



Dowitcher[®]
DESIGNS

Creative • Technology • Marketing

October 2024

Logo Design Proposal

NoHo West Neighborhood Council



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1. About Dowitcher Designs

Overview

Dowitcher Designs is a full-service creative marketing, technology, and design agency helping purpose-driven organizations thrive. Our agency was founded in Southern California with a primary focus to help nonprofit organizations, public agencies, and universities better support the communities they serve. Dowitcher has over 18 years in business and more than 55 design and marketing awards. We specialize in creating custom solutions to complex marketing, branding, design, advertising, and technology challenges.

Brief History

Dowitcher Designs was established by Amber Wallace and Jill Kingdon in 2006. Our team has a combined 100+ years in the design, marketing, advertising and communications space, with both solid educational foundations and practical, real-world experience. Our team of 15 includes strategists, designers, marketers, and developers in our offices in Newport Beach and Santa Barbara. Dowitcher Designs, Inc. is an S corporation registered in the state of California.

Our Culture / Giving Back

Our culture and approach set us apart. Our agency's core values are creativity, collaboration, diversity, integrity, and agility. Our creative process provides a unique approach to design, with a focus on strategy, research, collaboration and engagement with diverse communities before moving further into the design and production process. During design, we focus on iteration and improvement using data analysis and audience feedback to adapt materials to optimize performance. Our goal is to provide the best value so the organizations we support can create the most impact.

Diversity & Certifications

Dowitcher's culture celebrates diversity, equity, inclusion and belonging. Dowitcher Designs is proud to be a certified Woman-Owned Business Enterprise (WBE), Woman-Owned Small Business (WoSB), LGBT Business Enterprise (LGBTBE), and Small Business (SB). Dowitcher is also registered and accredited by the Better Business Bureau with a score of "A+".

Our diversity is a core part of how we do what we do, and we celebrate our involvement in the National Association of Women Business Owners, National Gay and Lesbian Chamber of Commerce, Women's Economic Business Council, and Women Impacting Public Policy. We also recognize we represent only a small part of a diverse population and we are proud to seek out and actively recruit diverse staff and partners who share our mission of empowering purpose-driven organizations regardless of race, religion, age, sexual orientation, gender identify or expression, national origin or disability. Dowitcher thrives in environments where we can celebrate one another.

Awards & Recognition

Our team regularly wins awards for our design projects as well as our marketing campaigns. Our team has collected more than 55 awards. We're excited to do good work for our clients and are more interested in their success, but understand that industry recognition also helps us communicate that we're good at what we do. In the past 4 years our agency has received 20 Addy Awards for Excellence in Advertising and 4 Clarion Awards for Excellence in Design & Communication, including the top level gold award and special judges awards.

Capabilities

Dowitcher Designs has a range of experience and capabilities. We believe in finding the solution best suited for each client and approach every project as a unique challenge. Services provided include:

MARKETING

- Marketing Research & Strategy
- Messaging & Positioning
- Search Engine Marketing
- Social & Influencer Marketing
- Digital Content Strategy
- Online Advertising
- Marketing Automation
- Email Marketing
- Analytics & Reporting

TECHNOLOGY

- Digital Platform Strategies
- Information Architecture
- Web Development
- Web Security & Privacy Compliance
- Web Accessibility (WCAG)
- Application Programming
- Database Programming
- Server Administration
- Data Analytics

CREATIVE

- Branding & Messaging
- Brand Identity & Guidelines
- User Interface & User Experience Design
- Graphic Design
- Digital Asset Creation
- Publication Design

CONSULTING

- On-site or Remote Consulting
- Curriculum Development
- Accessibility Training
- In-person or Virtual Training

Our Experience

Dowitcher Designs brings nearly two decades of experience in brand identity and logo design, having partnered with a range of community-focused organizations and public sector clients. Our team has created unique, impactful logos and cohesive branding for organizations and communities like the City of Laguna Beach, Pacific Pride Foundation, Postpartum Action Institute and Black Infant Health. This experience has equipped our team to craft logos that authentically represent and connect with a variety of stakeholders and community audiences.

Our Team

Dowitcher Designs has a tight-knit team of fifteen including strategists, designers, developers, marketers, production specialists and project managers. The NoHo West Neighborhood Council project will receive our top talent and attention with our two co-founders directly involved.

The project lead will be Amber Wallace, CEO, who has more than 20 years experience in design, marketing, and technology. The creative design process would be headed by Jill Kingdon, COO and Creative Director, who has won numerous awards for her creative designs. Design support includes Ian Telthorster, Senior Designer, and Monica McNeil, Graphic Designer.

Design Philosophy

Our design approach is to listen, collaborate, create, implement, and test in an inclusive environment that allows all stakeholders to be heard. We will leverage our previous experience to provide research-backed best practices and to use our work with diverse audiences to provide recommendations for designs that recognize the importance of the NoHo West Neighborhood Council.

We take accessibility into consideration early in the concept process, looking at color choices, contrast, use of images and scale. We are happy to work with the NoHo West team to ensure that future branded materials are on-brand, creative, affirming, and accessible. Our creative process includes multiple concepts for review, plus multiple rounds of revision as needed before production. The final creative approval process will be decided together at the beginning of the project.

Project Management

Our team uses our internal project management software to map out all project deliverables, including timing for internal review and quality assurance checks before anything is sent to the NoHo West team. Our weekly staff meetings, project management processes, regular communication via Microsoft Teams, and dedicated project meetings ensure projects stay on or ahead of schedule and deliver the best outcomes.

Dowitcher believes strongly in open communication and collaboration. During our initial meetings we will establish the NoHo West team's preferred communication means and outline our proposed suggestions to keep communication going and the project on track. Typically, we find this includes a mix of using our project management software, Basecamp, and scheduled check-ins. We use a variety of tools including Asana and other project management systems and are happy to evaluate which tools will best serve our stakeholders throughout this project.

We are currently meeting in person and virtually and find a mix of the two can be useful depending on everyone's location and availability. We regularly use Microsoft Teams and Zoom for virtual meetings and can organize all calendars, send agendas and recap notes, and coordinate as needed.

2. Project Scope

Overview

We will work closely with the NoHo West Neighborhood Council team to create a new primary logo with potential variations suited for diverse applications across digital and print platforms. Our team will develop a cohesive visual identity that reflects the unique character, diversity, and vibrancy of the North Hollywood West community. This scope includes initial concept development, accessibility considerations, iterative revisions based on feedback, and delivery of high-resolution final files, ensuring a versatile and impactful logo that resonates with residents, businesses, and stakeholders alike.

Logo Design

We begin our design process with collaborative meetings to gain insight into the Council's vision, preferences, and specific feedback on the existing logo. This initial phase is dedicated to open dialogue and concept discussions, encouraging input from all stakeholders involved. Leveraging these insights, we move into ideation, where our creative team translates initial ideas into 3-4 top concept sketches. Each concept will be crafted to capture the unique essence and identity of the NoHo West Neighborhood Council, providing a solid foundation for review and feedback.

We recommend a dedicated meeting to review the logo concepts and based on the Council's feedback, we will refine and narrow down the selected designs. Our process includes 2-3 rounds of revisions where we will continue to work collaboratively with the NoHo West Neighborhood Council team. Once the Council grants final approval, we move into the final stages of refining the design to craft a polished, high-quality logo.

The logo will be created in Adobe Illustrator, as will all variations to ensure that the NoHo West Neighborhood Council can leverage vector graphics to reproduce materials at any size without a loss of quality. We will provide the native Illustrator (.ai) files as well as .eps, .jpg, .png and any other file formats. All rights for the logo files will be signed over to the City of Los Angeles.

Logo Variations

Once the primary branding and logo concept is decided, we craft the family of logos, including horizontal, vertical and stacked or square versions. In addition to the full color version, we will create solid one-color, black and white versions. These versions will also be created in Adobe Illustrator and supplied as .ai, .eps, .jpg, .png and any other needed file formats.

We will design customized social media icons tailored to your approved logo design for Instagram, YouTube, LinkedIn, Facebook, X (formally Twitter) and others. These icons will be sized to meet the platform's specific requirements, ensuring optimal visibility and recognition. By maintaining consistency with the approved logo design, these social media icons will reinforce the new brand identity and enhance its presence across various online channels. Icons that align with branding strategy and resonate with your target audience help contribute to a stronger and more recognizable online presence.

3. Sample Projects

Pacific Pride Foundation Rebrand

Pacific Pride Foundation (PPF) is the largest LGBT+ resource center between Los Angeles and San Francisco and is headquartered in downtown Santa Barbara.

With an outdated logo that no longer represented the organization, PPF needed a new, updated brand image that reflected the organization’s mission and vision.

We lead the organization through a complete rebranding process. Our work included collaborating with an involved rebranding committee and active members in the community who felt strongly about keeping elements of the past brand while bringing in a more modern look and feel.

The new logo combines the initials PP (Pacific Pride) with the infinity symbol to create a unique icon that symbolizes the organization’s core brand values. The curving, ribbon-like shape is dynamic, suggesting action and progress. The reference to the infinity symbol highlights PPF’s relevance to the community and the continuous and evolving needs they serve.

The rainbow color palette signifies inclusion and evokes the pride flag. The icon is complemented by strong typography that was created specifically for Pacific Pride Foundation and provides stability.

This redesign has allowed PPF’s identity to shine brighter, conveying their mission and values with renewed clarity. We continue to work with PPF today, actively supporting design projects like annual reports, their website, social graphics, email and more.



PACIFIC PRIDE
FOUNDATION

old logo



PACIFIC PRIDE
FOUNDATION

new logo



Black Infant Health

Branding, Design, Templates

The Black Infant Health (BIH) Program, a program of California Department of Public Health focused on improving outcomes for expecting Black mothers and their infants, lacked cohesive branding and materials.

Leveraging branding to make a difference.

Our solution was to create a recognizable and compelling brand identity, including logo, colors, fonts, style guide, and supporting materials.



We developed branded templates for PDFs, Word documents, PowerPoint presentations, social media graphics, virtual backgrounds and more. The brand style guide was distributed throughout California.

The impact was profound. We witnessed a threefold increase in signups, translating to an expanded reach and greater support for Black mothers across California.

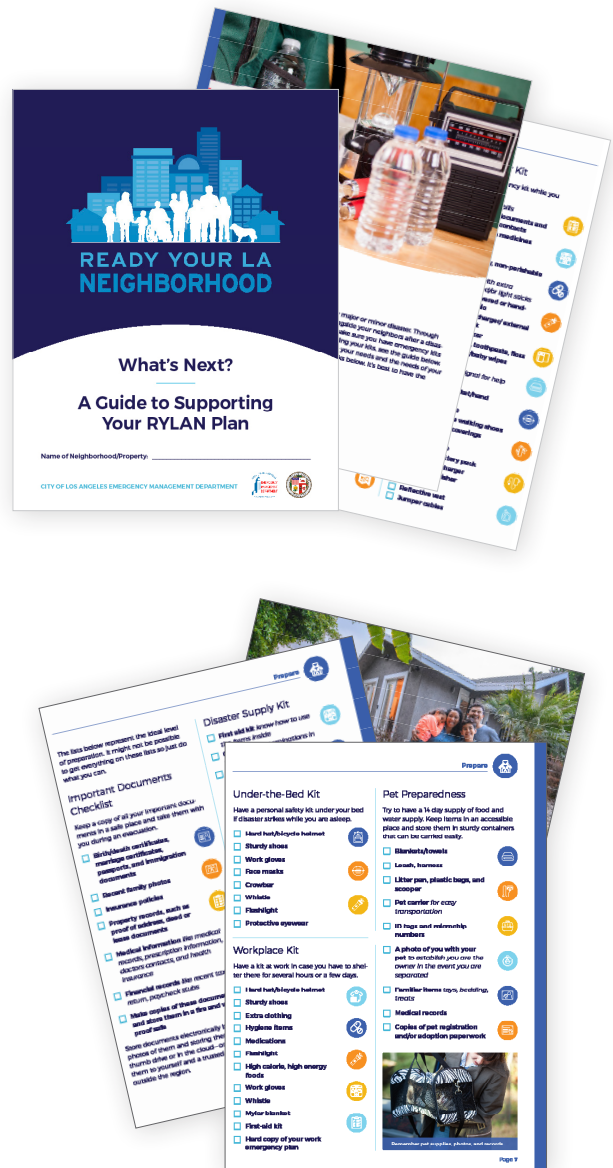
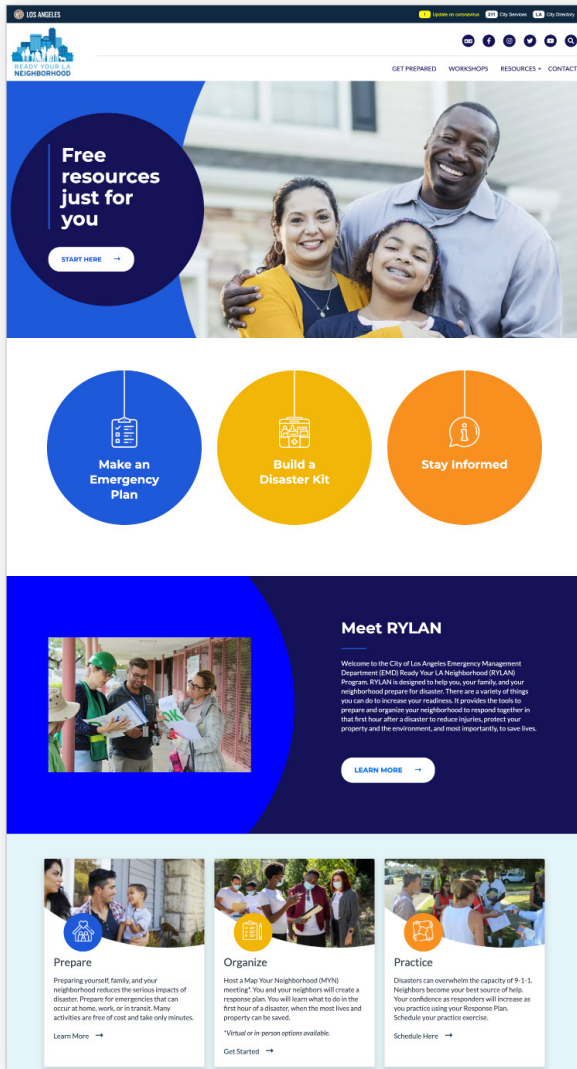


City of Los Angeles: Ready Your LA Neighborhood (RYLAN)

Ready Your LA Neighborhood (RYLAN) provides free and easy to use tools to help prepare for disaster. RYLAN's goal is to reach all communities within Los Angeles to help families, businesses, and neighborhoods prepare for emergencies to reduce injuries and save lives.

Providing vital emergency planning materials to all members of the community. We needed to appeal to a diverse demographic and easily communicate emergency planning information for the City of Los Angeles, so we created a new, accessible website and all new materials.

This included full information architecture and content review including data analysis. Photography sourcing, custom graphics and color palette creation. Design responsive interfaces for each section. Create videos. Design and develop custom online training tool. Provide full development services including online translation. Complete WCAG accessibility compliance certifications. Translate all material into Spanish and create dedicated English and Spanish PDF resources on the site. Design guides, interactive PDF forms, brochures, and other supporting materials.



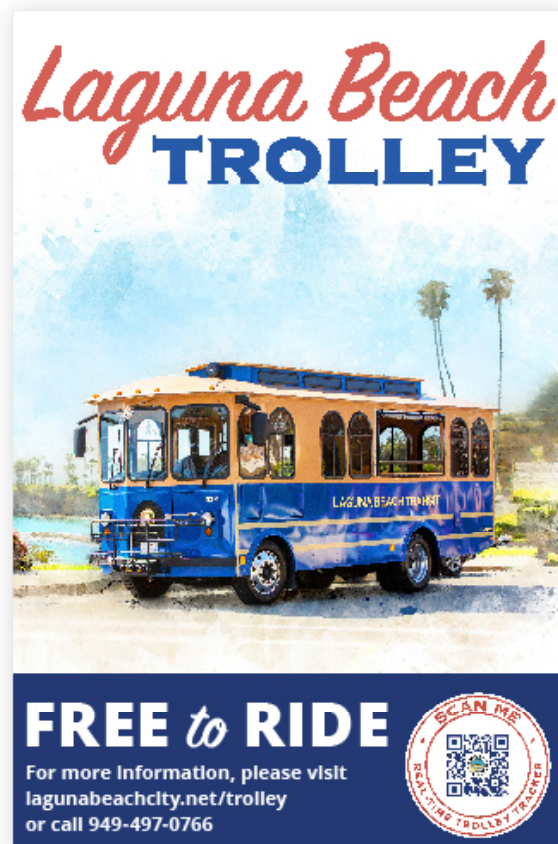
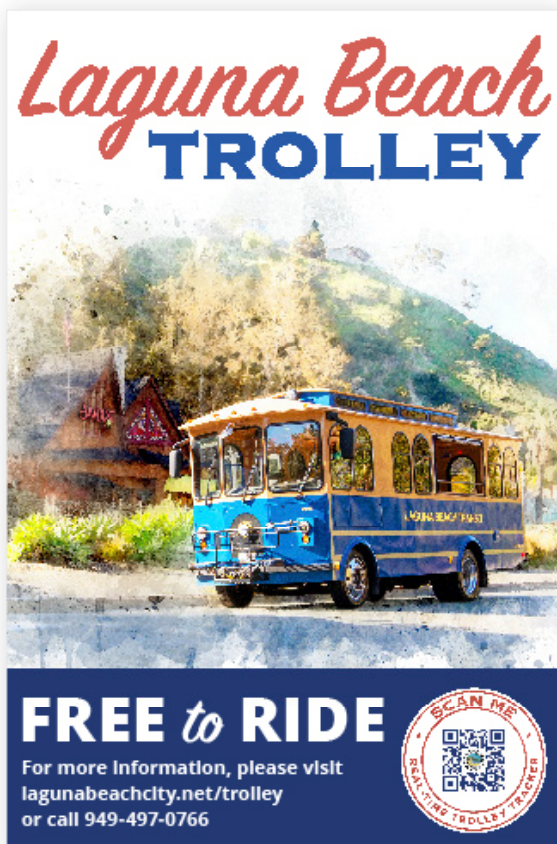
Laguna Beach Trolley Logo and Branding Redesign

An artistic new look for the City of Laguna Beach public transit trolley.

Laguna Beach Transit needed a new look and feel that reflected the unique Laguna community and encouraged visitors and locals to use free local trolley. Collaborating closely with the city team and community members, we crafted a distinctive and artistic brand identity that resonated with the community.

To ensure the brand's effectiveness and versatility, we created a complete set of brand assets. This included a new wordmark including variations for all uses, supporting color palette, a brand style guide documenting fonts, logo usage, colors and photo styles, all brand assets including supporting images, custom illustrations, QR codes, large-

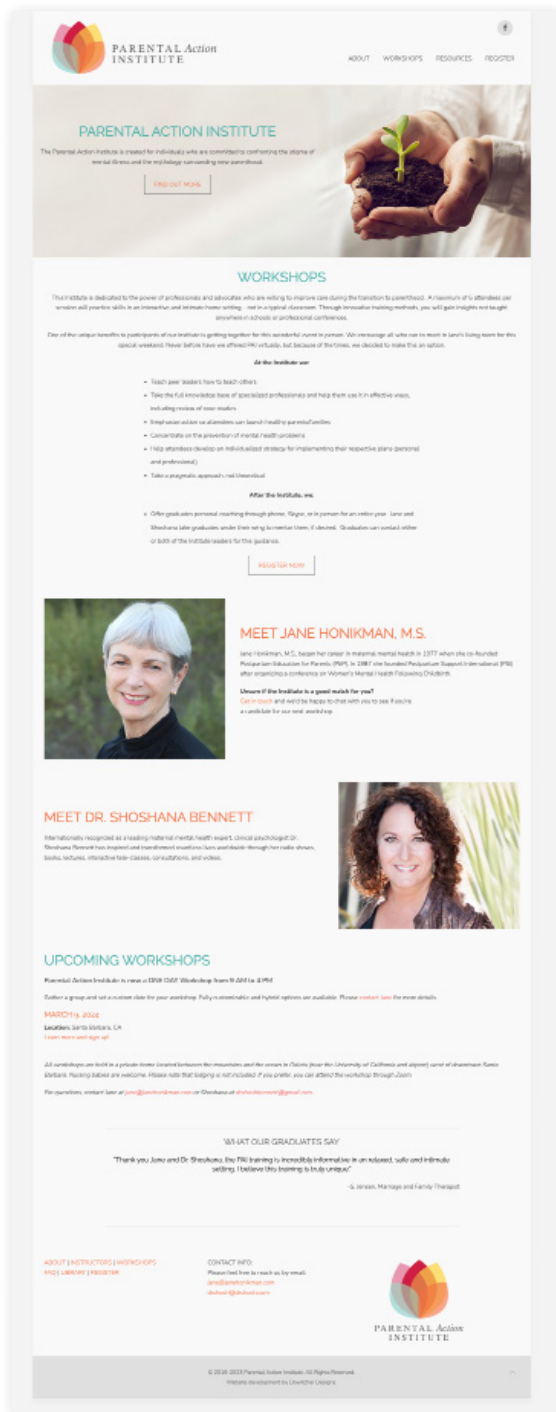
scale maps, small folding maps, brochures, trolley stop signage and other print materials. As new materials were released, brand recognition soared for passengers and the wider community alike as individuals recognized the stop signage around town and easily tied the new branding to the maps and other materials being distributed.



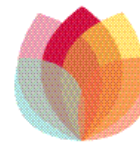
Parental Action Institute Branding and Collateral Development

The Parental Action Institute is created for individuals who are committed to confronting the stigma of mental illness and the mythology surrounding new parenthood.

We were involved in this initiative from its inception, handling all aspects of the branding and collateral work including designing the logo and visual identity, comprehensive marketing materials and website. We continue to support the Parental Action Institute, providing ongoing web updates and marketing support.



**PARENTAL Action
INSTITUTE**



**PARENTAL
Action INSTITUTE**



4. Timeline

The final project timeline would be created with the NoHo West Neighborhood Council team. We're providing a draft timeline below with the anticipation all project deliverables being completed by May 31, 2025.

Logo Design	
Project Kickoff	Dec 2
Initial meetings	Dec 2-13
Initial logo designs	Jan 15
NoHo West review and feedback, first round	Jan 29
Logo revisions, first round	Feb 12
NoHo West review and feedback, second round	Feb 26
Logo revisions, second round	Mar 12
Optional NoHo West review and feedback, third round	Mar 19
Logo revisions, third round (if needed)	Mar 26
Final Logo revisions	April 2
Logo Variations	April 16
All final files delivered	April 25

5. Fees

Our project fee is listed below and includes our nonprofit / public agency discount. The range reflects the total based on the number of rounds of revisions needed. We do not anticipate any additional fees unless the scope of work changes.

Logo design:

Including main logo design with variations: \$3,000-\$3,500

Project fees are based on the project scope outlined above. If the project scope changes or additional work is required, additional fees will be discussed with the NoHo West team. If additional fees are approved, a change order will be issued at that time with any adjustments.

6. Closing

Dowitcher Designs is excited about the possibility of collaborating with the NoHo West Neighborhood Council. Thank you for the opportunity to submit this proposal. We look forward to answering any questions and to learning more about the project.