

## Wauwatosa, WI Public Library Branding Kit Proposal

March 9, 2026

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### OVERVIEW

In 2019, the library undertook a visual rebranding that introduced a new logo, font, and an updated color scheme. Although the current brand elements effectively represent the library, additional assets are needed to build a brand kit to equip staff with consistent templates and identity guidelines.

The purpose of this project is not to replace the existing brand but to expand upon the brand by creating a functional and accessible branding toolkit that enables staff to implement the library's visual identity with clarity and consistency.

### SCOPE OF WORK

Our team will develop a comprehensive and staff-friendly branding system that builds upon the library's existing visual identity. The work will begin with research, analysis, and a collaborative listening session to understand current needs and opportunities. Using these insights, the project will expand the branding kit with cohesive fonts, textures, and visual elements; create a detailed brand standards guide including font hierarchy; and produce a versatile PowerPoint template featuring multiple slide types. Additional deliverables will include a Canva-ready self-checkout banner and a full file buildout to ensure all assets are organized, accessible, and ready for seamless use across the library's communications.

### DELIVERABLES

- Research, Analysis, & Listening Session
- Branding Kit Development
  - Fonts, Textures, & Other Elements
  - Brand Standards Guide Including Font Hierarchy
  - PowerPoint Template with a Variety of Slide Types
  - Self-Checkout Banner in Canva
  - Full File Buildout

**TIMELINE**

May 2026 - Project Kick Off

**PROPOSED BUDGET**

Project Management, Team Listening Session, & Consultation 11.5 hours @ \$150/hour .....	\$1,750
Creative Design, Layout, Buildout of Brand Kit & Guide 33 hours @ \$150/hour.....	\$5,000
Final Files & Export 5 hours @ \$150/hour .....	\$750
<b>Grand Total .....</b>	<b>\$7,500</b>

**APPROVAL** \_\_\_\_\_ **DATE** \_\_\_\_\_

NOTE: Each activity is limited to a set number of hours. All final artwork will be wholly owned by the City of Wauwatosa and the Wauwatosa Public Library. Quote valid for 60 days, E.W. McDaniels, Inc. (dba McDaniels Marketing) reserves the right to submit a new estimate for any change in specifications. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal.