

**The Town of Upper Marlboro**

**RESOLUTION: 2023-02**  
**SESSION: Regular Town Meeting**  
**DATED: January 24<sup>th</sup>, 2023**

**A RESOLUTION OF THE TOWN BOARD OF COMMISSIONERS OF THE TOWN OF UPPER MARLBORO TO APPROVE THE ACCEPTANCE OF A BRANDING & LOGO QUOTE FROM BETTER CITY USA**

WHEREAS, Ordinance 2022-06 (Purchasing and Contracts), Section 3.B states that expenditures for supplies, materials, equipment, construction of public improvements or contractual services involving Ten Thousand Dollars (\$10,000.00) to Seventy-Five Thousand Dollars (\$75,000.00), shall be made by the Board without requiring any quotes, advertisements offering sale, proposals or through the use of any other competitive procurement methods; however, a majority of the Board present and voting may elect to require any such competitive method so designated be used; and

WHEREAS, Ordinance 2022-06 (Purchasing and Contracts), Section 3.A states that expenditures for supplies, materials, equipment, construction of public improvements or contractual services involving less than Ten Thousand Dollars (\$10,000.00) shall be made by the Mayor, provided the amount of the procurement is appropriated within the approved budget and the term is for one year or less; and

WHEREAS, the Town has obtained a quote from Better City, a Utah Company in good standing with the State, in the amount of \$7,500 to develop a Town Brand and Logo; and

WHEREAS, the Town Board of Commissioners hereby finds that sufficient funds have been appropriated to fund this project in the FY2023 Budget, (Attachment A) in Line Item: \_\_\_\_\_ issued 1/13/23.

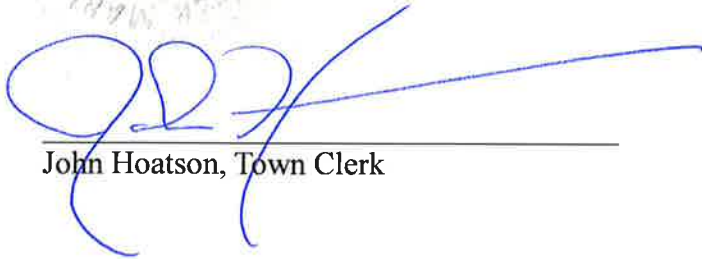
NOW, THEREFORE, BE IT RESOLVED, by the Board of Commissioners for The Town of Upper Marlboro hereby authorizes the President and/or the Town Administrator to execute a Proposal/Quote by Better City for an amount not to exceed \$7,500.00 and to execute any other relevant contract documents to effectuate the purpose of this Resolution.

PASSED by the Board of Commissioners of the Town of Upper Marlboro, Maryland at a regular meeting on this 24th day of January 2023.

Attest:

THE TOWN OF UPPER MARLBORO  
BOARD OF COMMISSIONERS



  
John Hoatson, Town Clerk

  
Sarah Franklin, President

  
Janice Duckett, Commissioner

  
Charles Colbert, Commissioner

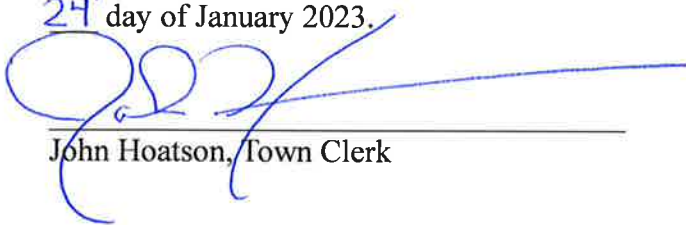
  
Karen Lott, Commissioner

  
Thomas Hanchett, Commissioner

CERTIFICATION

I, the undersigned, hereby certify that I am the Town Clerk of the Town of Upper Marlboro and that the Board of Town Commissioners of the Town of Upper Marlboro at a public meeting at which a quorum was present adopted this Resolution, and that said Resolution is in full force and effect and has not been amended or repealed.

In witness whereof, I have hereunto set my hand and seal of the municipal corporation, this 24<sup>th</sup> day of January 2023.

  
John Hoatson, Town Clerk

Attachment A: Branding & Logo Quote and “Our Approach to Branding and Design Overview” dated Jan. 13, 2023.

## Upper Marlboro Branding & Logo Quote

January 13, 2023

Attn: Town of Upper Marlboro

RE: Upper Marlboro Branding and Logo Design Quote

Please accept the following as our quote for the proposed Branding and Logo Design services to be executed by Better City LLC. Please note that this is a budget quote based on the proposal submitted to you on 11/8/2022. Our proposed delivery estimate is 3-4 weeks after we have received questionnaire responses and associated assets required to complete this work.

Our budgetary quote includes the following asset deliverables:

1. One (1) Approved Logo Design to include digital and print formats **Fee: \$2,500**
  - Logo Illustration based on existing logo assets (3x revision concept)
  - Related branding colors
  - Any custom Font work
  
2. One (1) Brand Style Guide to include digital and print formats **Fee: \$5,000**
  - Utilize previous color palettes while adding highlight and complementary shades.
  - Modernize typography, voice and tone for your current objectives.
  - Provide taglines and strong call to actions that can be utilized throughout your various messaging assets.

**Contract Total: \$7,500.00**

# Our Approach to Branding and Design

## Branding

The process of developing brand identity is used for logo design, community/identity conceptualizing, assets and marketing communications.

Objective: to create a unique visual image for the community, which will take into account your brand platform, the target audience personas, and stand out among other websites.



### Discovery Stage

In this step, you will find a lot in common with our web design process. We borrowed the basic steps for digital design, because some of our clients don't have a developed brand identity.

It usually takes 40-50 hours. It may take longer if the project is being developed for larger communities.

### Questionnaire/Brief

To start working on a visual brand identity, you need to fill out the questionnaire we mentioned on our call for the project. In it, we define the direction of the company, the target audience, the main advantages of the community, the list of assets, etc. Also, the task for a visual identity can be a brand strategy and marketing strategy.

After confirming all the information, we proceed to the study of materials and proceed to the "Discovery" phase. If we have a few more questions or unclear details, we will contact you again to get answers.

The result of this step is a business studied in all details, as well as a brand.



## Search Competitor Analysis

First of all, we form a list of direct and indirect competitors based on SEO rankings in Google. We conduct in-depth research and find out information about their brands and identity. It is necessary to determine the strengths and weaknesses of competitors in terms of graphic performance and style.

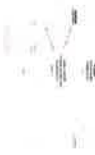
The result of this stage — analysis and conclusions on colors, fonts, logos and design principles of competitors — all this will help us create a unique product.



## Ideas Generation

Based on a deep study of the project and analysis of SEO competitors, we'll aim to find concepts that will reveal the advantages of your community and create a complete vision

The result of the step is a formed brand mission and vision statement.



## Moodboard and Reference Concepts

A moodboard is a visual representation of mood, tone and voice of a brand. With the help of a "moodboard" we show you exactly how your visitors should feel, what their mood will be along with the overall voice of the brand (casual, professional, etc).

References are examples of graphical techniques. We develop several variants of detailed reference concepts in order to show the techniques we can visualize the brand and convey the mood of a moodboard. This is the last step in the discovery phase.

The result of the step is a moodboard created that visualizes the brand identity and the reference concepts that are selected.



## Presentation of the Discovery

All previous steps are collected in one document and presented to you. This meeting completes the discovery phase.

The result of this phase is an approved reference concept, on the basis of which we work on the concept of identity at further stages.





## Design stage



Deeply immersed in the process of identity, the Design stage involves creating a cohesive visual concept and developing it on proprietary media.



## Identity concept creation

It usually takes 80-100 hours. It may take longer if the project is complex or has a large volume.



After a lot of preparatory work, determining the nature of the brand, the mission and the approval of the idea with you, we proceed to the development of the concept.

Within the framework of the concept of identity, we develop elements of visual identity:

- logo and community graphics,
- color palette and typography
- layout and photostyle
- We make several basic usage mockups to verify the logo and graphics in layouts

The result of the step is the developed identity concept.

We present to you the developed concept of identity, talk about the design process and review our decisions. We answer questions and collect comments.



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## Design all assets



After the approval of the design of the identity, we proceed to the design of all media and communications. In the process of registration, we fix and refine the weak points of the identity.



## Technical design

Typically, this stage takes 40-60 hours. It may take a little longer if the project is rather complex or if there is a large volume of work.



When all the visual design details are completed with the final content version and are approved by the client, we move on to preparing the files to be handed to you and to the production (print shops).

All the designed materials and rules of their usage are compiled into a visual identity guide. Your teams can use it for the creation of documentation, presentations and marketing materials.

The technical design stage may include:

1. Preparation of the files for printing
2. Preparation of the file templates
3. Selection of the materials
4. Supplier search
5. Brandbook and guideline layout





## Support Stage



During this stage, we help our clients to bring their designs to life. Even the most fabulous and functional design can be spoiled if there isn't enough attention dedicated to its implementation. That's why we take a part in the production and control even the slightest details. This way design will keep its original idea and function.

There are some examples of the support stage activities:

1. Content update on the design assets
2. Supervision of asset production
3. Supervision of contractors