

**AGENDA**  
**CITY OF DAWSONVILLE DOWNTOWN DEVELOPMENT AUTHORITY**  
**SPECIAL CALLED MEETING**  
City Hall, G.L. Gilleland Council Chambers  
Thursday, February 17, 2022  
5:30 P.M.

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1. Call to Order
2. Roll Call
3. Invocation and Pledge
4. Approval of the Agenda

**BUSINESS**

5. Fireworks Discussion
6. Mountain Moonshine Festival
7. Consideration of Grant Application – Dawsonville History Museum
8. Development of DDA Logo – Review Quotes and Consider Choosing a Company

**ANNOUNCEMENTS**

**ADJOURNMENT**

*The next scheduled meeting is Monday, March 28, 2022*

*Those persons with disabilities who require reasonable accommodations in order to allow them to observe and/or participate in this meeting or who have questions regarding the accessibility of the meeting, should contact the Clerk at Dawsonville City Hall at 706-265-3256 at least two (2) business days prior to the meeting.*



DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 5

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SUBJECT: **FIREWORKS DISCUSSION**

DDA MEETING DATE: **02/17/2022**

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PURPOSE FOR REQUEST:

**TO DISCUSS FIREWORKS DISPLAY IN 2022**

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HISTORY/ FACTS / ISSUES:

- **INQUIRY MADE BY KEITH STONE AT TGE 11/22/2021 DDA MEETING**
  - **REQUEST FOR DAWSON COUNTY FIRE MARSHALL AND FIRE CHIEF TO ATTEND TO ADVISE AND CONTRIBUTE TO THE DISCUSSION**
- 

OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 6

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SUBJECT: **MOUNTAIN MOONSHINE FESTIVAL**

DDA MEETING DATE: **02/17/2022**

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PURPOSE FOR REQUEST:

**BOARD MEMBER DWIGHT GILLELAND REQUESTED THIS AS AN AGENDA ITEM**

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HISTORY/ FACTS / ISSUES:

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 7

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SUBJECT: CONSIDERATION OF GRANT APPLICATION – DAWSONVILLE HISTORY  
MUSEUM

DDA MEETING DATE: 02/17/2022

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PURPOSE FOR REQUEST:

**TO REQUEST FUNDING FROM DDA GRANT FOR PROJECT AT THE DAWSONVILLE  
HISTORY MUSEUM**

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HISTORY/ FACTS / ISSUES:

**NOTE: BOARD CAN DISCUSS THE GRANT APPLICATION BUT NO DECISION CAN BE MADE  
FOR THIS PROJECT UNTIL AUTHORIZATION IS GIVEN BY THE CITY COUNCIL TO RENOVATE  
THE AREA**

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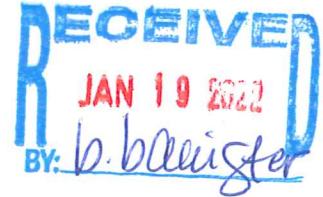
OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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Downtown Development Authority:  
Keith Stone, Chairperson  
Kevin Hammond, Vice Chairperson  
Tasha Howell, Treasurer  
Jamie McCracken

415 Highway 53 East, Suite 100  
Dawsonville, GA 30534  
Office (706) 265-3256 Fax (706) 265-4214  
[www.dawsonville-ga.gov](http://www.dawsonville-ga.gov)

Dwight Gilleland  
Marsha Martel  
Stephen Tolson

## Dawsonville Downtown Development Authority Grant Checklist

***The following items MUST be adhered to and submitted with your application BEFORE your request will be considered.***

- Business must be located within the Dawsonville Downtown Development Area  
Is the location inside the Historic District? \_\_\_ yes x no  
If yes, prior approval may be required from Historic Preservation Commission
- Proof of Corporate Status (Secretary of State)
- Proof of Business License (City of Dawsonville)
- Background check from Dawson County Sheriff's Office
- Fee \$50.00 (check made payable to DDA)
- Two (2) Project Cost Estimates

**Estimated project start date:** March 4, 2022

*\*Project must commence within sixty (60) days of the grant award*

**Estimated project completion date:** May 1, 2022

*\*Project must be completed within one (1) year of commencement*

***The following items MUST be completed prior to grant disbursement.***

- Project as submitted must be 100% complete.
- Inspection of completed project by DDA member to their satisfaction.
- Submission of paid itemized invoices reflecting project work and cost.

## **DAWSONVILLE DOWNTOWN DEVELOPMENT PROJECT GRANT FUND GUIDELINES AND APPLICATION PACKET**

The Downtown Development Project Grant Fund was created by the City of Dawsonville, Georgia in order for the Dawsonville Downtown Development Authority (“DDA”) to award grants for Projects that promote the development of trade, commerce, industry, and employment opportunities within the Dawsonville Downtown Development Area.

### **GRANT AMOUNTS AND GUIDELINES**

Subject to budgeted funds, there is no pre-determined amount for grant awards. Instead, the applicant is to provide in the written application a description of the proposed Project including itemized estimated costs of the Project and a description of how the Project will benefit the citizens of the City of Dawsonville and fulfill the established guidelines set forth herein. Amounts of awards are subject to current budget funds available for the program. Awards will not be disbursed until the Project is complete and itemized invoices or other evidence of Project completion is submitted to the satisfaction of the DDA following inspection of the completed Project by the DDA or its designee. Awards will be made in an estimated amount, but only disbursed to the extent of actual cost incurred or the amount of the award, whichever is less. For example, a grant award is made for an estimated amount of \$5,000, but the actual Project construction costs \$4,824 would result in disbursement of \$4,824. By way of further example, if the grant award is made for an estimated amount of \$5,000 and the actual Project construction costs \$5,824, the disbursement would be \$5,000. Further guidelines include:

1. Each grant award must promote the development of trade, commerce, industry, and employment opportunities in the downtown development area;
2. Each Project for which a grant is awarded must meet the following definition of “Project”: The acquisition, construction, installation, modification, renovation, or rehabilitation of land, interests in land, buildings, structures, facilities, or other improvements located or to be located within the downtown development area, or other improvement for the essential public purpose of the development of trade, commerce, industry, and employment opportunities in the Dawsonville Downtown Development Area;
3. The Project must be within the Dawsonville Downtown Development Area;
4. Any Project within the Dawsonville Historic District must receive the prior approval of the Dawsonville Historic Preservation Commission as a pre-condition to any grant award.
5. The amount of the grant will be determined by the DDA based on the information provided in the Application, the funds available, and the number of requests under consideration;
6. Eligible applicants are Downtown Development Area commercial property owners, as well as business owners (with the property owner’s permission);
7. Projects funded with grants must commence within sixty (60) days of the grant award and must be completed within one (1) year of commencement in order to be eligible for grant disbursement. If a Project is not in compliance with the requisite timeframe, the grant award will lapse and the applicant shall not be entitled to any funds;
8. All property taxes, licenses and permits must be current at all times during the applicant period and up until completion of the Project;

9. Grant applicants are fully responsible for all aspects of the Project, including any relationships between contractors and supplies and securing all necessary permits and approvals. Grant applicants that are entities shall provide proof of corporate status along with their application (such as a print out of good standing from the Georgia Secretary of State).
10. Grant applicants or their principal(s) shall consent to a background check by the Dawson County Sheriff's Office at the expense of the applicant. No grant award may be made to any applicant or entity managed by an applicant that has a felony conviction or a misdemeanor conviction of high and aggravating circumstances.
11. The grant application fee shall be \$50.00. The DDA will use the application fee to fund the cost of completed Project inspections prior to disbursement of funds and such other administrative costs of the DDA as arise in the Grant process.
12. Each grant application shall be accompanied by at least 2 estimates of Project costs from individuals or entities independent of the Applicant.
13. The most important factor in granting awards considered by the DDA shall be the number and type of jobs that will be created by the Project. Within that consideration, priority shall be granted to Projects creating higher income jobs over those creating lower income jobs.
14. As a general rule and subject to modification on a case by case basis for substantial reason(s), Projects to expand established businesses and their employment opportunities shall be favored over Projects for start up businesses and their employment opportunities.
15. The DDA may issue a matching grant for any Project whereby the Applicant would agree to match the funds awarded. For example, an estimated \$5,000 Project cost could result in a \$2,500 award from the DDA upon completion and proof that the Applicant had spent at least \$2,500 on the Project.

**DAWSONVILLE DOWNTOWN DEVELOPMENT GRANT PROJECT  
FUND APPLICATION**

**APPLICANT**

Name of Business: The Dawsonville History Museum dba/ GRHOF

Name of Person Filing Application: Cindy Elliott

Phone: 404.461.3788 Email: Cindykelliott@gmail.com

Address: 415 Hwy 53 East Suite 110

Description of Applicant's Business: History Museum

Description of Products/Services Offered by Applicant's Business: touring  
exhibits and licensed merchandise

**OWNER OF PROPERTY, IF OTHER THAN APPLICANT**

Owner: City of Dawsonville Contact Name: Bob Bolz

Address: 415 Hwy 53 East Suite 100

Phone: 706.265.3256 Email: citymanager@dawsonville-ga.gov

**DESIGNATED PROPERTY**

Address: 415 Hwy 53 East Suite 110  
Dawsonville, GA 30534

Within Dawsonville's Downtown Development Area?  (Y)  (N)  
Within the Dawsonville Historic District?  (Y)  (N)

**PROJECT**

Cost of Project (attach at least 2 estimates): \$ \_\_\_\_\_

Description of Project (use additional pages if necessary): \_\_\_\_\_

Exterior covered Community Center Space  
and renovation and replacement of severely  
deteriorated museum front entrance. Both to  
give a modernized accent.

Description of Number of New Jobs that will be created by the Project and range of New Job income levels: \_\_\_\_\_

3-4 permanent jobs to maintain and lease  
the space. Building crews will be engaged  
for the term of the project and local  
building supplies will be used.

Proposed Start Date: March 1, 2022 Proposed Completion Date: May 1, 2022



Description of How the Project will Benefit the Citizens of Dawsonville and Fulfill the Established Guidelines (use additional pages if necessary):

This initial project of the facade of our building is part of several renovations necessary to transform the Dawsonville History Museum into a more community oriented and user friendly facility.

Other portions of renovations are being outsourced through other grants available to us. This project together with a conference center, souvenir shop and renovated restaurant space would complete our look and availability to provide local conference facilities to our community.

The completed project would increase tourism spending and take revenue generation to the next level by competing in the lucrative travel and hospitality industry.

**APPLICANT'S CERTIFICATION**

I, (applicant name) Cindy Elliott agree that the above constitutes the proposal for the Project at this time and that any changes or additional will require additional information. My signature certifies that I have read, understand, and agree to all of the grant program guidelines, regulations, and deadlines and that I consent to any and all background checks done by the Dawsonville DDA. I represent and warrant that I have not been convicted of a felony or a misdemeanor of a high and aggravating nature. I hereby submit this Application for the proposed Project and understand that this application is pending review by the Dawsonville DDA. I understand that the Project must commence within sixty (60) days of the award of the grant and that the Project must be completed within one (1) year of the date of commencement or the award shall lapse. I understand that I will not receive any grant funds until after completion of the Project, submission of itemized invoices reflecting actual completed Project costs to the satisfaction of the DDA and an inspection for completion by the DDA.

Applicant's Signature: Cindy Elliott Date: \_\_\_\_\_

By signing below, the Property Owner consents to this Application and to the Project work being done on the identified property:

Property Owner's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**STAFF USE ONLY**

Project located within the Dawsonville Downtown Development area: yes  no \_\_\_\_\_

Project located within the Historic District: yes  no \_\_\_\_\_

HPC approval acquired: yes \_\_\_\_\_ no \_\_\_\_\_ n/a

Proof of corporate status received: yes  no \_\_\_\_\_

Proof of Business License received: yes \_\_\_\_\_ no \_\_\_\_\_ n/a

Background check from Dawson County Sheriff's Office received: yes  no \_\_\_\_\_

Application fee paid (\$50): yes  no \_\_\_\_\_

Two (2) project cost estimates received: yes  no \_\_\_\_\_

Date reviewed by DDA: \_\_\_\_\_

Application: \_\_\_\_\_ Granted in the amount of \$ \_\_\_\_\_ on \_\_\_\_\_.

Application: \_\_\_\_\_ Denied

Project Completion Inspection Date: \_\_\_\_\_ Inspector: \_\_\_\_\_

Paid itemized invoices received: yes \_\_\_\_\_ no \_\_\_\_\_

Project Funds Disbursement Date: \_\_\_\_\_ Approved by: \_\_\_\_\_

# STATE OF GEORGIA

Secretary of State  
Corporations Division  
313 West Tower  
2 Martin Luther King, Jr. Dr.  
Atlanta, Georgia 30334-1530

## ANNUAL REGISTRATION

\*Electronically Filed\*  
Secretary of State  
Filing Date: 1/13/2022 7:43:28 AM

### BUSINESS INFORMATION

CONTROL NUMBER	09032143
BUSINESS NAME	DAWSONVILLE HISTORY MUSEUM, INC.
BUSINESS TYPE	Domestic Nonprofit Corporation
EFFECTIVE DATE	01/13/2022
ANNUAL REGISTRATION PERIOD	2022

### PRINCIPAL OFFICE ADDRESS

ADDRESS 415 Highway 53 East, Dawsonville, GA, 30534, USA

### REGISTERED AGENT

NAME	ADDRESS	COUNTY
Calvin Byrd	415 Highway 53 East, Dawsonville, GA, 30534, USA	Dawson

### OFFICERS INFORMATION

NAME	TITLE	ADDRESS
Calvin Byrd	CEO	415 Highway 53 East, Dawsonville, GA, 30534, USA
Faye Abercrombie	SECRETARY	415 Highway 53 East, Dawsonville, GA, 30534, USA
Scott Adams	CFO	415 Highway 53 East, Dawsonville, GA, 30534, USA

### AUTHORIZER INFORMATION

AUTHORIZER SIGNATURE	Rachel Byers-Miller
AUTHORIZER TITLE	Authorized Person





The Dawsonville History Museum, dba The Georgia Racing Hall of Fame is a 501c3 not for profit organization seeking your support.

It is our hope to expand our facility thus growing our local economy by adding additional community center space. Our request herein specifically relates to a covered portico over the existing winners circle area and entrance to the museum. The new design would be a very nice accent to the Farmers Market and would provide much needed shade for the many various community events we host at the museum.

The modernization of the exterior facade would include the six front loadbearing glass doors that weather has severely deteriorated over the last 25+ years.

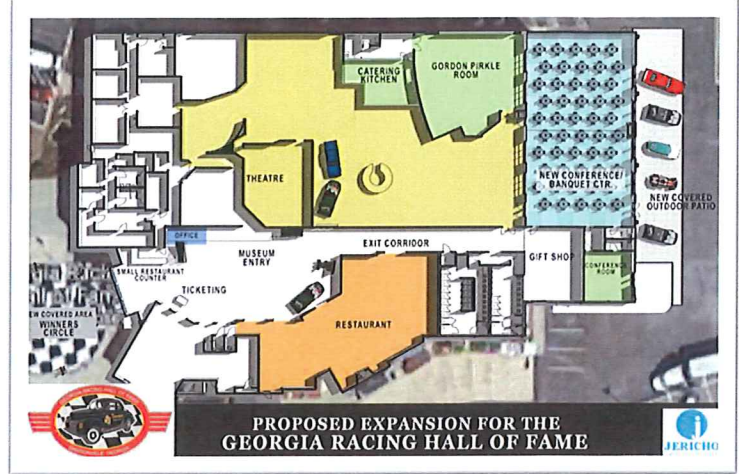
As the city rents the farmers market and the pavilions at the park, we too would make this portico area available for rental to the public for special community events such as corn hole tournaments, car auction/shows and weddings etc....

We humbly request your support in our efforts to improve the quality of life in our community with this project.

**Dawson County Conference Center:**

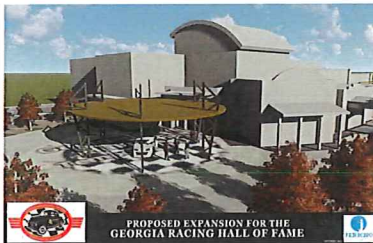
Complete the construction and renovations necessary to transform the GRHOF with:

- Over 12,000 sq. ft. of added and improved space.
- New construction will add 5,000 sq. ft. of new space on the east side of the museum for the conference and banquet space, that will comfortably seat up to 550 persons.
- New warming and catering kitchen, (in the process of upgrades with funds provided by the City of Dawsonville).
- Outside, a roof added over the racing pavilion where crowds gather for major events.
- Improvements made to the outdoor seating area.
- No existing local conference facility of the proposed size and seating capacity to provide services in a safe and professional manner.



Our **GOAL** is to increase tourist spending by providing the necessary infrastructure to accommodate large convention center gatherings and take our revenue generation to the next level by competing in the lucrative Travel and Hospitality Industry.

**Results of Economic Impact Study  
(2022 – 2026, Grant Period)**

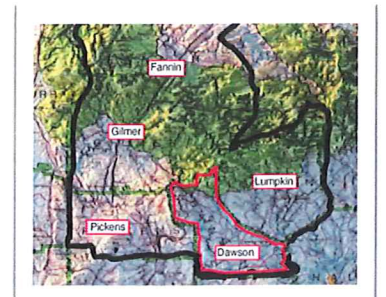


Economic Indicators by Impact				
Impact	Employment	Labor Income	Value Added	Output
1 - Direct	91.73	\$3,534,653.41	\$3,607,694.19	\$8,663,738.91
2 - Indirect	15.8	\$487,115.13	\$819,985.44	\$2,223,373.25
3 - Induced	8.43	\$293,169.18	\$660,717.44	\$1,157,461.22
<b>Totals</b>	<b>115.96</b>	<b>\$4,314,937.73</b>	<b>\$5,088,397.07</b>	<b>\$12,044,573.39</b>

Tax Results					
Impact	Sub County Special Districts	County	State	Federal	Total
1 - Direct	\$ 13,226.42	\$ 13,060.34	\$ 59,729.88	\$ 571,808.59	\$ 657,825.22
2 - Indirect	\$ 17,436.72	\$ 17,629.65	\$ 43,061.09	\$ 86,861.36	\$ 164,988.82
3 - Induced	\$ 17,928.36	\$ 18,163.30	\$ 40,854.99	\$ 58,601.97	\$ 135,548.61
<b>Totals</b>	<b>\$ 48,591.50</b>	<b>\$ 48,853.29</b>	<b>\$ 143,645.96</b>	<b>\$ 717,271.92</b>	<b>\$ 958,362.65</b>

**Broader Impact to the Community and Industries.**

The new conference center will serve not only as a business conference center and banquet hall, but also as a community resource when community emergencies requiring a large space to accommodate for example, food distribution, or assist public health with mitigation tactics to administer emergency immunizations. We can successfully address educational disparities with field-trip or after-school programs to get kids involved in STEM. A lot of science, technology, engineering, and math go into NASCAR racing, and this will be a fun and engaging location for the kids to learn. Not for just the kids, our location can be used to provide needed community job-training or educational seminars.







# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME





# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME





# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME





# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME





# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME





# PROPOSED EXPANSION FOR THE GEORGIA RACING HALL OF FAME



# Estimate

Interior Design Salvage  
 115 Palm St  
 Canton Ga 30115  
 770-364-5488

Name/Address
City of Dawsonville

Date	Estimate No.	Project
01/18/22	314	

Item	Description	Quantity	Cost	Total
construction	Outdoor covered structure approximately 50' diameter construction per rendering provided by city of Dawsonville. All metal construction includes \$8000 electrical allowance		122,000.00	122,000.00
note	Before final price architectural drawings and engineering specifics for desire span and weight load c			
			<b>Total</b>	<b>\$122,000.00</b>



# Windsor Pine

125 P Rickman Industrial dr Canton Ga 30115  
 Ben 770-598-2102 Mark 423-368-1488

Client
Dawsonville City

Estimate No.	Date
1147	01/19/22

Project	Description	QTY	Price	Total
Pavilion	Construction of 52' diameter covered pavilion for Dawsonville History Museum per conceptual rendering. To be constructed from steel vertical supports and metal corrugated roofing. Does not include electrical.		104500.00	104,500.00
note	Estimate based on conceptual plan subject to change based on time line, finalized architectural drawings / engineering specs			

Note:	Job total	\$104,500.00
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DOWNTOWN DEVELOPMENT  
AUTHORITY  
EXECUTIVE SUMMARY FOR  
AGENDA ITEM # 8

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SUBJECT: DEVELOPMENT OF DDA LOGO – REVIEW QUOTES AND CONSIDER  
CHOOSING A COMPANY

DDA MEETING DATE: 02/17/2022

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PURPOSE FOR REQUEST:

**TO REVIEW AND VOTE ON COMPANY TO DEVELOP THE DDA LOGO**

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HISTORY/ FACTS / ISSUES:

**TABLED FROM NOVEMBER 22, 2021 DDA MEETING**

**QUOTES ATTACHED**

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OPTIONS:

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RECOMMENDED SAMPLE MOTION:

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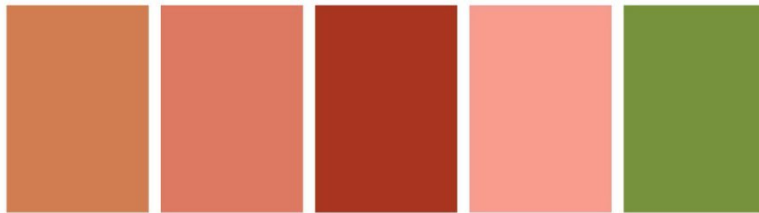
# Studio One O One, Inc.

Our design rate for a single high resolution vector logo would run \$250. This includes 3 rounds of edits. Any additional edits will be \$50 per edit beyond that scope.

For us to do a package of high resolution vector logos that include a full spec branded logo and 2-3 complimentary logos (sample shown), would start at \$350 with the same guidelines as mentioned above.

All of these items will include branding colors in CMYK, RGB, & HEX Format, along with typography to be included with all pieces for uniformity.

Please let me know if you have any questions and thank you again for the opportunity.



AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

AABBCcDDEEFFGGHHIIJJKKLLMMNNOOPpQQRRSSSTTUUVVWWXXYYZZ

## **400 Ink**

We have a very talented team of designers and can definitely design a logo to exceed your expectations.

Our logo designs start at \$250 and this price includes a 30 minute consult with our designer and 3 hours of artwork. The consult will help us better understand the end goal of the logo. This can be done over the phone or in person.

Once the 3 hour timeframe has been exceeded, we would charge \$80/Hour. We will keep you informed of the time to ensure you know what the final charge will be.



# HINGE

CREATIVE CO.



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## WHO WE ARE

Hinge Creative Co. is a boutique branding and graphic design firm in Athens, Ga. We are an all-female team that focuses on making your brand work hard for you across all mediums.

With experience in agency-life as well as in-house branding and marketing, our team can handle projects large and small. From print to digital, we make sure your branding is consistent and high quality. We can transform your presence not only on your business cards and billboards, but also on your social media and web presence.

Whether you've been in business for thirty years or thirty minutes, we'll help you figure out *what* you need and then we can help you *execute*.



*Let us open doors for your business.*



## OUR VISION

We honor your craft by delivering brand services that cultivate growth and leave you feeling confident in your business.

## OUR MISSION

By uncovering the essence and personality of your business, we craft brands that share your story and lead people to connect with what you have to offer. With the intent of creating brands that work for you so that you can work less, our team delivers teaching material that enhances your creative appeal and skillset.

## OUR VALUES

*We are EMPOWERED*

*We are EMPOWERING*

*We are VISIONARIES*

*We are BALANCED*

*We are AUTHENTIC*

*We are COMMUNITY BUILDERS*



*hannah*

**HANNAH GROSECLOSE**  
*creative director + owner*  
ENFP, Type 3w4



*caroline*

**CAROLINE WINDHAM**  
*creative coordinator*  
INFJ, Type 5w4



*lila*

**LILA MITCHELL**  
*design lead*  
ENFP, Type 7w6

Head to:

**HINGECREATIVECO.COM**

to view our work, or click the links below.





# CLIENT TESTIMONIALS



## Cheri Leavy

— *Rapport by Cheri + Bulldawg Illustrated + Guide2Athens + The Southern Coterie*

Hannah is a proficient multi-tasker and never misses a deadline. She has helped me with print publications, digital and social graphic content and more. Her campaigns for advertisers are dynamic and powerful in their branding and messaging. She and her team consistently take what's in my head and makes it phenomenally better than I could have imagined.



## Rhonda Conces

— *Monogramme29*

As a female entrepreneur, I feel like there are not enough hours in the day. I just can't get it all done. Hinge has been key to getting so many things done that I've been putting off. She has helped me brand my business and be consistent with it across all my communications. Hannah is smart as a whip, she gets it.



## Alex Hudgens

— *CEO, HybridHouse Productions*

I am a female entrepreneur who specifically seeks out other women who are small business owners when I need a service, and I hit the jackpot with Hinge ... even though I'm all the way in Los Angeles! The entire process was a dream. These ladies make you feel like you and your project are so special, which is wonderful and reassuring when a new business really does feel like 'your baby.'

## SERVICES:

# Branding

Branding is more than your logo. It's what people perceive about your company, whether it be your "aesthetic" on Instagram, or the tone of voice in your emails.

Jeff Bezos said, **"Your brand is what people say about you when you're not in the room."**

If you're like most entrepreneurs, the idea of not being in control of that narrative makes you cringe. We got you. Our goal is to bridge the gap between you and your ideal customer; to provide the clarity and foundation on which everything in your company is built on. Learn about the 4 different packages we have below to see what fits you and your business best.

### PACKAGES OVERVIEW:

#### Blush

Our Blush package is our most basic package and takes you through the FIT process. This is a great option for those who are just starting out that want to establish a brand and style. You'll fill out our branding survey, then we present you with concepts. We work together to make it perfect. It's simple, but gets the job done.

#### Teal

The Teal package provides a much more intentional, in-depth and collaborate process including an initial meeting to deep dive and get to know you and your brand. We then move into ideation and narrow down until eventually we land with something that truly encompasses the essence of your company.

#### Gold

To take your brand and business to the next level, the Gold package is for you. In addition to all the steps and items included in the Teal package, you get five more branding deliverables, a brand audit of your current media, and a list of recommendations. This package also includes more research initially which ultimately produces a product that best reflects your brand.

#### Brand Boost

If you already have a brand and it just needs a facelift, then this is the package for you! You get a deep dive/audit into all your visual communications, an over-arching visual identity system, and tweaks to any logo or brand assets to make sure all brand pieces are cohesive. These packages are custom tailored to your specific needs and strategic goals.

# Blush

Our **Blush branding package** is the most simple of our packages, and is the most cost-effective. It also has the fastest turnaround. With quick responses and feedback from the client, the entire process can be done in 2-3 weeks.

We like to say the Blush package is like the goldilocks of our branding packages. Not too big, not too small. It fits just right. In this package, clients go through the F.I.T. process. It's simple, but gets the job done:

F

### **Figure out the Direction and Find your “Why.”**

Instead of the larger kickoff meeting we do in the teal package, you'll fill out our comprehensive branding survey where we'll ask you a ton of questions about what you do, who your target audience is, etc. We recommend that you watch [this video](#) before you fill out the survey, and be thinking on what your “why” is. You can share the survey with as many people to give input as you like.

I

### **Ideation + Improvements.**

We take all your answers from the survey and get straight to work on concepts. We present you with 2-3 concepts; You pick your favorite one and then we limit it to 2-3 rounds of edits. Once we finalize the concept, we will make 2-3 variations of that same logo (a horizontal version, a vertical version, an icon etc.).

T

### **Take Off.**

We provide you with everything you would need to hit the ground running with your new brand. We also provide a simple, 2-page style guide that outlines a color palette, fonts, and logo usage. This tool is important to share with your team so that your brand looks consistent from place to place once you start implementing the new branding. Finally, we also provide you with all the files of the logo you would ever need. Design/vector files for print, raster files for digital use, as well as versions without backgrounds. We make sure you have a full color version of each variation, as well as an all white version.

Teal

If you're wanting a more in-depth approach, our Teal package incorporates our

H · I · N · G · E  
*branding process*

and adds a few more deliverables at the end.





## HOST THE KICKOFF MEETING

Believe it or not, we don't hit the ground running and design a logo.

We want to get to know you first! And we want to get to know about your ideal customer too. We ask intentional questions that unearth those special parts about you and your business as well as your ideal clients; the essence, nuances and the nitty gritty. Our goal is to connect the dots between the two and to provide clarity moving forward.





## IDENTIFY THE VIBE

After the kickoff meeting we pick out the quotes, emotions, words and overall themes that resonate with us (and you). We deliver a [creative brief](#) that outlines those themes and find words (still no visual concepts yet) that help us identify the vibe. We work with you to get all those words just right; weeding out the ones that don't feel authentic and refining the ones that do.





## NARROW THE FOCUS

This is where the fun really starts. In this step you can be as involved as you want to be. We create a collaborative Pinterest board and we start gathering inspiration from all over based off the ideas in the brief. We love it when clients add to this board, but we also understand sometimes you want to be hands-off.

Once that board comes together, we'll present you with 2-3 "story boards" based off the inspirations. The one you choose starts to define the aesthetic.





## GENERATE CONCEPTS

This is our favorite part. We've found your voice and vision and now we're designing the logo itself. We present you with a few concepts. You choose your favorite and we refine it until it's perfect.





## EXECUTE THE BRAND

We take the concept you choose and build a visual identity system around it.

We'll define the color palette, fonts, and other visual elements of the brand.

We'll include a brand voice (from the creative brief) too.

You'll have multiple orientations of your logo (horizontal, vertical, etc.) in both full color and white; and in every file type you would ever need (.ai, .pdf, .png, .jpeg etc.) to present your new identity to the world!



### BRANDING DELIVERABLES:

In addition to a brand guidelines document which we deliver at the end of any Teal package, we understand you'll need a few tangible things to get your brand up and running. The **teal package** includes **FIVE** of the many collateral options below. The **gold package** includes **TEN**. You pick which your company needs most:

Business Card Design

Social Media graphic/template

E Signature Design

Letterhead Design

Facebook/Instagram Profile images

Instagram Story Template

Instagram Story Highlight Covers

Facebook Cover Image

Website Favicon

Gift Card / Coupon Design

Signage Design

Webinar/podcast graphics

Blog Post Graphic/template

One "swag" item (think: mug, shirt, bag etc.)

Desktop background/wallpaper

Presentation template [powerpoint or keynote; limited to 3 slides (cover slide, divider slide, content slide)]

Hand out / post card (limited to 1 page; front and back)

Notecard/Stationary design

Event invitation

Packaging label, or merchandise tag

Stamp design

Sticker design

*Don't see something you're looking for? Don't fret. Our capabilities go far beyond this list of examples. We'll work with you individually on pricing out which deliverables make most sense for you brand.*

# Gold

In the Gold package, we also go through the

## H · I · N · G · E *branding process*

but this package includes five more deliverables (10 total). It also includes:

- More robust research on our end initially (competitive analysis, market opportunities, client/team interviews); ultimately producing an identity that best reflects your brand.
- A brand audit of your current media
- A list of recommendations on how to incorporate your brand into your online and print collateral



# Brand Boost

If you have a brand/logo that you like and you don't want a complete overhaul, this package might be the perfect solution. This package is like pulling on a pair of Spanx for your brand — just evening out the lumps!

*The deliverables vary from client to client based off of needs and goals, but can include any or all of the following:*

- Kickoff meeting to discuss and analyze project needs
- A deep dive/audit into all your visual communications. Our team does an audit of your social media, website, and any other existing print/business documents etc. and make recommendations.
- An over-arching visual identity system that outlines how all the different components of the brand interact with each other. This is great if your company has sub-companies or smaller subsections of the business that also have logos/branding components.
- Tweaks (small changes) to any logo or brand assets (fonts, colors etc.) to make sure all brand pieces are cohesive.
- Delivering all logo files for uses on all collateral (most companies don't have all the iterations of a logo that they need i.e. full color versions, white versions, versions without backgrounds etc.).

# What about Retainers?

## OH YEAH, FOR SURE.

Several of our clients are on a monthly design retainer. That way they can incorporate us into their marketing efforts on a daily basis. For our retainer clients we offer both design and consulting services. We help them with everything from the email campaigns and digital ads, to their personal stationary and instagram highlight covers.

Due to demand, our base retainer packages start at \$1,500 per month and include between 15-20 hours of work depending on specific projects.





# Consultation

## QUICK CONSULT PACKAGE

If you don't know where to start and aren't ready to commit to any of the other packages, we offer a quick-consult to get you started.

- 1 hour research on your brand (including a market analysis/review of your competitors)
- 1.5 hour zoom workshop where we share our recommendations
- A follow-up synopsis via email of topics and tools discussed, plus the recorded zoom call along with written copy of recommendations.



# PRICING

PROJECT OPTIONS	COST
Blush Package	\$3,000
Teal Package	\$5,000
Gold Package	\$7,500
Brand Boost	\$2,000+ <i>depending on project specifics</i>
Monthly Design Retainer	\$1,500/month+ <i>depending on project specifics</i>
Quick Consult	\$300

**Payment Options (for non-retainer packages)**  
To offer our clients more flexibility when they invest in our services, we offer options to segment costs into monthly payments.

*Example \$3,000 project billing options:*

- One time payment at beginning of the process: **\$3,000**
- Two payments **+10% total project amount (\$1,659 x 2 = \$3,300)**
- Three payments **+20% total project amount (\$1,200 x 3 = \$3,600)**

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