

Elmwood Cemetery

Branding & Website Creation

As requested by: Lynn Weis

Jason Burke
OWNER
CREATIVE DIRECTOR

3220 CENTRAL AVE
STE 301
CHARLOTTE NC, 28205

atomicdesigncompany.com.com

“Bridging the Gap Between Design & the Community”



Hello Lynn Weis,

It was wonderful speaking you and learning a little about your goals and challenges. We look forward to the opportunity of working with you and your board on a fascinating historical city of Charlotte project.

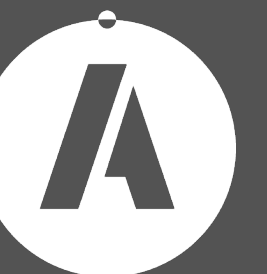
In this RFP response, we will cover two project options. Option one, will be a turnkey solution which will cover brand identity creation. Option two, will be an option for a website only. Don't hesitate to reach out with any questions, or if you want to discuss any of your ideas in further depth.

Jason Burke
OWNER/CREATIVE DIRECTOR





About Atomic Design Co.





Our History

As native Charlotteans, we've spent the last five decades being influenced by the art, design, & culture of this wonderful city.

From the owl logo at the Nature Museum, to the impossible geometry icon of Discovery Place, Charlotte's design has left its mark on us.

In return, we look to give back to the city we love. By working with local non-profits & businesses, we are able to continue the legacy of influencing the future generations of Charlotte.



Partial Client List

Ashland Advertising
Atrix-Piedmont Pridon
Big Daddy Off-Road
Bike Law
Blue Restaurant & Bar
Bluebird Real Estate Services
Borris & Natasha
Boudreaux Cajun Cuisine
Building Community Series
Cabo Fish Taco
Cardinal Innovations Healthcare
Carolina Southern Homes
Carolina Thread Trail
Charlotte Center City Partners
Charlotte B-cycle
Charlotte NC Tours
City of Charlotte
Classic Cycling
Dixie's Tavern
Dogs for Diabetes Singapore
Duro Construction
Drat

East End Flats
Elevate Lifestyle Magazine
Fatcity Deli
FIVE-POINTS-Historic West End
Grand Central Deli & Spirits
Gita Cycling Apparel
Golds Gym
Great Pisgah Cattle
Greenspon Advertising
Groundworks Studio
Hawthorn's Pizza
Historic West End Initiative
HoneyBee Real Estate
Horizon Signs & Graphics
InVoke Body Treatments
Jana Birenbaum Yoga
Joe's Raw Bar
Karen Muehl Counseling
Kelly Call Memorial Oyster Roast
Leisure McCorkle
Lucy & Co.
Lumberjaxe
Mid-Carolina Home Solutions
MyCity Magazine

NC Velo
Novant Health Thanks Giving Parade
The Penguin Drive-In
The Pit, Indoor Carting
Preferred Printing Services
RBC Bank
Resonant Circuit Labs
RealtyNex
The Rhino Bar
Rory-Riley Topping
Sadu Body Modifications
Sencera International Corp.
Soul Junction
Sub Station II
Trauma Initiative
Tumult Cycling Apparel
Tyber Creek Pub
Uptown Cycles Charlotte
Vote 4 Bikes
Women's Cycling Association
Weekly Rides .com
Whiskey Wine Room



Our capabilities and services



Our Services and Capabilities

Design is simply a matter of problem solving while using a specific tool-kit.
These are our tools:

STRATEGY
DISCOVERY & RESEARCH
USER EXPERIENCE
BRAND STRATEGY & ARCHITECTURE
CONTENT STRATEGY

BRANDING & DESIGN
BRAND DEVELOPMENT & REBRANDING
LOGO & ID SYSTEMS
BRAND STYLE GUIDES
MESSAGING
COLLATERAL, PRINT & PACKAGING
ENVIRONMENTAL DESIGN
ICONOGRAPHY

DIGITAL DEVELOPMENT
WEBSITE DESIGN & DEVELOPMENT
UX/UI
WIREFRAMING
PROTOTYPES

CONTENT PRODUCTION
COPYWRITING
STORYBOARDING
MOTION GRAPHICS



Price and Timeline





Total Investment

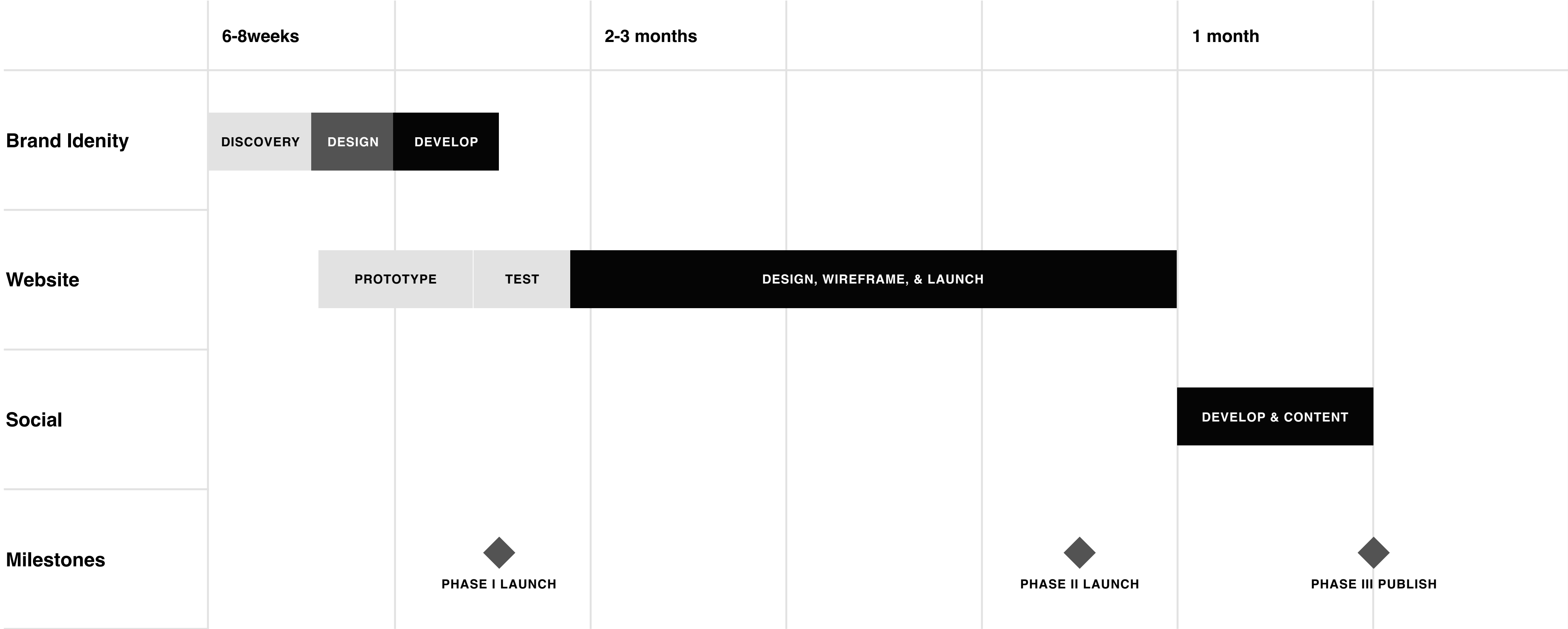
Professional fees for the services are estimated to total between \$15.5K (opt A) and \$10.5K (opt B), with described options for both a turn-key branding solution, & a website only option noted for the project approach outlined in this proposal.

Services will be billed monthly, on a flat project-fee basis and the estimated professional fees are based on the objectives, scope of work, activities, deliverables and timeline as described in this RFP response.

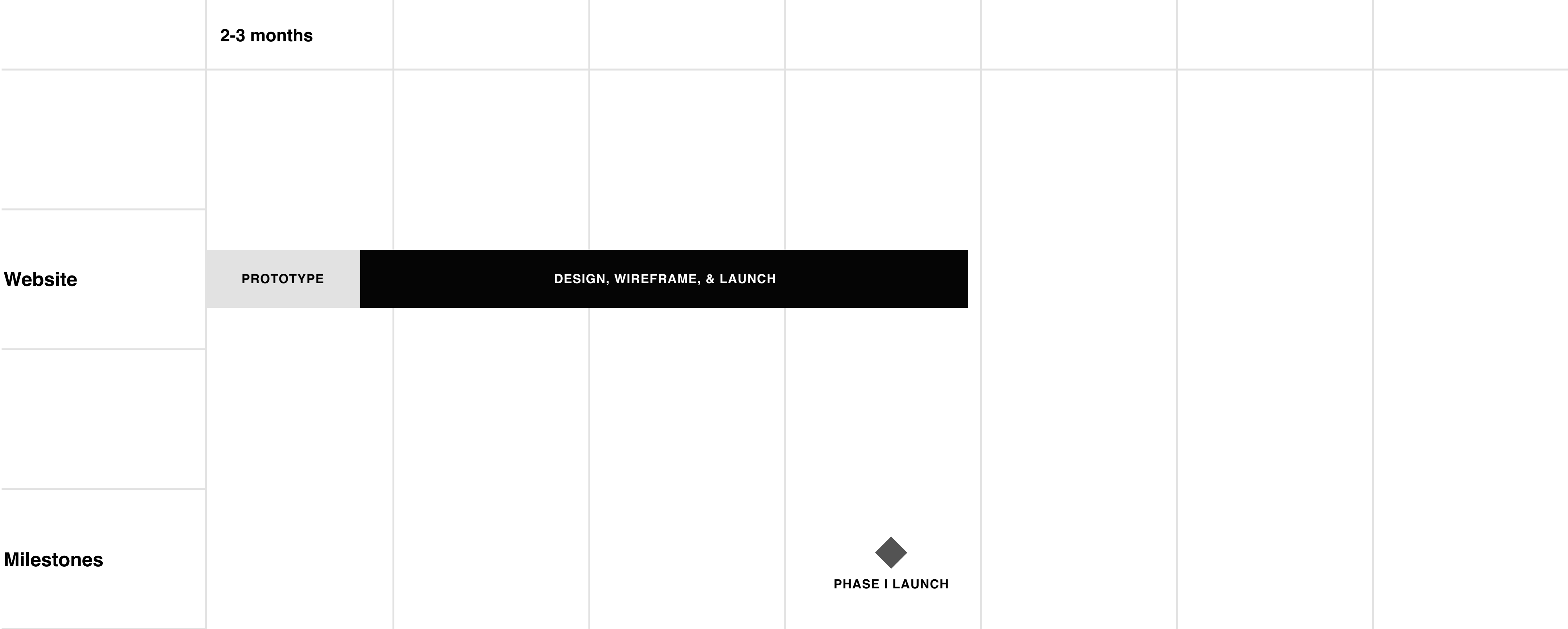
As the pricing for digital projects heavily depends on scope and features, any changes in the scope of Services or Deliverables agreed upon by the parties shall be set forth in a Change Order.



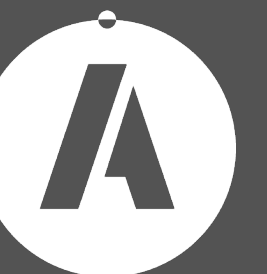
Estimated Timeline Option "A". Turn-key Brand Identity



Estimated Timeline Option “B” Website design and creation



Case Studies



FIVE POINTS Historic West End

CLIENT

Charlotte Center City Partners

CHALLENGE

After the neighborhood engagement project phase had been completed, the Atomic Design Co.

was called upon to deliver a brand mark that would showcase the history and heritage of Charlotte, NC's oldest surviving black community.

DELIVERABLES

- Identity Design
- Collateral
- Web Design & Concept



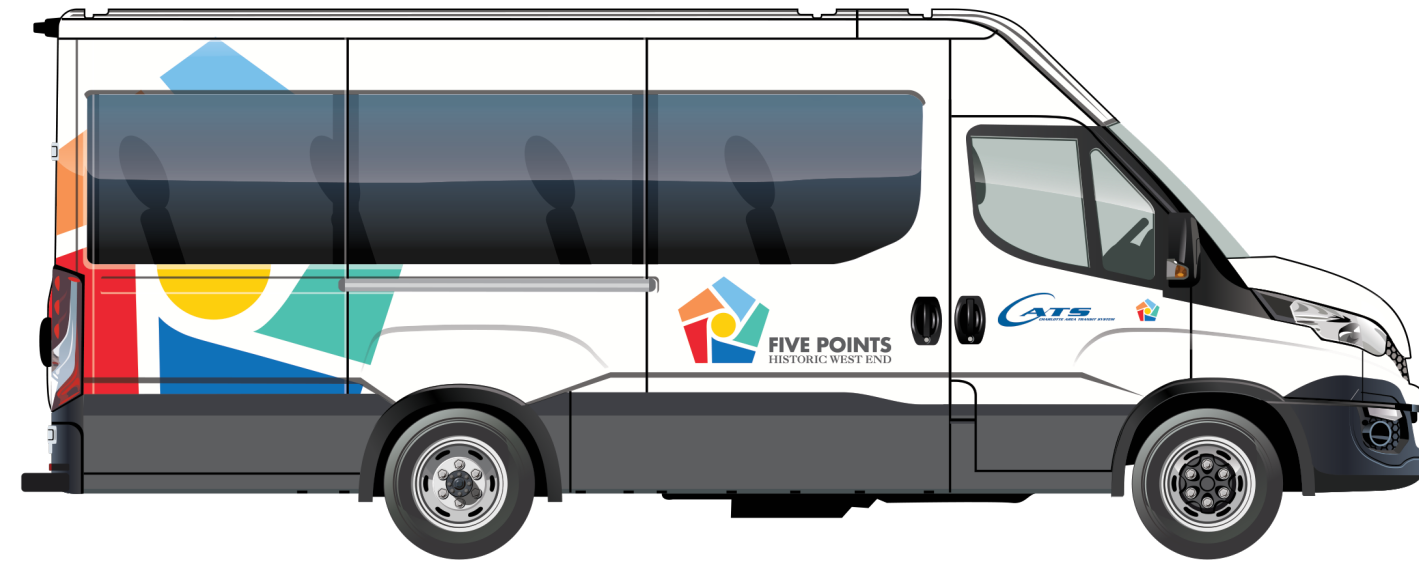
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Southend Commons

CLIENT

INSITE Properties

CHALLENGE

Dating to 1982, the Charlotte Commence Center has been an under-loved staple on I-77 for over 30+years. INSITE Properties approached ADC for a new vision of their latest acquisition, & how to breath new life into a property without the expense of new construction.

DELIVERABLES

Identity Design
Collateral
Web Design & Concept



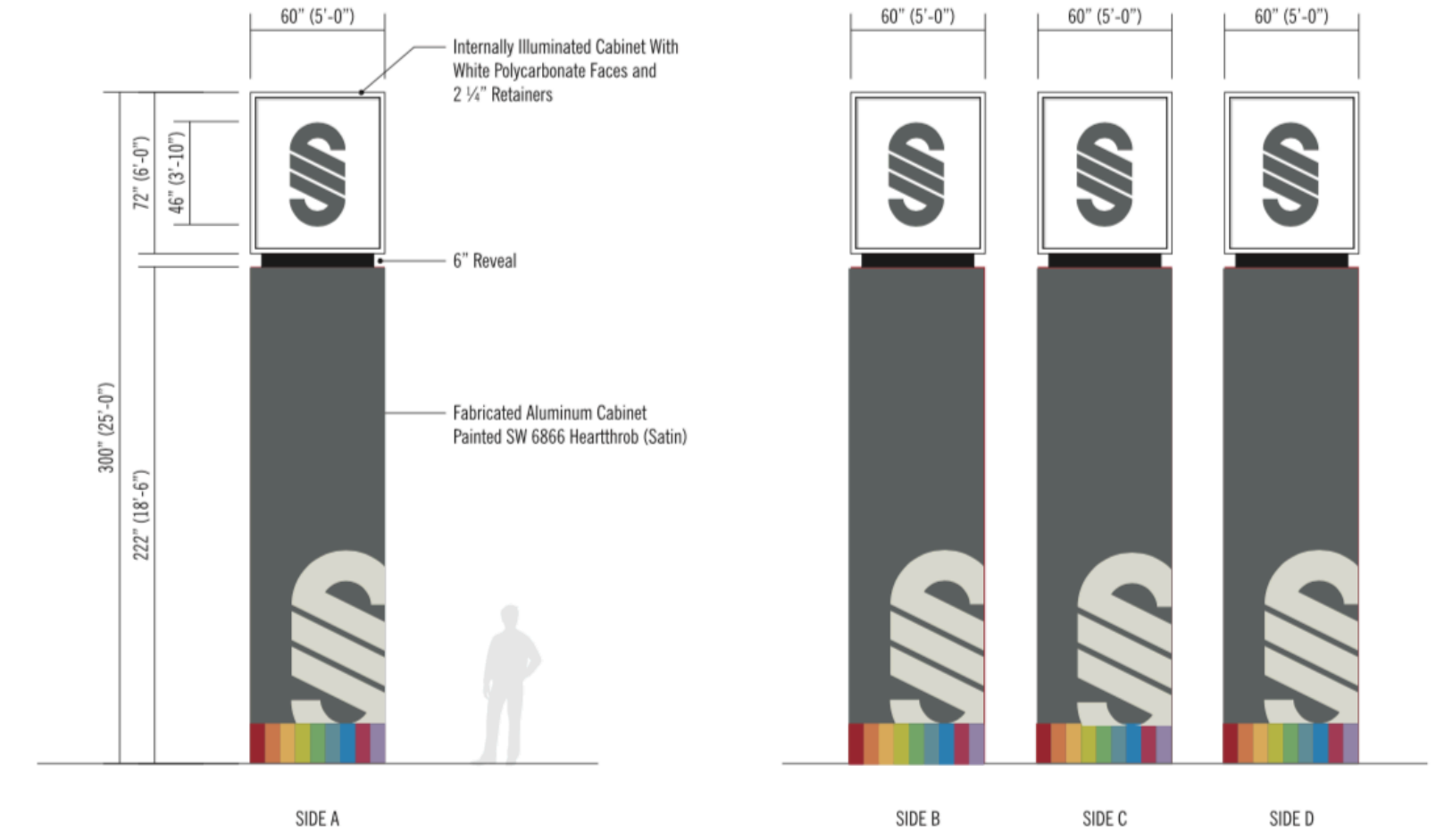
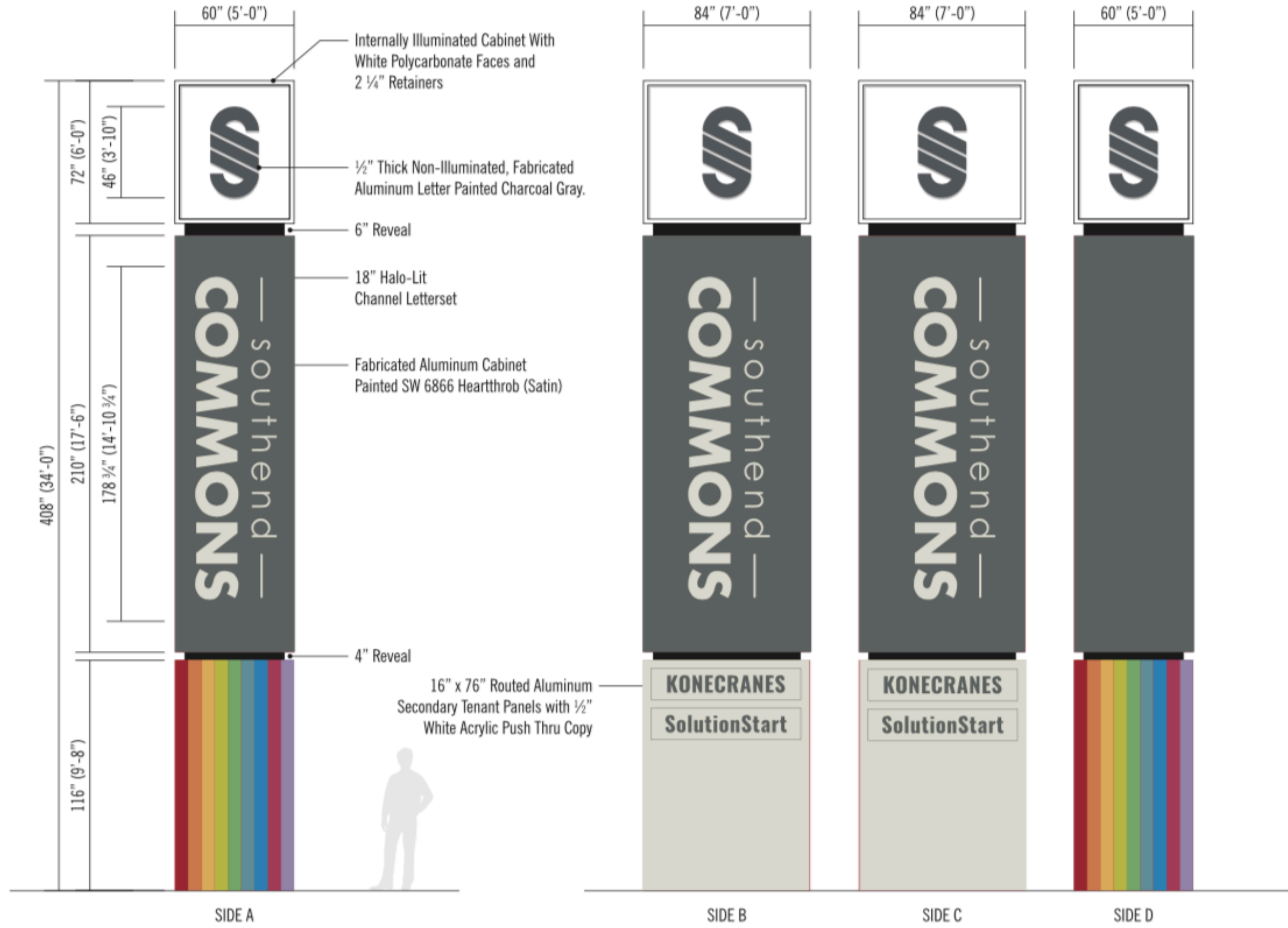
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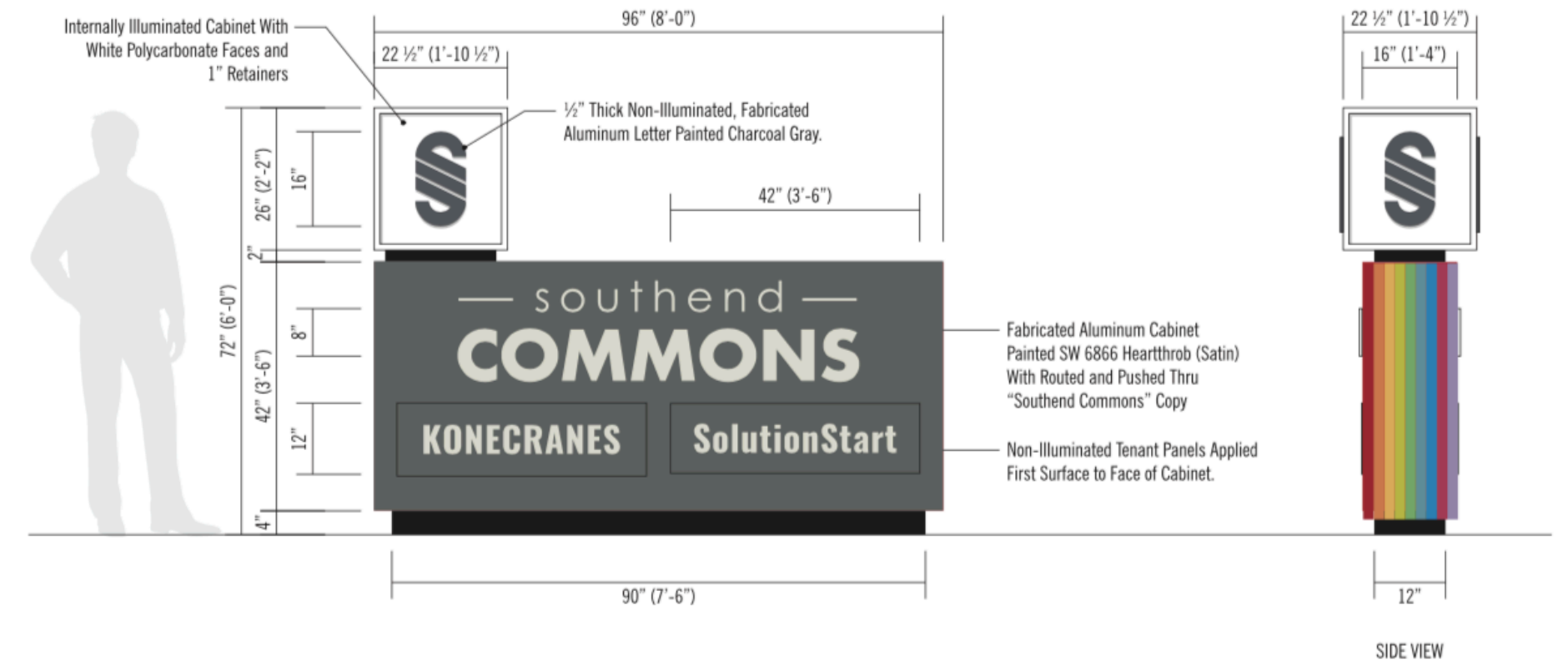
SIGN A

Qty = One (1)
SCALE: 3/16" = 1'-0"



SIGN B

Qty = One (1)
SCALE: 3/16" = 1'-0"



SIGN E

Qty = Two (2)
SCALE: 1/2" = 1'-0"



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CASE STUDIES

RealtyNex

CLIENT

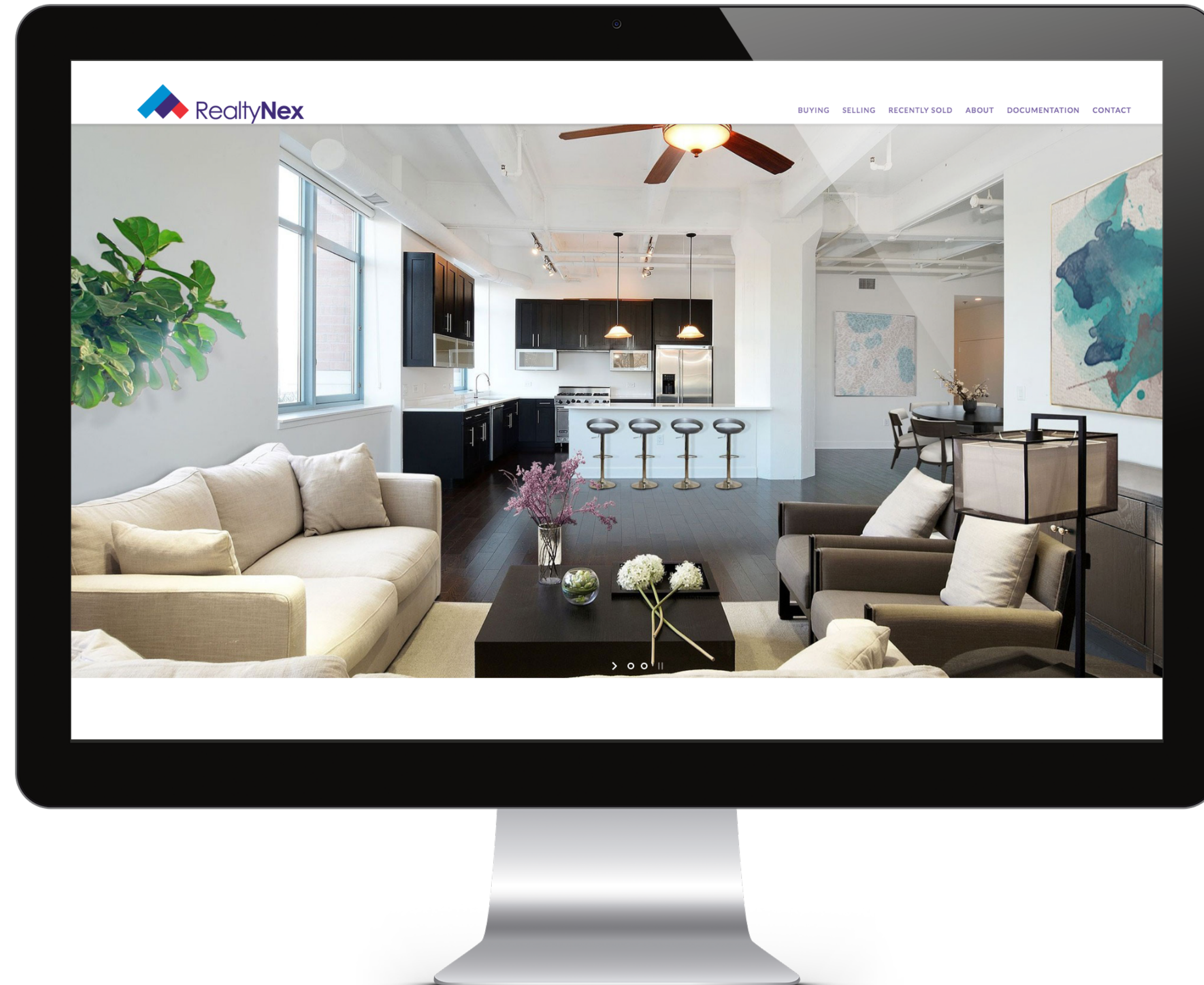
Rodney Almeida

CHALLENGE

How to translate over 25 years of real estate experience into a modern and profitable model moving into the next decade.

DELIVERABLES

Identity Design
Collateral
Web Design & Concept



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Thank you.

