



Agency Name: AOR, Inc

Agency Address: 1020 Cherokee Street, Denver, CO 80204

Website: www.thinkaor.com

Margo Borgione

Rascal's Tavern Branding

Not yet submitted

Margo Borgione
contact@rascalsgreensboro.com

Andy Borgione
andy@thinkaor.com
303-871-9700

Phase 1: Discovery

Overview

The first step to AOR's regimented branding process is crucial: discovery. Through research and a brand discovery session, both the AOR team and the client will dig deep to truly understand the identity of the business. The information discovered during this phase will set the tone for all future marketing of the brand.

1. INITIAL RESEARCH

Initial research will be conducted by AOR and will include three primary components.

- The first is a questionnaire which will be used to survey the client's wants and needs. This piece of the process helps AOR to get a grasp on the client's vision for their brand.
- The client will provide existing assets for review. Whether it be a proposed menu item or a web domain, AOR will analyze any and all information in order to develop the brand.
- AOR will then go on to find between five and seven primary competitors of the business to review. Through extensive research, AOR will be sure to develop a brand that can compete with and stand out amongst its competitors.

2. DISCOVERY SESSION

A discovery session is one of the most intensive and productive pieces of AOR's entire branding process. This 2-3 hour session will kick off the project by reviewing the client's past marketing successes and failures as well as conducting discovery activities and conversations for the purpose of establishing the client's goals, target audience, positioning strategy, and competitive opportunities. From this meeting, both the client and the AOR team will have a cohesive understanding of the brand's personality and begin to develop a creative brief.

PHASE 1 TOTAL COST: \$3,000

Phase 2: Messaging and Positioning

Overview

This next phase of the branding process analyzes and utilizes all information gathered from Phase 1 in order to put together an intuitive messaging platform which will clearly outline the brand identity for all non-visual marketing purposes.

Messaging platform may include:

- Company mission statement
 - The reason the company exists
- About us/Our story
 - What the company is and how it got there
- Value proposition
 - How the brand will operate its focus
- Tone and voice
 - How the brand will speak to its audiences
- Brand Personality
 - How the brand will be seen by its audiences

The proposal includes two rounds of revisions to finalize the messaging platform. The final messaging platform will be provided in the brand guide.

PHASE 2 TOTAL COST: \$2,725

PHASE 3: BRAND IDENTITY

Overview

This final phase of the branding process analyzes and utilizes all information gathered from Phases 1 and 2 in order to put together an intuitive branding guide which will clearly outline the brand identity in all aspects. The guide will include brand materials and comprehensive instructions for their usage. The process will be organized into three main steps.

1. Logo Development

Based on all the brand identity that has been established for the client, AOR will deliver between four and six black and white logo options. Color is left out at the beginning to eliminate bias associated with colors, then up to two rounds of revisions can be made to the chosen logo design to integrate color and finalize the design.

2. Style Tile Development

Once the logo is established and completed, AOR will provide two style tile options to identify potential color palettes, typography, graphic elements, and a secondary logo. These will be presented comprehensively alongside digital mockups and examples of usage in order to allow the client to see both style options in use. Up to two rounds of revisions can be made to finalize style options.

3. Style Guideline Development

After the client chooses a general style, AOR will then begin to create the final style and branding guide. Provided as a PDF document (along with all brand material files), this guide will give the client all branding materials and instructions on how graphic elements, fonts and logos should and shouldn't be used. Including Messaging Platform (non-visual), Style Guide (Visual), as well as the design of a One-Page Menu mockup, the client will have everything needed to begin marketing their new brand. As additional branded elements are created, they will be added to the style guideline document under a separate proposal scope to ensure that it is as up to date as possible.

PHASE 3 TOTAL COST: \$5,675

Estimated Costs

Description	Price
Phase 1: Discovery <ul style="list-style-type: none">• Initial Research• Discovery Session	\$3,000
Phase 2: Messaging and Positioning <ul style="list-style-type: none">• Up To (2) Rounds of Revisions	\$2,725
Phase 3: Brand Identity <ul style="list-style-type: none">• Logo Development<ul style="list-style-type: none">◦ Up To (2) Rounds of Revisions• Style Tile Development<ul style="list-style-type: none">◦ Up To (2) Rounds of Revisions• Style Guide Development	\$5,675
Total	\$0.00

* AOR will complete this work pro-bono for Rascal's Tavern.