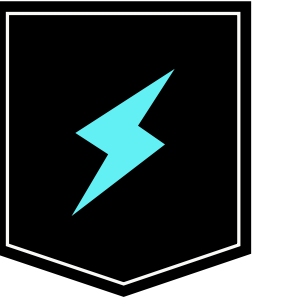


KICKOFF MEETING

# IOP Chamber of Commerce

BLUEION



# Project Team



**BRIAN DADIN**  
Lead Web Developer



**TORI GIPE**  
Project Manager



**NIC LAURETANO**  
Creative Director



**ADAM OLEJARCZYK**  
Digital Brand Manager



**CHRIS SIMPSON**  
Head of Agency Sales & Performance



**EMILY STORROW**  
Editorial Manager





# PHASE I

GOALS & TASKS

# What are the **key goals** for this project?

## **01 Define the Brand, Develop Messaging**

Develop the positioning and core messaging for the brand through our discovery and writing process.

## **02 Create a Compelling Identity**

Develop the new brand identity and supporting design concepts for the new IOP Chamber brand.

## **03 Launch the Website**

Plan, develop and launch the new IOP Chamber website.

## **04 Support the Community**

Ultimately, these efforts need to support the IOP residents, businesses, and its visitors. How can we measure the impact of the new site and materials?



# What are the **key tasks** for this phase of the project?

## **01 Insights and Research**

We'll immerse ourselves in your world to assess just where your brand fits in the bigger picture.

## **02 Copy and Positioning**

Write the core brand messaging to support the development of launch materials and future marketing efforts.

## **03 Brand Design**

Craft a unique identity and brand palette that differentiates the IOP Chamber from other entities and excites the community and its partners.

## **04 Web Plans**

Develop the site architecture, content outline, tech notes, and final build budget before proceeding into phase II.



# Creative Process

BRAND DESIGN & LAUNCH



## Our Creative Process

---

How we'll collaborate together on the new brand messaging and design.

# The task? Develop new messaging and a fresh identity for the brand.



### 01 Brand About Copy

Develop succinct “about us” copy and headlines to support the development of launch materials and future marketing efforts.

### 02 Brand Identity

Beginning with a moodboard, create a new IOP Chamber identity: core mark, palette, illustrations, lockups, and more.

### 03 Brand Style Tile

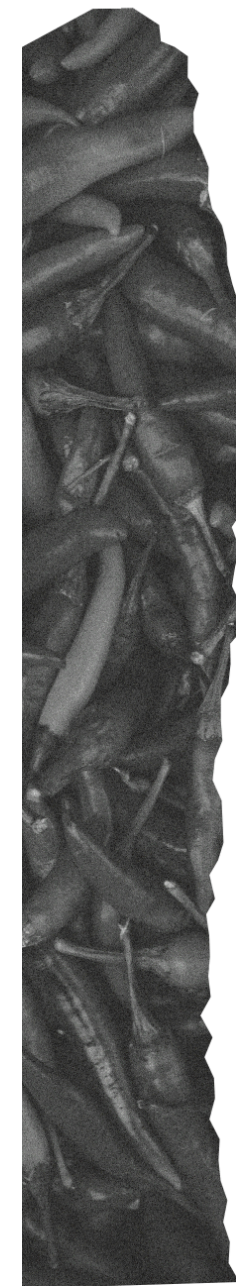
Share how the new brand can come to life through a series of creative concepts and executions.

### 04 Brand Toolkit

Provide an expanded brand guidelines document for all internal and external teams to use moving forward.

# About Copy

The elevator pitch / snapshot / summary of what the brand is all about. This copy will set the stage for the materials to come.



Sobremesa Mole and Sauces is a small-batch salsa and mole company in Charleston, South Carolina. We believe in taking the time to do things right, from the thought and care that goes into crafting our products to pressing pause and enjoying them with family and friends. Because to us, food is not just something to eat—it's an experience to savor.





# About Copy

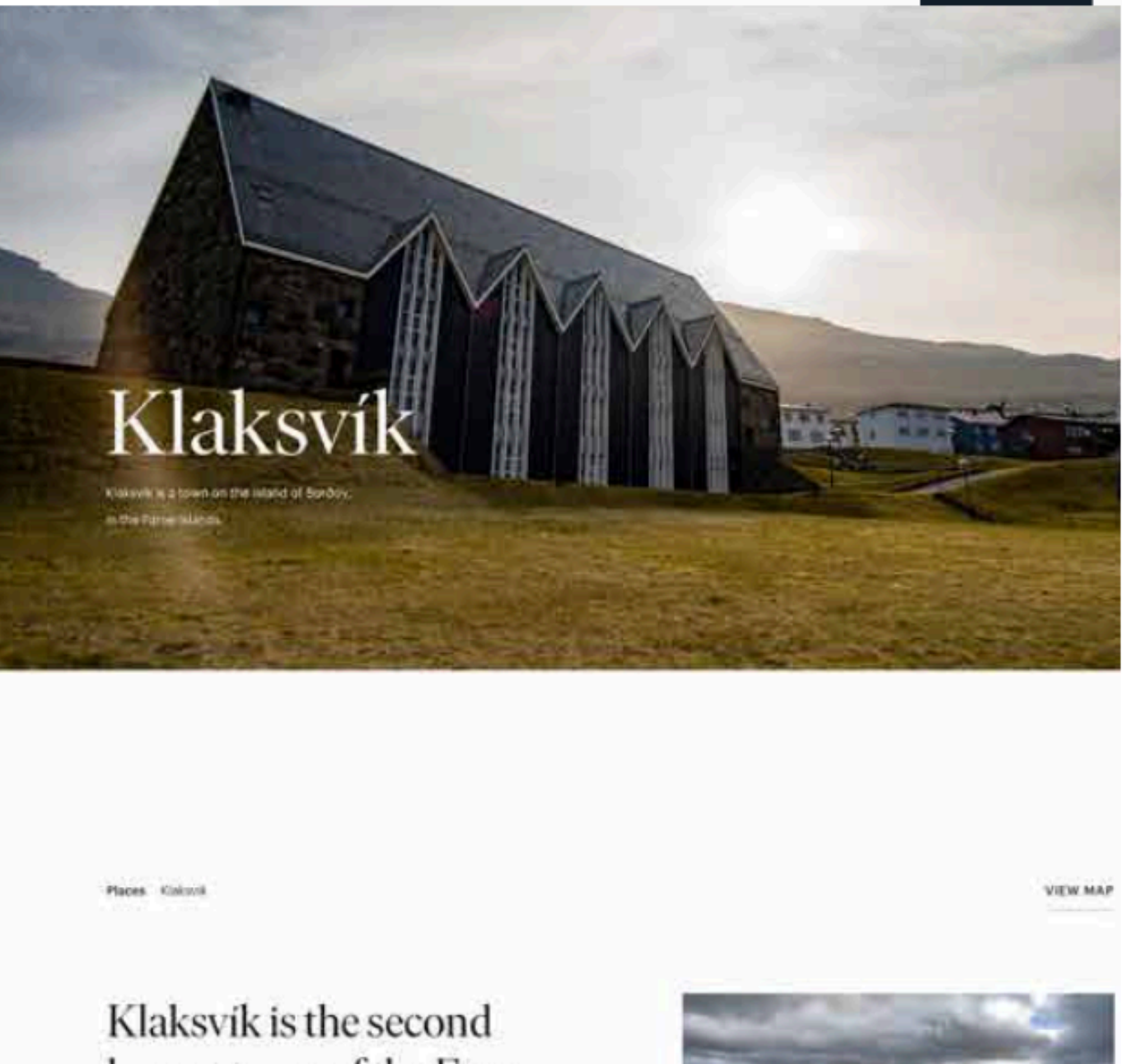
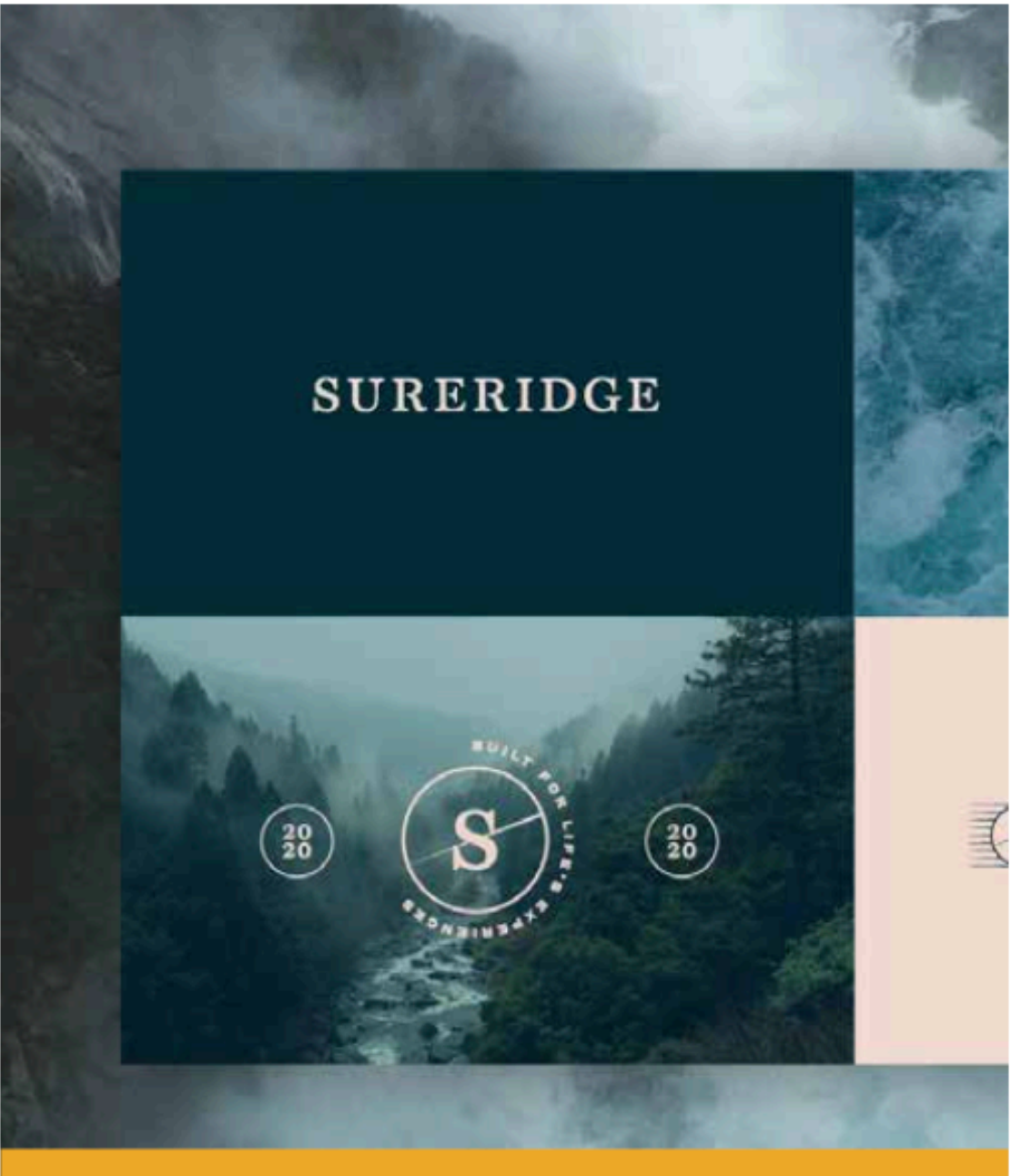
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# Moodboards

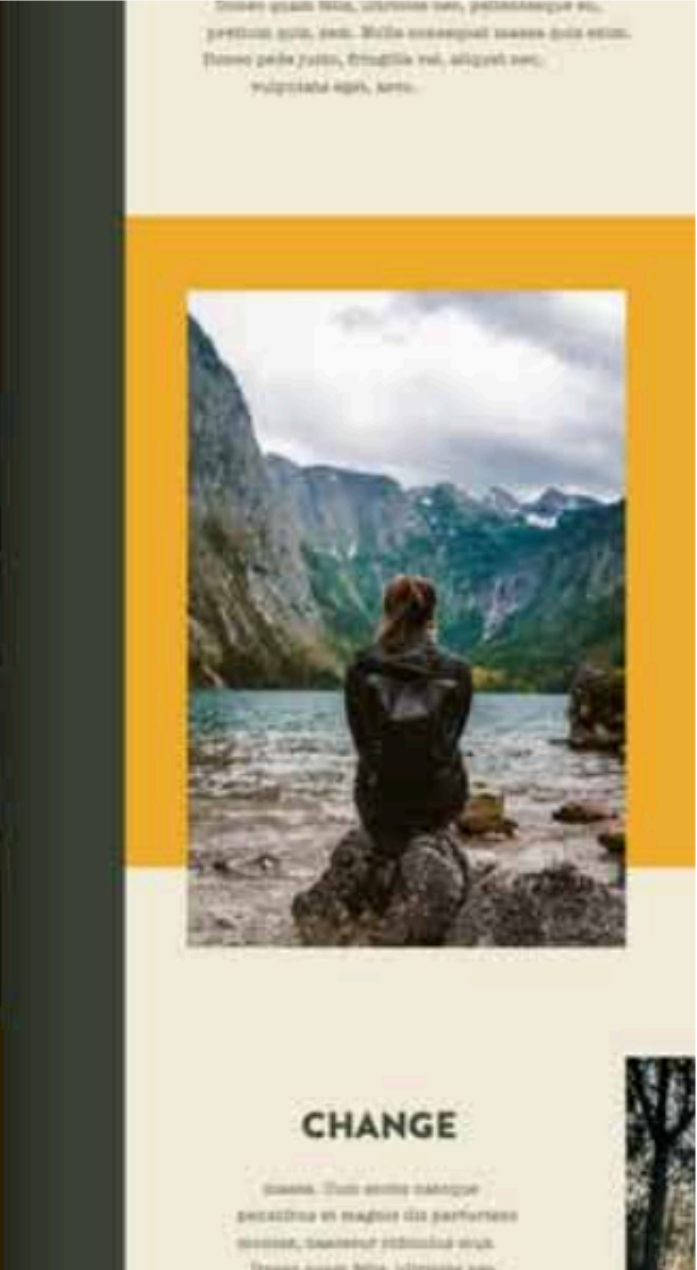
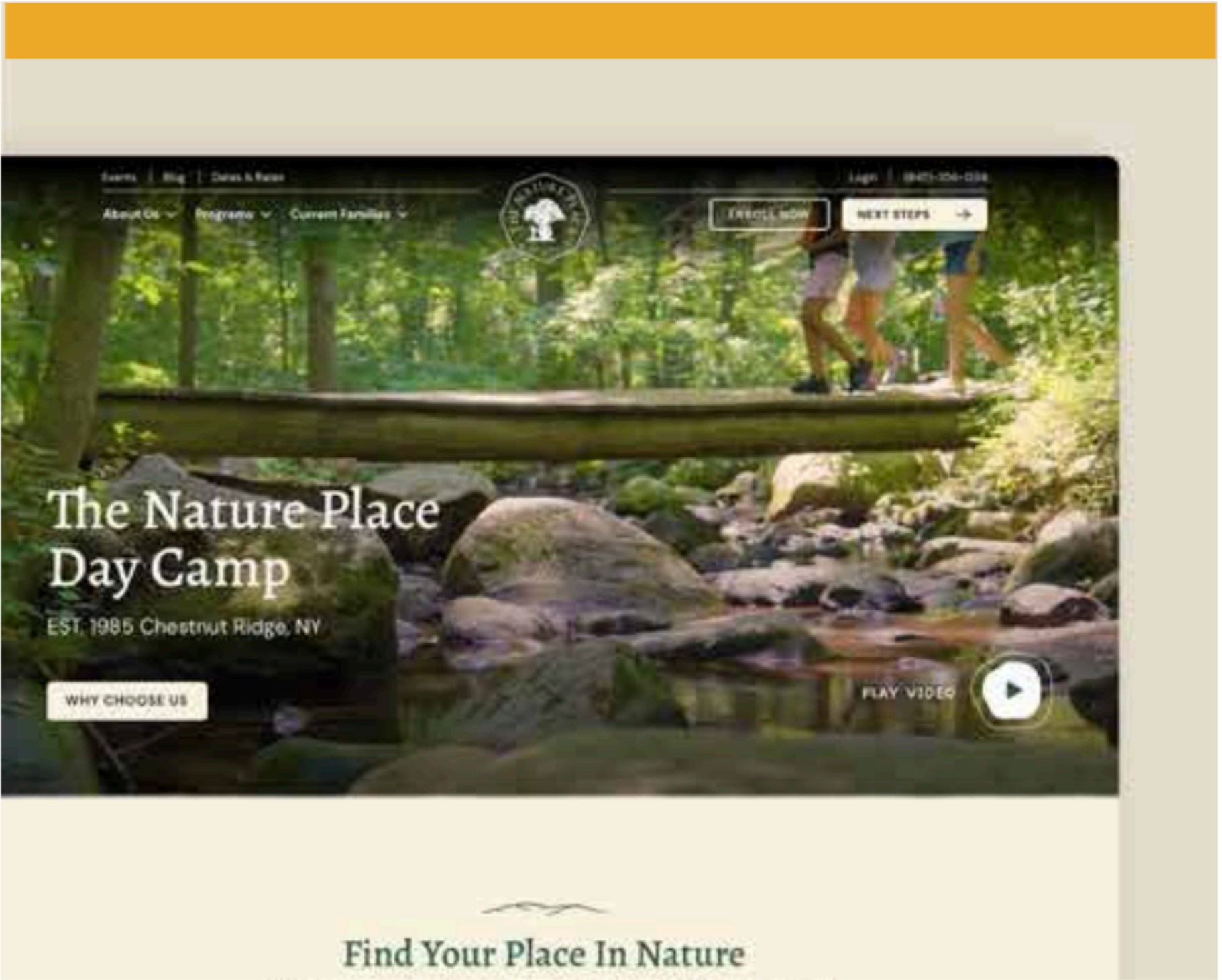
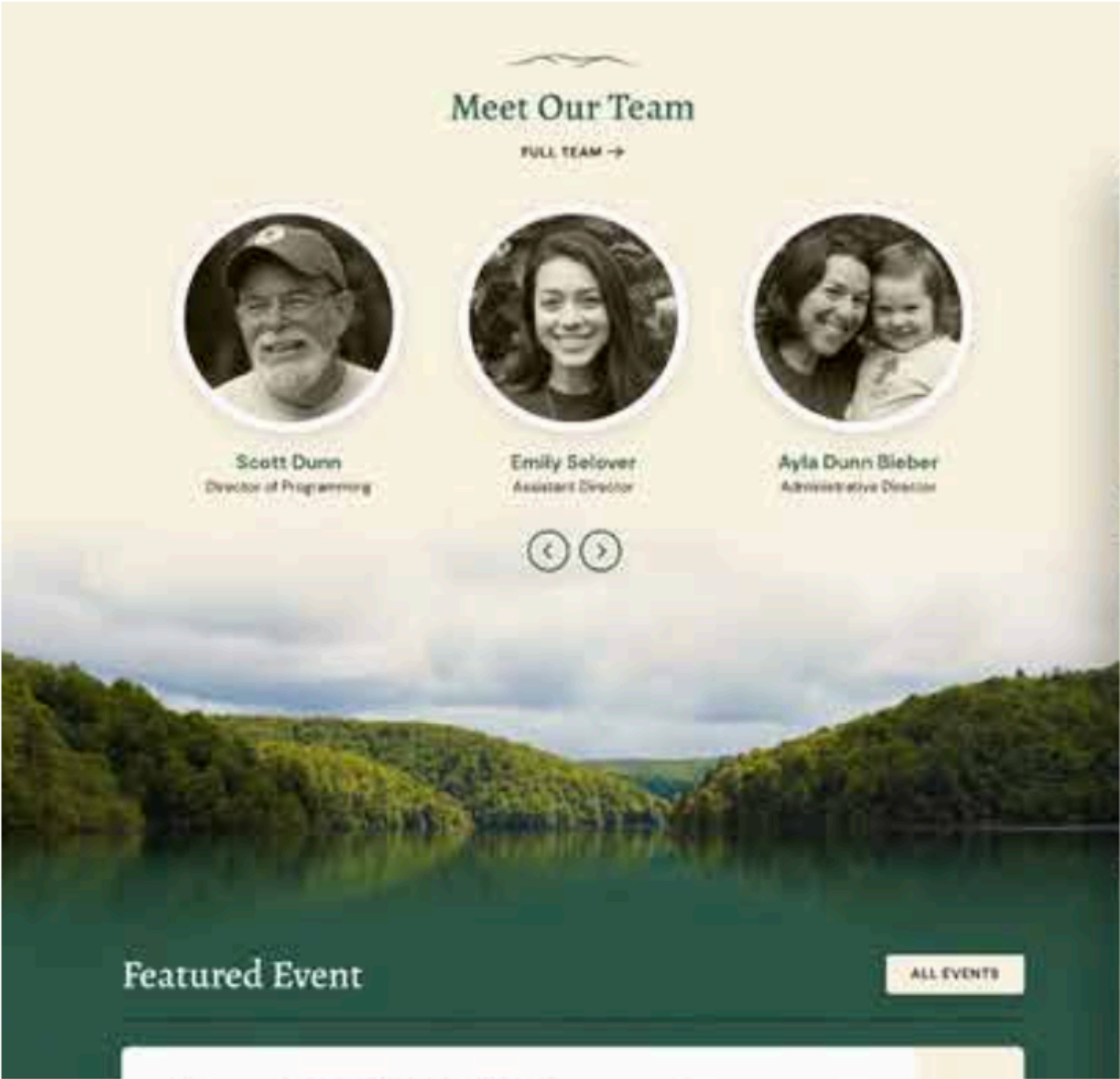
Inspirations that help narrow the design focus.





# Moodboards

Inspirations that help narrow the design focus.





# Moodboards

Inspirations that help narrow the design focus.





# Brand Identity

Start with sketches and a broad array of ideas. Collaborate together and build into vector-based identity.

1



2



3



4



5



6



7



8



9



10



11



12



13



14



# Brand Identity

Start with sketches and a broad array of ideas. Collaborate together and build into vector-based identity.



**Nutrition Facts**

64 servings per container  
Serving size 1 tbsp (14g)

Amount per serving		
<b>Calories</b>		<b>130</b>
		% DV*
Total Fat	14g	18%
Saturated Fat	2g	10%
Trans Fat	2g	
Polyunsaturated Fat	4g	
Monounsaturated Fat	6g	
Sodium	0mg	0%
Total Carbohydrate	0g	0%
Protein	0g	

Not a significant source of cholesterol, dietary fiber, total sugars, added sugars, vitamin D, calcium, iron, and potassium

\*%DV = %Daily Value

**INGREDIENTS**

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**REAL FOOD SEPARATES. SHAKE IT! REFRIGERATE AFTER OPENING™**

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123 Salsa Lane  
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SobremesaMole&Salsas.com

**HEAT SCALE**

**Sobremesa**

**MOLE & SALSAS**

**MOLE POBLANO**

NET WT 12 OZ

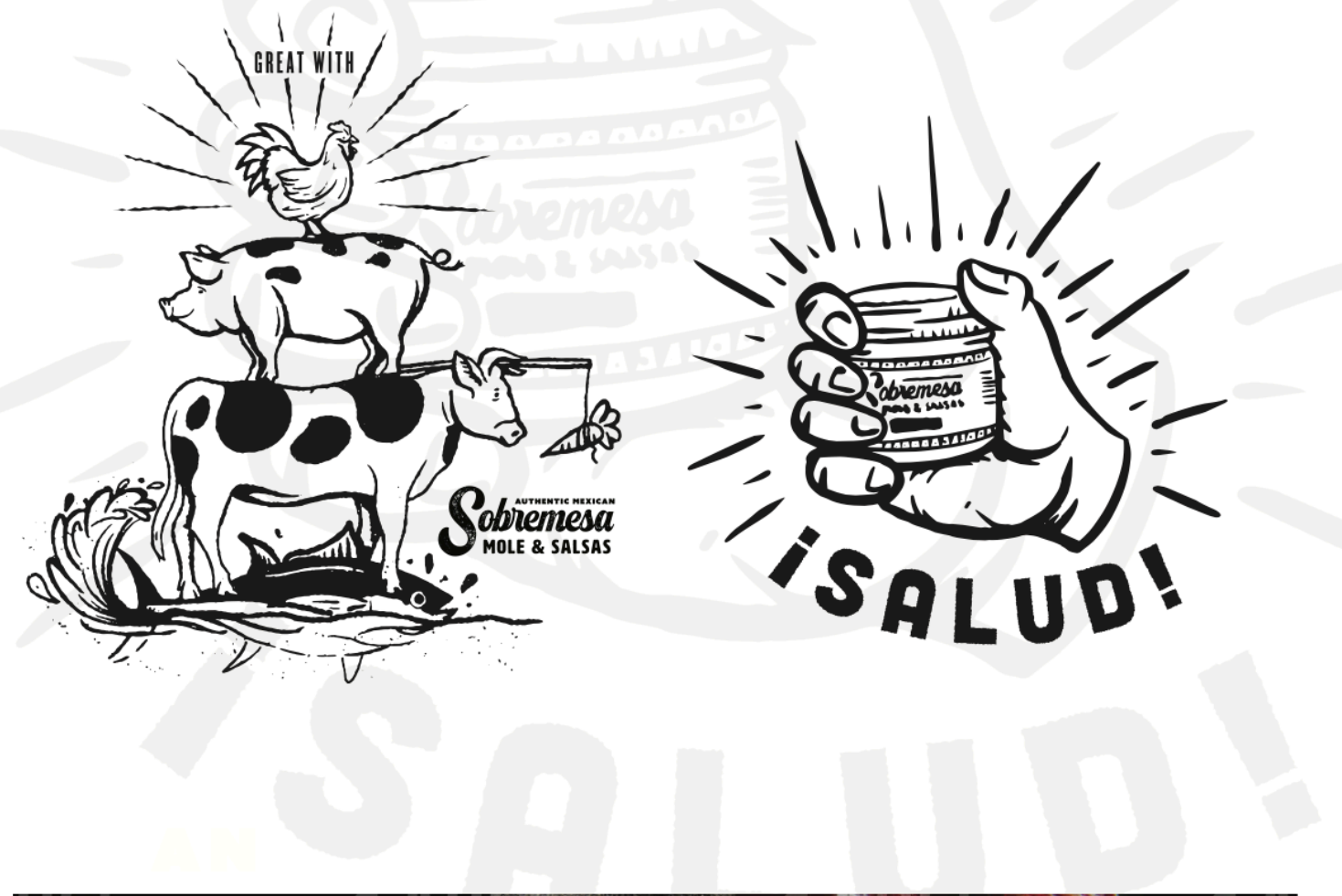
Batch Number:  
**12-22-2021**

Sobremesa is a small-batch salsa and mole company in Charleston, South Carolina. We believe in taking the time to do things right, from the thought and care that goes into crafting our products to pressing pause and enjoying them with family and friends. Because to us, food is not just something to eat, **It's an experience to savor.**

7 98304 43621 1



SOCIAL MEDIA ADS



# Style Tiles

A style tile is a brand recipe - a group of design elements including identity systems, font choices and typographic treatments, primary and secondary color choices, illustration and icon choices, photography examples and treatments - all combined into a thoughtful mix of layouts, modules, and design conventions.

BLUEION



Arrival SELECT DATE → Departure SELECT DATE → Rooms 2 Adults 2 Children 2 SEARCH AVAILABILITY HAVE A PROMO CODE? →



Savor the comforts of home and the luxuries of an Aspen ski resort

Situated in a tranquil 5 acre enclave at the base of Aspen Mountain, The Gant is Aspen's premier condominium resort; providing the comforts of home with the services of a fine hotel, all within a world-class destination.

ACCOMMODATIONS & AMENITIES →



The Gant boasts a distinct collection of upscale condominiums ideally suited for excursions amidst the Colorado Rocky Mountains

Of the one to four bedroom floor plans, choose between standard, deluxe or premier rated condominiums. Each of the condominiums feature the luxurious services you would expect from a superior Aspen hotel. Among the many amenities our guests enjoy are valet parking, bell and concierge service, and complimentary airport and in-town transportation.





# A few brand and content questions for you. ⚡⚡⚡

## 01 Timely Topics

What issues matter most to IOP residents and visitors right now? Do those differ from the broader Charleston landscape?

## 03 Brand Voice

How do you hope your audiences will perceive your brand? As an informative authority? Casual friend? Cool-kid club they want to be a part of?

## 02 Diverse Identity

You're a business chamber, regional development and relocation tool, and visitors bureau rolled into one. Are those parts equal, or is one aspect more weighted than another?

## 04 Tone and Voice Inspo

Thinking both within and outside the industry, are there any brands out there that nail the tone you're imagining? Or an example of what you *don't* want to be?



# What **creative questions** ⚡⚡ do we have right now?

## **01 Concepts**

As we begin work on the branding process, are there any concepts/ideas/styles/direction that have been created we should pull from? Or are we starting completely fresh?

## **03 Aspirational Brands**

Any aspirational brands we should look to as we get underway?

## **02 The Logo**

Are there any restrictions to consider when designing the logo? Any themes or topics you want to avoid?

## **04 Your Brand**

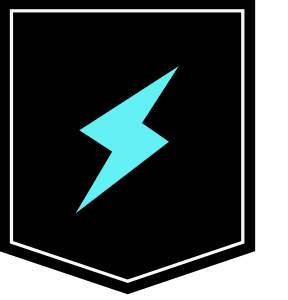
How would you like your brand to be perceived?





# Digital Strategy

REVEALING THE STORY WITHIN



## DIGITAL STRATEGY

# Laying the Foundation for Success.

## 01 Data-Driven Site Architecture / UX Process

Our crew will collaborate to define various options for the site organization, key user flows, and confirmation of core page templates.

## 02 Content Strategy

We'll develop an outline detailing what content will populate the sections of the new site. From there, we'll work together to assess which of these elements already exist and simply need a fresh set of eyes, versus what content will be written from scratch.

## 03 Technical Strategy and Build Budget

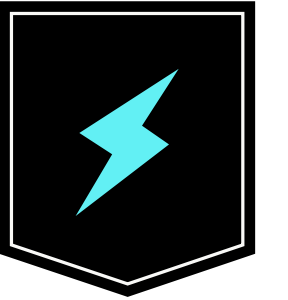
We'll work together to define the overall technical plans for the site—including CMS platforms, admin functionality, integration points with external platforms, and incorporate ideas that we've uncovered during this phase.

Finally, we'll re-confirm the full website build budget to make sure we're within the parameters of the original proposal and agreement.



# Site Architecture

## Originally proposed content:



### 01 Home Page

Mission statement. Become a member teaser/member highlight. Messaging and paths for visitors and residents. Feed of upcoming events and meetings.

### 02 Visitors Section

Overview of mission and key partners. Integration of relevant news, white papers, etc. Call-to-action to the team section.

### 03 Members Section

Become a Member overview page with membership info, contact form, pricing, benefits, etc. Membership Directory - filterable list of members with photos, links to member websites.

### 04 News & Resources

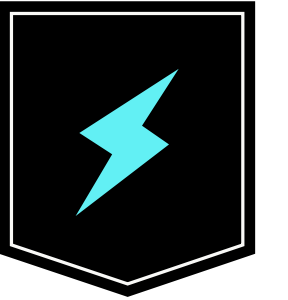
Hub for all relevant news and events. Filters/categories for visitors, member-specific info, and resident-specific info.

### 05 About Us

Info on IOP Chamber team, bios, etc.

### 06 Other Content

Privacy Policy, 404 Pages, Address/Phone Number.



## Some early items to confirm:

### 01 Proposed CMS Tools

News & Resources, Events, About, Membership on the resident and visitors sections, Homepage.

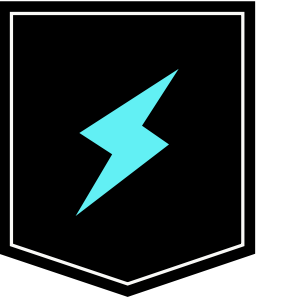
### 02 City of IOP Business License Feed

Utilize RSS feed or scraping to pull in latest business information for identifying new members.

### 03 Member-editable CMS

Do we want members to be able to submit their own listings/images/events? What about ongoing edits?





## PROJECT MANAGEMENT

**Our dedicated producers act as the liaison between you and the Blue Ion team.**

### **01 Project Status**

Weekly or as-needed updates and regroupings on where we're at.

### **02 Schedule**

Making sure we're keeping pace and moving along according to plan.

### **03 Budget and Scope**

Keeping track of budget and working through scope changes, if applicable.

### **04 QA and Launch**

Helping to prepare, proof, and ensure the beta site works and is ready to launch!





## What's Next?

# Setting the **foundation** for the work ahead.

## **01 Blue Ion Collab (BIC)**

Invite to our team project management portal, AKA our central hub for discussions, tasks, and timelines.

## **02 Gather Assets**

Provide Blue Ion access to any existing creative materials, marketing or strategic plans, etc.

## **03 Moodboard Process**

Get feedback on moodboards and start on brand identity ideas.

## **04 Web Plans**

Work on finalizing the initial website content outline and approach.



**LETS  
CREATE  
SOMETHING  
EXTRAORDINARY  
TOGETHER**

**BLUEION**

