11/30/19

Job Scope:

Research, design, branding, create mock-ups and deliverables for the re-branding of the town of Bolton, CT.

Prepared For:

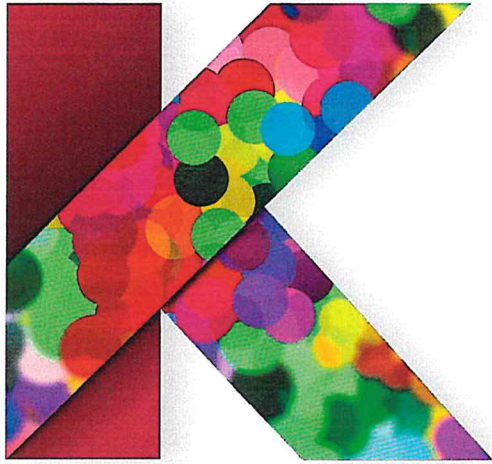
Bolton Board of Selectmen
townadmin@boltonct.org
Bolton Town Hall
222 Bolton Center Road
Bolton, CT 06043

PROJECT DETAILS

COST

Research & Strategic Plan	\$250
Research Bolton history, similar towns, tourist sites	
Design Sketches / 3 Polished Concepts	\$650
Logo studies, concept art, rough sketches, 3 rough drafts of strongest concepts	
Logo Development	\$1,300
Finalization of Logo, late stage edits	
Branding Development	\$770
Mood board, color palette, type, fonts, spacing, ect.	
Mission Statement / Tagline	\$250
Verbiage for Town of Bolton branding & deliverable use	
Design System / Secondary Logo	\$1,700
Patterns, illustrations, secondary color palette for cohesive branding across platforms	
6 Deliverables	\$2,500
Business cards, letterhead, photos, posters/ads, 10-20 page Branding Manual, Signage/borders	
6 Mock-ups	\$900
Website, uniforms, vehicle decals, town flag, brochures	

Total Cost: \$8,320



Kaly Jones Design

Kaly Jones Design Mission Statement:

Kaly Jones Design (KJD) is dedicated to weaving design, creative writing, illustration, and photography together to ensure a unified & attention-grabbing result for any accepted creative project. Every project has a story, and KJD ensures that the story will be showcased within every aspect of the project. The story is the core of any creative project, and KJD will not only consider the story but thoroughly research the story and history of the project during the development stage to provide a personable, multifaceted, and unique final product.

KJD guarantees thoughtful design, quality work, and patient communication— whether the project is a series of complex butterfly illustrations, a logo for an amateur paintball team of brothers, or a complete media and branding re-haul for a local nonprofit.

Project Approach Summary:

Town of Bolton Community Branding Initiative

Without an understanding of the branding subject's story, the likelihood of the success of the branding campaign relies on just the standard design rules and principles—that can result in clique, lackluster results. When considering the story during the design process, the result is a combination of design elements, history, facts, and personality. The branding of any project is an extension of the subject's story, but especially for the branding of a town. For the branding of the Town of Bolton, every step of the process will be checked by research and historical references to ensure the tone and narrative of the design stays true to the values and aesthetic of Bolton and its citizens.

Project Detail Breakdown:

Research & Strategic:

- Research will heavily focus on Bolton history, town traditions, research into relationship within region, and communicating with citizens and town officials to determine aesthetic.
- Other research: Reference the branding campaigns of other similar towns to confirm originality. Compare tourist sites and branding for larger cities or states for quality and layout inspiration.
- Once preliminary research is complete, a detailed strategic write up will be presented for approval including potential important details to be used in design process. This includes a detailed draft of work schedule.

Design Sketches / 3 Polished Drafts:

- Step 1: Design Research
Minimum of 30 brainstorming sketches.
- Step 2: Thumbnail Sketch
Simple sketches of variances of strongest concepts to come from design research step.
- Step 3: Refine Thumbnail Sketch
Series of detailed sketches of strong thumbnail sketches
- Step 4: Drafts
Presentation of 3 drafts of strongest sketches from step 3. May be drawn, digital, or a combination of formats depending on feedback needs for moving forward. Highlights from each step included in presentation.

Logo Development:

- Implement feedback for logo drafts, digital files, maximum of 2 in-process critiques, 1 final critique, simple detail edits after final critique.
- Result: 1 color logo, 1 black & white logo

Branding Development:

- Presentation of a maximum of 3 Mood board designs: an arrangement of colors, fonts, images, materials, pieces of text, etc. intended to evoke or project a particular style or concept.
- Rework mood boards and use suggestions to make one cohesive branding mood board.
- Result: Fonts, color palette, image editing specs, text format and spacing

Mission Statement / Tagline:

- Mottos, slogans, Bolton's vision statement, and other verbiage for Town of Bolton branding & deliverable use.

Design System / Secondary Logo:

- To be used as design elements for deliverables and Mock-ups such as brochures, t-shirts, website designs, or business cards.
- Development and presentation of patterns, illustrations, secondary color palette potentially taken from ideas from other logo design sketches from earlier design stages.
- Apply suggestions to design system components
- Result: Collection of design files to be used in deliverables to retain branding feeling.

Project Detail Breakdown Continued:

6 Deliverables:

- Pick six projects using approved logo and design system elements designed and print ready upon completion. These projects can include but are not limited to business cards*, letterhead, photos, posters, advertisements, 10-20 page branding manuals, signage, event banners.
- Includes thumbnail sketches, drafts, 2 critiques, and 1 final critique for each project.

• Result: 6 print ready projects

*business cards file format completed, input of employee information an extra charge.

6 Mock-ups:

- Pick six digitally edited photos and designs that represent how products would look when ordered or printed. Projects include but are not limited to website, uniforms, vehicle decals, town flag, and brochures.

Project Timing:

Research: 2 - 4 weeks

Logo Process: 5 - 6 weeks

Branding: 4 - 5 weeks

Deliverables & Mock-ups: 8 - 9 weeks

Total Estimated timespan: 19 - 24 weeks

Upon Project Approval:

50% of total cost due before the start of the project, remaining 50% due once project is finished.

Necessary project purchases not to exceed \$1,300. Ex: fonts, printing materials, ect.

ADDITIONAL PROJECT STARTING ESTIMATE RATES

Logo Animation	\$750
Website	\$2,000
Photoshoot	\$500 per session
Ex: Photos for online gallery of town, social media photos, staff headshots	
Photo Editing	\$700
Informative Projects	\$50 - 300 ea.
Brochures, business card details, flyers, ect.	
Signs & Banners	\$500
30 Second Video	\$1,000
60 Second Video	\$2,000
Video Animations	\$750 minimum
Subtitles, text animation (name intro, scrollings new banners) animated infographs / charts, animated illustrations, intro scenes	

Contact:
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