



Design Services **Proposal**

Presented to: Allison Abney, Communications Director


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emergeAmerica

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Our **Approach**

GOAL: INCREASE BRAND ENGAGEMENT

1. Our approach relies heavily upon research and the application of design principles for developing a logo that **resonates** with the target audience – Democratic women.
2. Establish a **brand identity** that clearly and succinctly communicates what Emerge America does, while advocating an inclusive and diverse sisterhood.
3. Ensure that the new **logo design** is ‘flat’. A minimalist style incorporating bold color, enabling the Emerge mission to be the “hero” while the final design is ADA compliant.



Logo **Concept**

OUR RATIONALE

Our lead recommendation is a **logotype/wordmark** that interprets Emerge America's brand into a uniquely styled type/font treatment (e.g. FedEx, CNN).

With this logo concept, its design would include an upward trajectory – or increase in dimension– to **subliminally communicate** heightened **prominence**.

The use of color gradients would complete the design for this logo. Gradations can be effective for promoting **inclusivity** and **diversity** across a **spectrum of sisterhood**.

PROPOSED CONCEPT

Umbrella + Affiliate + Social Media executions

UMBRELLA CONCEPT EXECUTION*

emerge
AMERICA 5
where women democrats learn to win

* Draft concepted presented in greyscale as color palette has yet to be approved.

OUR RATIONALE SUPPORTED

1. The suggested font has a modern, cool, futuristic look. Its 'roundness' suggests women and support loop. It is also easily customizable by Affiliate or woman
2. 'Flat' (aka 2-dimensional) logotypes are very compatible with responsive design, easily replicated across media, and easy on the eyes.
3. The use of gradients can speak to a wide range of women regardless of ethnicity, sexual orientation, socioeconomic background, etc.
4. This execution lends itself to be animated. Animation can further the ideals of emergence, growth, and that Emerge is a substantial network of women Democrats who win.
5. The new tagline succinctly promotes what Emerge America is about: women, Democrats, training, education, winning, leadership, support, and a network that blankets the United States.



2 OPTIONS FOR AFFILIATES

emerge
GEORGIA

emerge
GA

3 SOCIAL MEDIA PROFILE IMAGE OPTIONS





Proposal **Pricing**

PROPOSAL COST: \$10,000

The deliverables below can be provided to Emerge within 30-days

LOGO

3 concepts for consideration

Up to 3 change rounds on selected concept

Delivery of hi-res .png and .jpg formats

Delivery of vector EPS file – full color and greyscale

FONT

1 – 3 font recommendations

Up to 3 change rounds on different font options

Delivery of selected font in .ttf and .otf formats*

* .woff format provided if available, requested

COLORS

Full color (4C) color palette

Greyscale color codes

RGB, CMYK, HEX, and/or Pantone color codes*

* Pantone for 4C only

TAGLINE

2 executions of proposed

Up to 3 change rounds

STYLE GUIDE*

1 layout + design concept

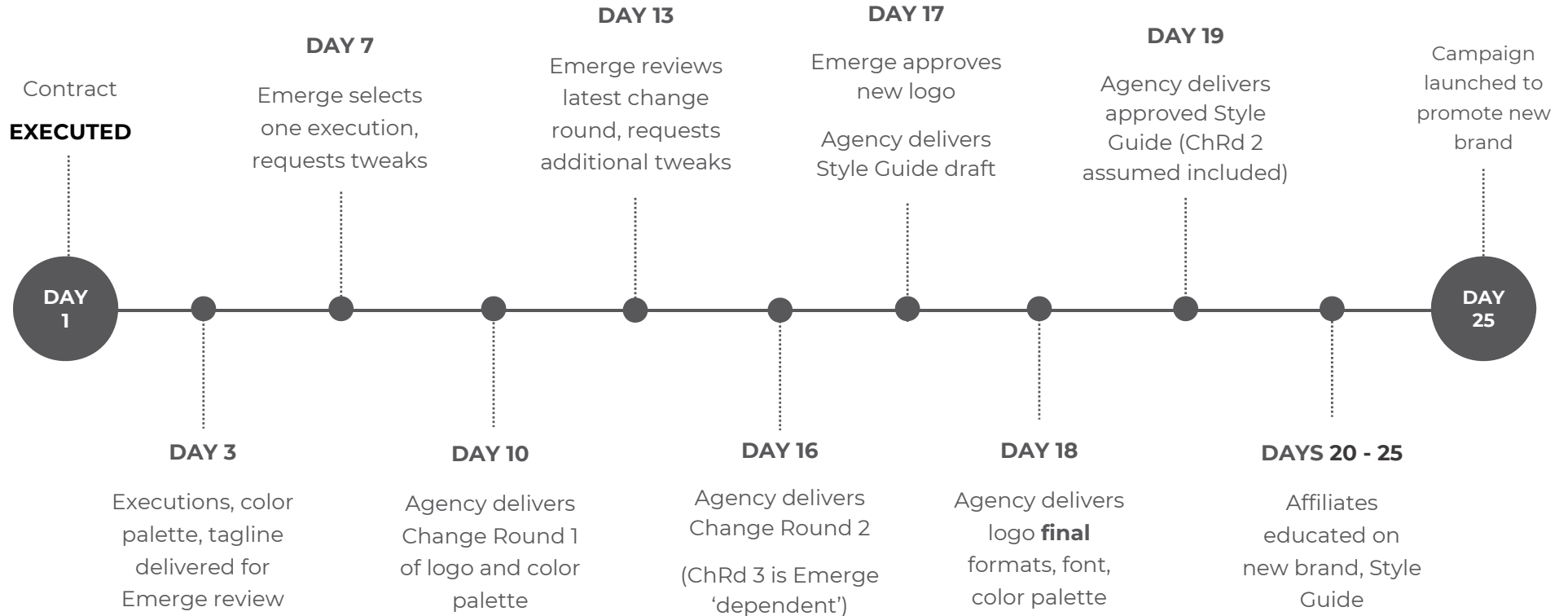
Up 3 change rounds on layout/design, & content inclusions

Delivery in digital and print-ready formats

* **Complimentary** deliverable from New Venture

SAMPLE 30-DAY EXECUTION CALENDAR

30-DAY EXECUTION CALENDAR*



* This is a **SAMPLE** timeline. **NOTE:** response times of responsible parties have a direct impact on Agency delivery capabilities.



Our **Capabilities**

A CERTIFIED MWBE

Since its inception in 2001, **New Venture** has offered marketing, communications, and graphic design services.

New Venture has blurred the lines between providing traditional creative agency marketing services and working as an operations-focused business partner for advancing **client objectives.**

New Venture's founder eschewed the confines of the traditional client/agency relationship model in favor of building a partnership that emanates humor, achievement, and fun.

WHAT WE DO



MARKETING

Direct Marketing is the bedrock science of our Marketing practice. It defines the targeting strategies, tactics, execution, and analyses we recommend to every client for success.



COMMUNICATIONS

Clients approach us for our expertise in crafting the optimal targeted message. Copywriting for email, blogs, social media, and websites is just a part of our suite of Communications services.



GRAPHIC DESIGN

We produce creative to keep your organization top-of-mind. Our Logo Designs, Digital Ads, Websites, Infographics, Brochures, and more, help you stand out in a crowd.

OUR WORK PRODUCT

Select rebranding & redesign examples

CLIENT: PAYPREP.COM

Complete redesign/rebrand of small business logo*

Before



The client was essentially using a digital banner as a logo. The new logo is an expression of paperwork being stored in a single location in the form of an online solution.

After



(<https://www.payprep.com/>)

* If viewing this proposal on an internet connected desktop or laptop, click the "After" version to view at client website.

CLIENT: F&E AIRCRAFT MAINTENANCE

Contemporary redesign of an information-rich Capabilities Statement*

Before

After

Take Your Business to the next level with
F&E Aircraft Maintenance
"The Next Generation of Productivity and Profitability"

Success starts and ends with our customers; here at **F&E Aircraft Maintenance we are a FAA 145 Repair Station**, a leader in the industry with over 20 years of experience in line maintenance.

We are situated in the heart of El Segundo, less than one mile from LAX, however our traveling team will come to you "Wherever You Need Us" coast to coast, that's who we are and what our vision is about.

F&E Aircraft Maintenance looks forward to maintaining our business relationships with you, so enjoy our expertise of our dedicated personnel who will be your personal advocates on the ground servicing and maintaining your aircraft. **We Believe you Deserve our Best!!**

Our Promise to You:

- Specialized Highly Qualified Technicians who are on the ground with a 10 min. response time for any of your aircraft needs
- 10,000 plus sq. ft. of dedicated space to store your aircraft parts
- In-House Training Facility - featuring high speed internet access, presentation equipment, and computer access for training purposes
- AOG Recovery Available
- 24 hour On-Call Line Maintenance

Call us today for an appointment to come in and see our facility. We are readily available to assist you, wherever you need us!
310-338-0063

LIFE IS ABOUT ENJOYING THE RIDE
PUT OUR EXPERIENCE AND PERSONAL APPROACH TO WORK

- Great Customer Rapport
- Knowledgeable Mechanics
- Personal Integrity
- Ethical in All Business Aspects
- FAA (Safety) SMS

F&E AIRCRAFT MAINTENANCE
LISA ARINWINE
CHIEF OPERATING OFFICER
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www.F&EAircraftMaintenance.com
Email: FandEaircraft@aol.com

WOMEN OWNED

F&E AIRCRAFT MAINTENANCE
EST. 1994

CAPABILITY STATEMENT 2018
"NEXT GEN PRODUCTIVITY & PROFITABILITY"

F&E Aircraft Maintenance is an FAA Part 145 certified aircraft repair station engaged in maintenance, preventive maintenance, inspection, and alteration. F&E holds EASA, DCA, DCAC, MLTM, TCCA, JCAB, and CAA certifications.

CORPORATE OVERVIEW
F&E is known as a skilled aircraft first-responder that maintains a diverse team of highly-skilled AMTs who perform maintenance on a variety of aircraft to the absolute highest standards in aviation, adhering to manufacturer specifications and strict safety standards. Each year we undergo rigorous inspections, audits and reviews to retain our airframe certification.

CORE CAPABILITIES
F&E Aircraft Maintenance CR# 2L3R850B may perform maintenance, preventative maintenance, or alterations on aircraft and engine makes & models listed below:

AIRCRAFT MAKE/MODEL

- Airbus: A319, A320, A321, A330, A340, A380, A737
- Boeing: B747, B737, B767, B777, B787
- Bombardier Aerospace: CRJ900
- Bombardier Challenger: 6000 Series
- Bombardier Global Express: 5000/6000 Series, XLS
- Dassault Falcon: 7X
- Embraer: E710, E175
- Embraer Legacy: 6000 Series, 450/500 Series
- McDonnell Douglas: DC10, MD-11, MD-80, MD-90
- Saab AB: Saab AB

ENGINE MAKE/MODEL

- International Aero Engines: V2500
- General Electric: CF6-80, CFM56, CF6-80, GE-90
- Pratt & Whitney: 4000 (all series), J19-70, RB211
- Rolls Royce: CP7000

NAICS CODES

- 488190 Other Support Activities for Air Transportation
- 488119 Other Airport Operations
- 493110 General Warehousing and Storage
- 541330 Engineering Consulting Services
- 541519 Computer Related Services
- 541611 Administrative & General Management Consulting Services
- 541712 Engineering Support
- 561210 Facilities Support Services

CERTIFICATIONS

- Los Angeles World Airports
- EASA
- USWE
- NMSDC
- FAA
- DCAC
- MLTM
- TCCA
- JCAB
- CAA

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1720 East Holly Avenue
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310-338-0450
www.fairmaintenance.com

(<https://www.new-venture.com/ba-capstatement>)

*If viewing this proposal on an internet connected desktop or laptop, click on the "After" image to view larger format.

CLIENT: AMISTAD RESEARCH CENTER



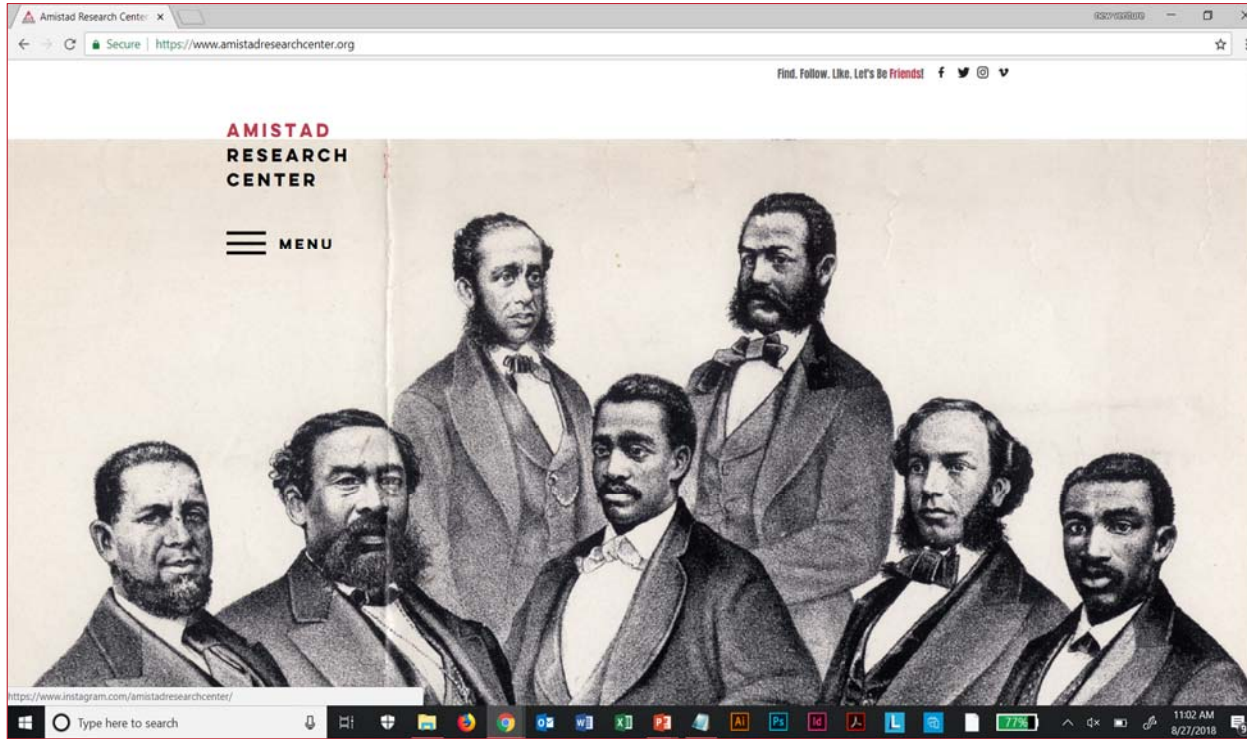
Previous Website

Uninviting color palette

Poor application of Serif and Sans Serif fonts

Page layout is bunched, resembling a Word document

CLIENT: AMISTAD RESEARCH CENTER



(<https://www.amistadresearchcenter.org/>)

Redesigned Site*

Cleaner layout

Clearer representation of organization name

Engagement tools (i.e. menu bar, social media icons) are now contemporary

* If viewing this proposal on a desktop or laptop connected to the internet, click on the 'screen' to view the live client website.




Thank **You**


Cheryl Mann, Chief Marketing Officer/Principal

New Venture | Marketing • Communications • Graphic Design

LET'S TALK!

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