



County Planning

CUYAHOGA COUNTY
PLANNING COMMISSION

2079 EAST 9TH ST, 5-300
CLEVELAND, OH 44115

216.443.3700
COUNTYPLANNING.US

REQUEST FOR PROPOSALS | LOGO & STYLE REBRANDING

All Submittal Materials Due: September 8, 2023, by 4:30pm

ABOUT US

The Cuyahoga County Planning Commission was created pursuant to the Ohio Revised Code Section 713.22 and serves as a planning and decision-making resource to the County, its municipalities, villages, and townships. Our agency is overseen by an eleven-member board—one for each of the eight County Planning Regions, the County Executive, and two members of County Council appointed by the President of County Council. Staff of the Planning Commission are organized into four divisions: Planning Services, Planning Initiatives, and Information & Research, and Operations. Our planners, researchers, and geographic information technicians are all technically trained and innovative, and combined bring a wealth of talent to the agency.

Recently, our team underwent a day-long retreat to reevaluate our direction as an agency, and through that process the following principles were created to help guide our work and initiatives:

- **Our Vision:** *Inspiring all of our communities to thrive.*
- **Our Mission:** *To advance Cuyahoga County's social, economic, and environmental health through equitable community planning.*
- **Our Core Values:** *Inclusion, Collaboration, Communication, Accountability, Respect, and Excellence.*

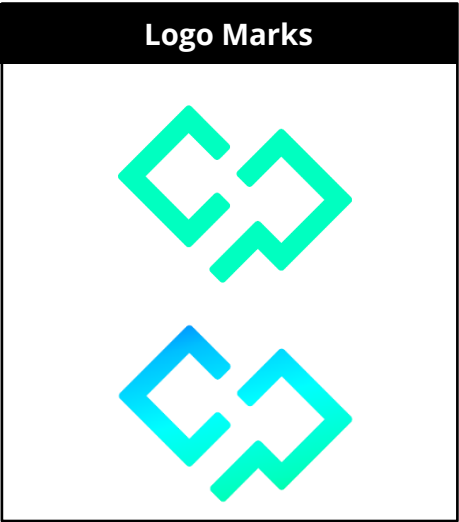
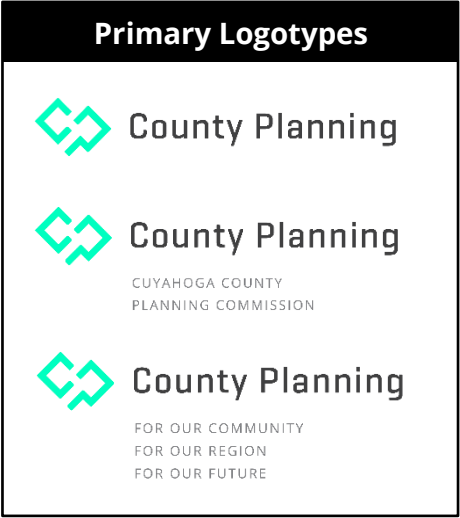
It is important that Our Vision, Mission, and Core Values are integrated into any responses to this RFP and deliverable.

ABOUT THE PROJECT

The Cuyahoga County Planning Commission is soliciting this Request for Proposals (RFP) for a rebranding of our agency, including a new logo and color palette to be integrated into all future documents, social media pages and posts, websites, email, print materials, and other similar uses. In 2014, the Cuyahoga County Planning Commission underwent a complete rebranding including a comprehensive visual identity package. However, over time this logo is no longer reflective of our vision, mission, and values, nor does it accurately capture or convey the work we do with our communities and partners.

Additionally, DEI (diversity, equity, and inclusion) is an important component of both our work and practice. Our current primary “green” color is not conducive for accommodating color blindness, nor does it print accurately on paper and business cards. It is the primary goal of this project to create a cohesive, high-quality identity and visual representation of our brand that is consistently captured across all media formats, sizes/scales, materials, and color spectrums (full color, greyscale, black-and-white, etc.)

- **Current Logos & Color Palette** (also see Attachment A: Style Guide, 2014):



Colors

	IN-HOUSE PRINTER	DIGITAL	PANTONE
TRUE BLUE	C:100 M:5 Y:0 K90	R:0 G:128 B:255	PROCESS BLUE C
CCPC BLUE	C:62 M:0 Y:0 K90	R:0 G:192 B:255	299C
LIGHT BLUE	C:46 M:0 Y:8 K:0	R:0 G:255 B:255	637C
CCPC GREEN	C:44 M:0 Y:27 K:10	R:0 G:255 B:192	3395C
TRUE GREEN	C:69 M:0 Y:74 K:0	R:0 G:255 B:128	7480C

SCOPE OF WORK TO BE PERFORMED

In close collaboration with the Cuyahoga County Planning Commission, the selected consultant team will provide our agency with a rebranding, logo, and color palette. The rebranded logo and color palette should be complementary to the Vision, Mission, and Core Values mentioned in the preceding "About Us" section. The new logo must be an original piece of work and adaptable for discernment at any scale or color—full color, greyscale, and black-and-white. It is critical that a new color palette be suitable for viewing on screens and printing so as to accommodate accuracy of representation while supporting a number of visual formats.

Additionally, a rebranded logo will need to be easily scalable for smaller items such as business cards, social media buttons/icons, conference programs and event materials, and marketing materials (pens, masks, paper, etc.); and for larger print items such as posters, signs, tablecloths, clothing, etc. It is also expected that the logo retains its high-quality integrity across any and all media formats (print, digital, etc.), scales and sizes (vector, bitmap, raster, etc.), and materials (embroidery, decals/stickers, etc.) It is expected that the selected consultant team will provide, at a minimum, 3-5 logo concepts and color palettes for consideration following an initial meeting with our agency.

At a minimum, the rebranded logo and color palette must be suitable for, but not limited to:

- **Digital Use:** social media icons/profile images (Facebook, Twitter, LinkedIn, etc.), websites, Esri Online Maps, PowerPoint presentations, email signatures
- **Print Use:** letterheads, envelopes, business cards, office signage, conference programs and event materials, placards
- **Marketing Materials:** decals/stickers, embroidery (shirts, hats, etc.), pens, tablecloths, nylon tents/heat transfer

The final logo(s) should be provided at a high resolution (600dpi minimum) and include:

- Original creative documents (Adobe Illustrator or similar vector files)
- PNG, JPEG, and PDF formats
 - Transparent background and white background versions are required in full color, greyscale, and black-and-white
- A style guide with examples shall also be provided showcasing the approved:
 - Color palette (CMKY, RGB, and greyscale)
 - Sizing/scaling guidelines
 - Appropriate use of logos

PROPOSED SCHEDULES

It is expected that the project be completed no later than December 31, 2023. The consultant selection and tentative project schedules are as follows:

RFP Review & Selection Timeline	Timeline
Request for Proposals (RFP) issued	Aug. 15, 2023
RFP Consultant Questions Due	Aug. 25, 2023
Project Proposals Due	Sept. 8, 2023 by 4:30pm
Short List Evaluation	Sept. 11 - 15, 2023
Contact Short List Consultant Teams	Sept. 19, 2023 by 4:30pm
Interview Short List Consultant Teams	Sept. 27 - 28, 2023
Selected Consultant Notified/Awarded	Oct. 2, 2023
Board Approval/Begin Work	Oct. 12, 2023

Logo & Style Rebranding Project Tentative Timeline

Meet with Staff/Initial Consult & Brainstorm Session	Oct. 18, 2023
Review of Initial Draft Logo(s)/Color Palette(s) (3-5 options)	Nov. 13, 2023
Update Design Based on Feedback	Nov. 14 – Dec. 5, 2023
Submit Final Logo(s), Color Palette(s), and Style Guide	Dec. 12, 2023

SUBMITTAL GUIDELINES & REQUIREMENTS

This is an open and competitive process for all qualified graphic designers and reputable design firms. All qualified consultant teams shall include the following as part of their responses to this Request for Proposals (RFP):

- Description of Consultant Team, Project Manager, and Relevant Background Experience
 - Proof of qualifications
 - Resumes and contact information for all designated project team members
 - Complete firm name(s), mailing addresses, and contact information
 - Please include applicable diversity certification(s) (SBE, WBE, MBE, DBE, etc.)
- A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they may relate to providing services sought for this project
- At least two (2) prior client references with contact information (name, email address, phone number, mailing address)
 - Please include a brief explanation of work performed with client
- Provide three (3) to five (5) examples of similar design work
 - It is suggested that samples be provided from similar logo/color rebranding projects within the last five (5) years
 - Please include an explanation of the work performed, samples of the creative process and final product, and an overview of how the final design was derived
- An estimated cost for the rebranding process and development of logo and color palette
 - Please include a line item for ongoing support for the implementation of the rebranding elements

The proposal must contain the signature of a duly authorized officer, agent of the firm, or person submitting the proposal. Additionally, if the execution of work to be performed by you or your firm requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified, and the work they will perform must be defined.

The Cuyahoga County Planning Commission requests a signed Non-Disclosure Agreement from each partner prior to conducting any specific discussion, including, without limitation, your sharing of any portion of the RFP with the proposed partner. All interested consultant teams must assume complete responsibility, authority, and accountability for the work of your alliance partners and subcontractors. Any such partner or subcontractor will be subject to all terms and conditions of the RFP and the associated process.

It is the responsibility of each consultant team to thoroughly examine this entire Request for Proposals (RFP) and **submit any questions to: sinfeld@cuyahogacounty.us no later than Friday August 25, 2023 by 4:30pm. Responses will be sent via email to all interested consultant teams by 4:30pm on Tuesday, August 29, 2023.**

All proposals shall include two (2) bound hard copies, and one digital copy provided on a thumb drive (USB) mailed to:

Ms. Susan Infeld
Manager, Planning Initiatives
Cuyahoga County Planning Commission
2079 East 9th Street, Suite 5-300
Cleveland, Ohio 44115

All submissions shall arrive to the above-mentioned mailing address no later than the deadline of Tuesday September 8, 2023 by 4:30pm.

**Electronic submittals sent via email will not be accepted.*

REVIEW CRITERIA, EVALUATION PROCESS & CONSULTANT SELECTION

All proposals submitted by the deadline will be evaluated by the Cuyahoga County Planning Commission based on the following criteria:

- **Skills/Creativity:** Please demonstrate through provided samples of work and supporting text the creative execution of similar style branding and logo/color palette projects. Consultant teams should be able to demonstrate and explain the utmost skill, competency, and high-quality design of previous work.
- **Experience/Qualifications:** Please demonstrate through provided samples of work and supporting text the consultant team's drive for excellence, client focused services, technical capabilities and skill, ability to meet milestones and deadlines, and methodology to the creative process. Additional bonus points may be awarded based on diversity certification(s): SBE, WBE, MBE, DBE, etc.
- **Project Scope/Approach:** Please describe the consultant team's understanding of the project and how they plan to integrate a collaborative process with the Cuyahoga County Planning Commission by staying on task, adhering to the budget and proposed timeline, and meeting with staff during the creative process.

Each category shall be assigned a score from 0-10 in terms of consistency with the above-mentioned criteria—with 0 being the lowest and 10 being the highest. Consultant teams should be able to accurately demonstrate their capabilities through graphic samples, prior client testimonies, and other similar project descriptions.

The Cuyahoga County Planning Commission will **contact short-listed consultant teams on Tuesday September 19, 2023, by 4:30pm.** Short-listed consultant teams will be **interviewed by the Cuyahoga County Planning Commission between September 27 - 28, 2023,** in-person and/or virtual interview formats will be determined at the time of contact with short-listed consultant teams. Selected consultant teams may be asked to provide additional information relating to this Request for Proposals (RFP) or submitted materials.

This Request for Proposals (RFP) document, proposal, and all other representations made by the selected consultant team, will be incorporated into a contract agreement between the consultant team and the Cuyahoga County Planning Commission. During the evaluation period, the County Planning Commission may request additional or alternative options and prices. Such request shall be deemed to be part of the original RFP. Consultant teams shall not be permitted to revise their original responses without the permission of the Cuyahoga County Planning Commission.

RESERVATION OF RIGHTS

The Cuyahoga County Planning Commission reserves the right to issue amendments and addenda to this Request for Proposals (RFP), as well as the right to cancel or reissue this RFP in its entirety. The Cuyahoga County Planning Commission also reserves the right to evaluate the qualifications submitted, request additional information, and/or to make inquiries as necessary to verify qualifications.

In its sole discretion, the Cuyahoga County Planning Commission may waive any irregularities or reject any and all consultant teams submitting a response to this RFP should it be deemed in the Cuyahoga County Planning Commission's best interest to do so.

The Cuyahoga County Planning Commission may disqualify a consultant team if any interest disclosed from any source is either deemed by the Cuyahoga County Planning Commission to be a conflict or give the appearance of a conflict, or otherwise cause speculation as to the objectivity and/or integrity of the work to be undertaken.

Nothing in this RFP shall obligate, compel, or require the Cuyahoga County Planning Commission to proceed with the graphic identity, branding, and/or design services contemplated herein.

CONTRACTING REQUIREMENTS

The selected consultant team shall procure, maintain and pay premiums for the insurance coverage and limits of liability indicated below with respect to products, services, work and/or operations performed in connection with any contract awarded under this RFP.

The Cuyahoga County Planning Commission reserves the right to require insurance coverages in various amounts or to modify or waive insurance on a case-by-case basis whenever it is determined to be in the best interest of the County. However, the following three items (Worker's Compensation Insurance, Commercial General Liability Insurance, and Business Automobile Liability Insurance) are all mandatory requirements unless otherwise specified.

- 1) **Worker's Compensation Insurance** as statutorily required by the State of Ohio.
 - (a) For Contractors with employees working outside of Ohio, Worker's Compensation Insurance as required by the various state and Federal laws as applicable including Employers' Liability coverage.
- 2) **Commercial General Liability Insurance** with limits of liability not less than:
 - (a) \$1,000,000 each occurrence bodily injury & property damage;
 - (b) \$1,000,000 personal & advertising injury;
 - (c) \$2,000,000 general aggregate;
 - (d) \$2,000,000 products/completed operations aggregate.
 - (e) Such insurance shall be written on an occurrence basis on the Insurance Services Office (ISO) form or its equivalent.
- 3) **Personal Automobile Liability Insurance** covering all owned, non-owned, hired, and leased vehicles. Such insurance shall provide a limit of not less than \$1,000,000 combined single limit (bodily injury & property damage) each accident;
 - a) Such insurance shall be written on an occurrence basis on the Insurance Services Office (ISO) form or its equivalent.

ADDITIONAL INSURANCE COVERAGE

Each of the following items may be required "in addition to" the mandatory County insurance requirements set forth above. Although these coverages may not be listed as mandatory County insurance requirements, it is at Cuyahoga County's discretion to mandate these coverages where deemed necessary based on the nature of the contracted services/products and allocated risks.

- 1) **Professional Liability Insurance/Errors & Omissions Liability Insurance** providing coverage for claims arising out of the provision of design, architectural, engineering, consultants, counselors, medical professionals, legal and/or other professional services with a limit of liability not less than:
 - a) \$1,000,000 per claim;
 - b) \$2,000,000 aggregate.
- 2) **Cyber Risk Insurance** for all vendors who provide software development and installation, or the storage of, hosting of, use of or access to County data. This coverage shall respond to privacy and network security liability claims with limits of liability not less than:
 - a) \$3 million per claim;
 - b) \$3 million per aggregate.
- 3) **Technology Professional/Errors & Omissions** for all vendors who provide IT professional technology services and products (including, but not limited to, IT consultants, software developers, web developers and designers, data processing, and internet media/publishers). This coverage shall respond with limits of liability not less than:
 - a) \$1 million per claim;
 - b) \$2 million per aggregate.
 - c) **Note: The coverage amount may be higher depending on the type of project and professional services being provided.**

DOING BUSINESS WITH THE COUNTY

- 1) Consultants (contractors/vendors/suppliers) doing business in excess of \$10,000.00 per year with Cuyahoga County must register with the Agency of the Inspector General. This includes completing an online registration, paying a registration fee, and completing an ethics training video and a short ethics quiz.
- 2) Contractors who are debarred or suspended may not contract with Cuyahoga County.
- 3) New Suppliers must go to the Infor Supplier Portal to complete the registration process. Before visiting the Infor Supplier Portal new Suppliers should be prepared to upload their W9, as well as select their diversity codes and commodity codes (NIGP). Suppliers should only select a diversity code if they are certified as a small, woman, or minority business enterprise (SBE/WBE/MBE) with Cuyahoga County.
 - a) County Diversity Certifications: <https://rb.gy/0pfaq>
 - b) Vender/Supplier Guide: <https://rb.gy/zr03w>
 - c) Supplier Portal Instruction Video: <https://rb.gy/pe5t1>
 - d) Register as a Supplier: <https://rb.gy/ubra8>
 - e) The Infor Supplier Portal works only with Google Chrome, Mozilla and FireFox for accessing the portal.

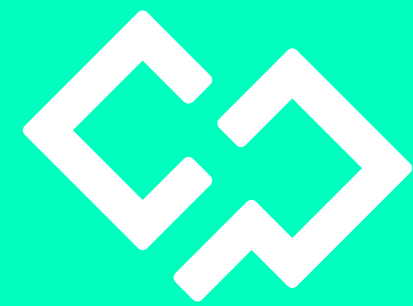
COST OF PREPARING RESPONSES TO THIS RFP

All expenses for preparing and submitting responses are the sole cost of the party submitting the response. The Cuyahoga County Planning Commission is not obligated to any party to reimburse such expenses.

CONFIDENTIALITY

Labeling information provided in submittals "proprietary" or "confidential", or any other designation of restricted use will not necessarily protect the information from public view. The Cuyahoga County Planning Commission is subject to the provisions of the Open Records Laws of the State of Ohio.

Attachment A: Style Guide, 2014



County Planning



Foreword

The **County Planning** identity system and the standards for its application were designed to strengthen the image of the brand in the community. This usage guide will help you to use the identity and image properly and consistently. Inconsistent representation of the County Planning identity can harm the integrity of the brand in the eyes of the audience.

These guidelines are intended to be firm with room for interpretation. As it is impractical to plan for every conceivable identity application, the most commonly practiced usages are shown, while leaving room for creativity. Consistent and proper use of the identity will ensure quality communications and will reflect positively on the **County Planning** brand.

In this manual

- 1** Using Your Files.
- 2** Primary Logotypes
- 3** Use-case Logos
- 4** Logo Mark
- 5** Icons & Symbols
- 6** Minimum Clear Space
- 7** Minimum Print Size
- 8** Improper Use of Logo
- 9** Typefaces
- 10** Additional Typefaces
- 11** Color
- 12** Collateral
- 13** cont'd

Using Your Files

Upon completion of the branding project, you'll receive a variety of files from Go Media prepped and ready for use. Here is a preface on the different file formats, and when to use them.

File Formats

.ai & eps (editable & outlined)

You'll want to use the .ai or .eps file formats when working with a professional printer to have collateral materials printed (such as signage, brochures, product tags, business cards, etc.) In most cases the 'outlined' versions should be provided, as this will ensure the recommended fonts are maintained. If changes to the actual designs are required, you'll want to provide the 'editable' versions. With editable files, fonts may need to be purchased.

.jpg & .png (CMYK & RGB)

CMYK file formats are intended for print-based uses, such as letterhead or envelopes that are printed in-house or through a professional printer.

RGB file formats are intended for web-based uses, such as on your website, on social media platforms, or in an email signature.

1



2



2



Primary Logotypes

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the **County Planning** brand both in the county, and out in the world. It is essential that the logo is always applied with care and respect in every application. These options here represent the fundamental use-cases for your logo.

1. Primary County Planning logo
2. Primary + Full name tagline
3. Primary + Slogan

1



2



3



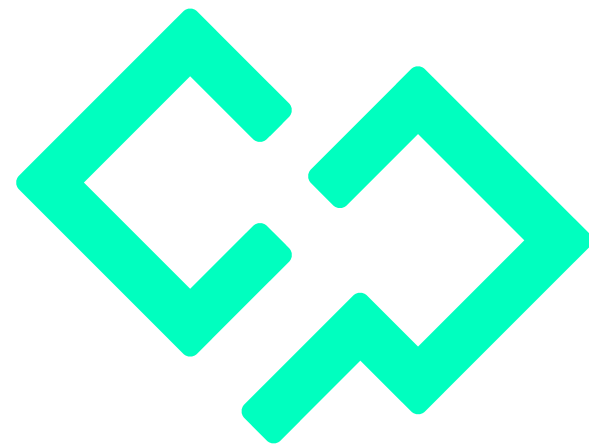
4



Use-Case Logos

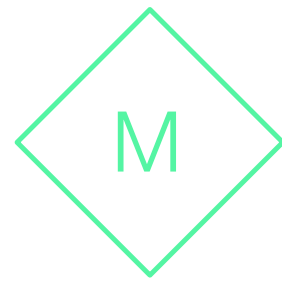
These options here represent additional use-cases for the identity. These versions address specific needs of the identity, and as such can grow over time when new criteria arises.

1. Specialty version. This variant has some added bulk to help ramp up the legibility of the all 'ccpc green' version of the logo.
2. Center aligned, full-name variant
3. Center aligned primary logo variant.
4. Small format variants

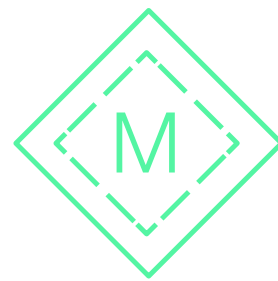


Logo Mark

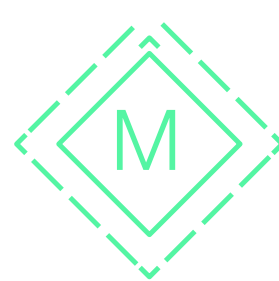
The **County Planning** brand also has an abbreviated logo mark which is to be used on a case by case basis. In situations where the brand is established at the outset (such as a Master Plan) a mark such as this is very valuable to use as a consistent visual thread. Repeating the full logo over and over again can look redundant, this mark is perfect for those situations.



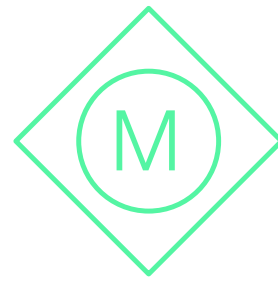
Master Plan



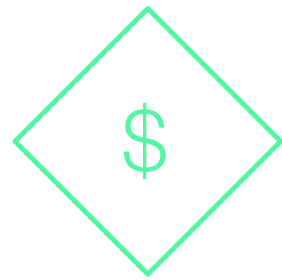
Master Plan ~ Area



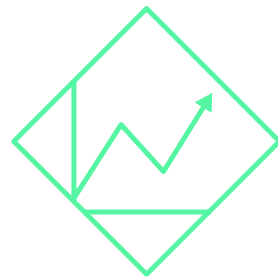
Master Plan ~
Comprehensive



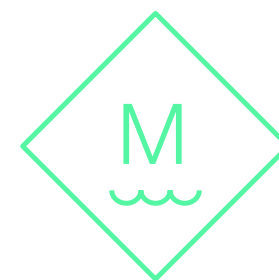
Master Plan ~ Community



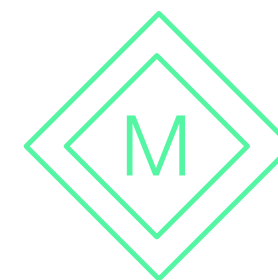
Economic Development



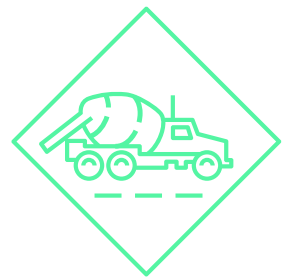
Economic Development



Master Plan ~ Watershed



Master Plan ~ Regional



Infrastructure



Infrastructure



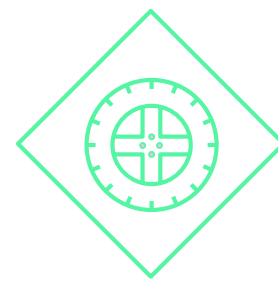
Housing



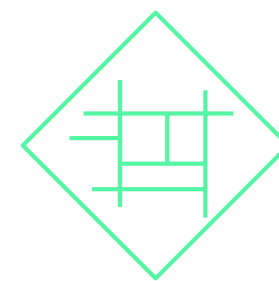
Urban Design



Recreation



Transportation



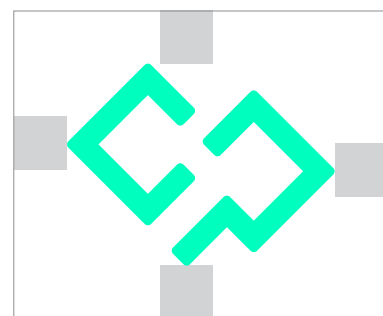
Road Analysis



Sustainability

Icons & Symbols

The use of icons and symbols in the County Planning brand is an important part of the identities visual language. These can act as a tool to cut down on dense information and help communicate data that is inherent to the CCPC services.

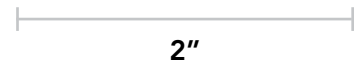


Minimum Clear Space

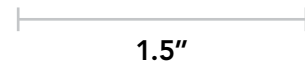
To ensure the prominence and legibility of the logos, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

As you can see, the minimum clear space is derived from the spacing of the elements of the logo themselves. Having the spacing dictated in this way is valuable because it's relative... instead of memorizing specific measurements, simply reference the spacing as outlined here.

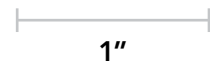
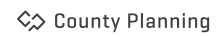
1



2



3



Minimum Print Size

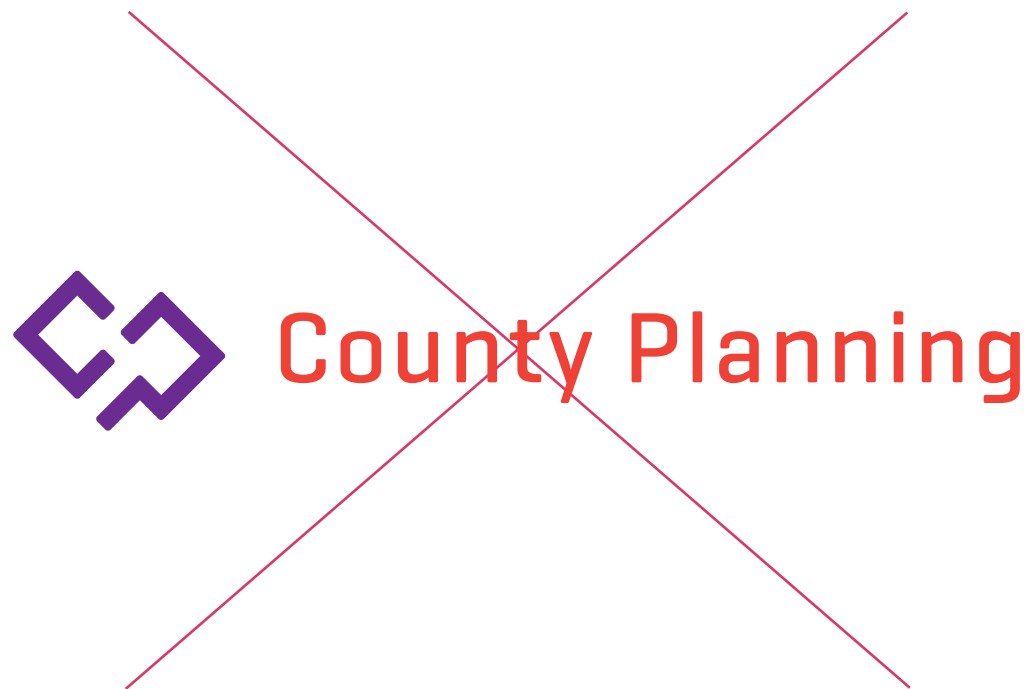
Whenever printing the different identity assets, adhere to these minimum sizing requirements.

1. The primary logo should never appear smaller than 2"
2. For spaces smaller than 2" use the small logo variant.

Correct



Incorrect



Improper use of logo

- Do not attempt to re-create the logo. Use the provided files, or for further assistance contact your Go Media rep.
- Do not apply any kind of effect to the logo.
- Do not skew, re-draw, re-color, re-proportion, or otherwise alter or distort the logo in any way.

Geogrotesque

Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;!@#\$\$%&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;!@#\$\$%&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
[.,:;!@#\$\$%&*) 0123456789

Open Sans

Aa

Typefaces

These typefaces were selected to complement the voice and tone of the **County Planning** brand. Both of these typefaces have flexibility built in - there are a range of styles within the font family which allow for future styles to be easily established. As well as offer web-font capabilities, which is extremely useful. Below are links to where they can be found:

Geogrotesque can be purchased here:
<http://www.fonts.com/font/emtype-foundry/geogrotesque>

Open Sans can be found here:
<https://www.google.com/fonts/specimen/Open+Sans>

Verdana

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789

Courier New

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@#\$%&*) 0123456789

Additional Typefaces

Here are some additional typefaces that stylistically pair well with the brand's foundational typefaces in the previous page.

IN-HOUSE PRINTER

DIGITAL

PANTONE

TRUE BLUE

C:100 M:5 Y:0 K90

R:0 G:128 B:255

PROCESS BLUE C

CCPC BLUE

C:62 M:0 Y:0 K90

R:0 G:192 B:255

299C

LIGHT BLUE

C:46 M:0 Y:8 K:0

R:0 G:255 B:255

637C

CCPC GREEN

C:44 M:0 Y:27 K:10

R:0 G:255 B:192

3395C

TRUE GREEN

C:69 M:0 Y:74 K:0

R:0 G:255 B:128

7480C

Colors

Here are the primary brand colors for County Planning. Note the 3 columns which address the specific usage of each the color's details.



County Planning

FOR OUR COMMUNITY.
FOR OUR REGION.
FOR OUR FUTURE.

2079 EAST 9TH ST
SUITE 5-300
CLE, OH 44115

216.443.3700
216.443.3737
COUNTYPLANNING.COM

FROM THE DESK OF

Patrick Hewitt

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Kind regards,



County Planning

FOR OUR COMMUNITY.
FOR OUR REGION.
FOR OUR FUTURE.

Patrick Hewitt **JOB TITLE**

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Collateral Recommendations

During the course of the branding process we were able to consider some collateral styles. Examples such as what a letterhead might look like, business cards, and in-progress wayfinding. These are simply mockups, if you'd like to pursue any item please contact your Go Media rep - as we're very familiar with your brand, these items are a natural next step.



