

CITY OF HAMPTON

STATE OF GEORGIA

RESOLUTION NO. 2022-08

WHEREAS, the City of Hampton (hereinafter "City") is governed by the Mayor and Council; and

WHEREAS, the City of Hampton has sought proposals from professional providers to provide design and coordination services for the City's gateway sign project ("Project"); and

WHEREAS, it has been determined that *sky design* is the most responsive with a cost proposal for the Project as listed in **Exhibit "A"** attached and incorporated by reference; and

WHEREAS, the City staff is recommending that the City enter into contract negotiations with *sky design* for the naming, logo design, logo guidelines and other design and branding services for the Project; and

WHEREAS, pursuant to City Charter § 2.32(4), the Mayor has authority to sign City contracts upon Council's approval; and

WHEREAS, it is in the City's best interest to authorize the City Manager to contract with *sky design* and to authorize the Mayor to sign the contract; and

NOW THEREFORE IT IS HEREBY RESOLVED that the City Council awards the professional design and coordination work for the City's sign project to *sky design*, authorizes the City Manager to enter into contract negotiations with *sky design*, and authorizes the Mayor to sign the contract.

SO RESOLVED, this 12 day of April, 2022.

[signatures on following page]

CITY OF HAMPTON, GEORGIA:


Ann N. Tarpley, Mayor

ATTEST:


RASHIDA FAIRLEY, City Clerk

APPROVED AS TO FORM:


L'ERIN BARNES WIGGINS, City Attorney

January 21, 2022

Richard J. Edinger, Jr.
Vice President
CPL
770.337.2515
REdinger@CPLteam.com

RE: **City of Hampton Branding**

Re: Proposal for Professional Services
City of Hampton – Brand Identity: Logo, Guidelines, and Materials

Dear Mr. Edinger,

sky design is pleased to submit the following proposal for design services for the City of Hampton. This proposal will line item costs regarding design/coordination services for the project. Following is the outlined service list proposal with attached fees. For each item selected to pursue, sky design will follow the scope of services outlined in Section II. Fees are outlined in Section III.

We thank you for including us in this exciting opportunity and look forward to the possibility of working with you and the team to create a successful brand identity.

I. Understanding

Our understanding is that the City of Hampton is seeking to establish itself with a brand identity that will project its history, its future, its appeal, and its alignment with other visual representations of itself along a broader context (e.g. City signage). Hampton is a beautiful city with a rich and storied history, and the intent is to ensure that moving forward, its visual identity aligns in all representations of itself.

sky design is providing this proposal for design services that will include naming, logo design, logo guidelines, and a few applications. Our intent is to help create a holistic experience that is exciting, meets the ownership's brand goals and has longevity. We appreciate the opportunity to contribute to the enhancement and success of the City of Hampton.

This proposal covers the following scope of services for each item outlined below:

City of Hampton Brand Identity:

- Logo Development (three (3) logo concepts maximum)
- Tagline(s)
- Nomenclature Variations and/or Graphic Elements/Logo Icon (as needed for various mediums)
- Stationery Suite (Business card, Letterhead, Estimate template, Invoice template)

- Email Signature
- Final Logo Files
- Logo Guidelines Document (usage, color, font, typography, application, max 12 pages)
- Uniform Design for City staff
- Stickers
- Vehicle Wrap and/or Vehicle Signage (up to 1 design)
- Sales apparel (up to two (2) types of apparel – e.g. Cap, Tshirt, Keychain, etc.)

Note that this contract includes only the scope of work listed above. Should the team elect to engage sky design for some/any of the additional services listed below, a proposal for the additional scope of work will be written and submitted for approval.

- *Environmental Graphics*
- *Technical-Level Copywriting*
- *Artwork or mural curation/design*
- *Digital Content Development*
- *Marketing Brochure*
- *Website or other digital media*
- *Signage*

II. Scope of Services

Phase One: Visioning

- Specifically determine the identity requirements – gather information and needs in “kickoff” session with owner/architect, brand visioning discussion with owner client stakeholder group
- Identify key stories and messaging to be communicated
- Develop a context analysis to determine competition, audience, and needs
- Identify existing graphic language potential
- Develop brand filters, potential storylines and categories for naming
- *One (1) meeting is included in this phase of work.*

Phase Two: Schematic Design

- Develop a maximum of three (3) logo and mark design options
- Initial analysis of icon mark, typography, color palette etc.
- Schematics will be presented via contextual architectural elevations/drawings, rendered images, and/or scanned, refined hand sketches in 11” x 17” color format
- Initial applications of logomark and investigations into primary scope relevant to each logomark
- *One (1) meeting is included in this phase of work.*

Phase Three: Design Development

- Owner to respond to design options shown in Presentation 1 and provide response and selected direction to sky design. New concepts and/or major changes beyond the schematics are not included
- Based on selected direction, further refinement of lockups, icon, typography, color palette, etc.
- Design Development of one (1) selected schematic option per all items in scope

- sky design will implement revisions based on commentary received from Schematic Design Presentation and prepare revised design drawings for owner review/comment which will include further refinement of icon, typography, color, palette, etc.
- sky design will implement revisions based on commentary received and prepare revised design drawings for final owner review/comment
- Final lockups, icon, typography, color, etc. will be recommended at this time for final design development comments
- Two (2) meetings are included in this phase of work.

Phase Four: Design Documentation

- Prepare Logo Guidelines Document
- Provide native design files of logo variations for production and/or printing
- Provide layout templates (stationery suite – business card, letterhead, envelope)
- Set up necessary artwork files for production and/or printing
- Logo Guidelines document includes:
 - Final Logo Files (full color, one color, and black and white variations of all logo lockups, digital file formats – eps, ai, png, pdf, jpg)
 - Final Graphic Files (full color layouts for brand elements – patterning, iconography, textures, etc., digital file formats – eps, ai, png, pdf, jpg)

Note: Any/All content including copy, images, statistics, etc. to be supplied by owner in usable electronic format (300 dpi images at full size, .jpg or .tiff). Content requiring additional high resolution scanning, photo research, photo manipulation, etc. will be performed by sky design at our hourly rate. Purchasing fees for selected stock photography will be covered by sky and submitted as a reimbursable expense.

III. Compensation

Design fee for each task below excluding reimbursables for design services is payable to sky design and will be billed upon percentage complete per phase each month as outlined below.

City of Hampton Brand Identity..... \$25,250.00

Out of pocket reimbursable expenses are additional and will be invoiced at cost x 1.15 for administration.

Reimbursables include any necessary out-of-pocket expenses including but not limited to: mock-ups, materials and supplies, copies/fax, prints, mock-up materials, in-house comp scans, typography, printing, job-related travel and long-distance telephone calls or any other incidental expenses incurred in connection with project responsibilities. Local travel will be billed in accordance with published IRS reimbursement rate.

Additional services: Any coordination for any item that is not specifically listed in the above scope of work (i.e. additional meetings, additional design elements, signage needing special attention not listed in the above scope of work, coordination for tenant corporate logos, variance coordination and/or coordination with the City beyond "typical" coordination, etc.) will be billed at an hourly basis of \$125.00 / hour or lump sum only upon written authorization of owner. Upon anticipation of additional scope, the details and items will be discussed first with the City of Hampton along with a ballpark estimate of hours prior. Work will begin only upon written approval of additional scope.

Note: This contract may be terminated by either party upon written notice. sky design will be compensated for all work performed and/or reimbursable expenses incurred prior to receipt of written notice. In the event of cancellation, ownership of all copyrights and the original artwork shall be retained by sky design. Terms of this agreement are valid for 60 days from substantial completion of documents unless otherwise stated in agreed upon project schedule. sky design invoices are due and payable 30 days from date of invoice. After that, an interest rate of 18% per annum or 1 1/2% per month shall apply. Upon full payment of invoices for work accomplished, all rights of ownership to documents produced will be transferred to City of Hampton. It is the responsibility of the owner to review and approve final message schedule prior to fabrication. Final design approval assumes owner review and authorization of materials, finishes, colors, messages, etc. for fabrication.

Publicity: Owner agrees to allow sky design to photograph the project for use in sky design publications, promotions, marketing credentials, advertising, etc.

sky design retains the rights to use the results of any final design production, sketches, images, models, content, etc. in future sky design promotional/marketing materials. sky design retains active digital records of all drawings and specifications for a period of six (6) months following the date of substantial completion of the project. Copies of all project related documents can be procured by the owner, at their request and expense. Exceptions: Costs for actual production of goods are NOT included in this proposal. This proposal is for design and consulting fees only.

IV. Acceptance


Execution and return of the enclosed copy of this proposal for design services shall constitute acceptance by Client of the terms outlined herein. We look forward to assisting you in any way we can to make this a very successful undertaking. If you should have any questions regarding this proposal, please do not hesitate to contact us.

Best regards,



Tiffany M. Chen
Vice President / Principal

Accepted and approved for CPL by:


Signature

Ann N. Torpley, Mayor 4/14/2020
Printed Name & Date

