

Strategically Creative

A Rebrand, Marketing Campaign + Partnership
Proposal for University Circle, Inc.

STUDIO
CHARTREUSE
and Partners – a Collaborative





Of course, University Circle has an acronym that tells a story!

UC, when read aloud, becomes “**you see.**” A phrase that explains. That clarifies. That emphasizes the information soon to follow. In these two letters, and the community they stand for, everything begins.

Throughout this presentation, you’ll see a pop-up **UC** icon that illustrates the incredible potential we are ready to share out into a waiting world!

From the thoughtful insights you’ve provided, we know that **UC a vibrant future shaped by strategy, creativity and collaboration. UC promise and potential.** And every time you encounter this iconic reminder, know that with all of our hearts, we see it too.



NOW

UC a vibrant neighborhood ready to embark on a new era

UC people, places and stories as the pillars of your community

UC the need for new energies to draw new audiences

Design-Driven Thinking

NEXT

UC a storied brand embraced, refreshed and ready to share

UC an incredible neighborhood-community-destination through a new creative lens

UC promise, possibility and a clear path forward for 2025 and beyond

strategic
CREATIVE
spark!

Keep an eye out as you explore this response—we've sprinkled in some creative sparks to give you a taste of our unique perspective and imaginative approach!



UC creativity front and center

Envisioning what's next for University Circle has our imaginations busy at work. With a strong history and amazing framework already in place, you've given us an incredible head start. We want to show you what a vibrant, energized, thoughtfully-designed future looks and feels like.

Let us show you how **studio Chartreuse** can refresh, reface and re-energize the University Circle Inc. brand in 2025 and beyond.



A Legacy of Design, Strategy, & Impact

For over 20 years, **studio Chartreuse** has been at the forefront of strategic design. We enjoy crafting smart, smile-inducing solutions that leave a lasting impression. As a design studio rooted in collaboration, we've partnered with a wide spectrum of clients—from world-renowned arts organizations to passionate solo-preneurs—developing innovative ways to communicate, sell, and engage niche audiences.

Our approach is fueled by curiosity, creativity, and an unwavering commitment to excellence, delivering results that inspire action, and build lasting connections.

A Collaborative Approach

For this important project, **studio Chartreuse** has assembled a team of seasoned industry experts and true fans of University Circle to ensure your design, marketing, and communication needs are addressed with precision, passion, and purpose.

This collaboration brings together 30+ years of collective experience in agency, consulting, and studio environments, specifically specializing in design-forward identity systems, impactful campaigns, and seamless digital executions.

We excel at providing nonprofits, community organizations, and cultural institutions with innovative and unexpected creative solutions that not only capture attention but also align audiences, objectives, and messaging to provoke thought and inspire meaningful action.



Design that Inspires & Unites!

Much like University Circle, where creativity, community, and commerce beautifully converge, **studio Chartreuse** thrives at the intersection of these dynamic forces.

In alignment with your goals of connecting people, stewarding place, and telling your story, we've curated a selection of client design solutions that not only open minds and spark meaningful connections but also inspire growth, innovation, and a lasting sense of impact.

Along with the upcoming portfolio pages, we invite you to explore a selection of brands we've had the privilege to develop. You might even recognize a few! From small businesses to large nonprofits, capital campaigns, and beyond, our work reflects a diverse range of clients and creative solutions.

EXAMPLES OF CLIENT BRANDS



Nature Center at Shaker Lakes

Project Overview

Nearly a decade ago, the Nature Center at Shaker Lakes embarked on a rebrand to update their original crane illustration logo into a more modern and relevant identity. Nestled in Shaker Heights, Ohio, the center needed a refresh that honored its heritage while embracing the future. A key requirement of the project was that the new logo retain a crane, reflecting the etched design on their building's cornerstone. Beyond creating a new visual identity, the organization sought a marketing and design partner to amplify its mission and enhance on-site efforts.

Our Role

During our initial visit, we uncovered a remarkable collection of original Charley Harper prints, donated to the nonprofit in the 1980s. A daily visual for the staff, they became a source of inspiration for us. Harper's nature-focused, minimalist style influenced our rebranding approach and guided the creation of a place-making identity for the park, including key features such as the Shaker Lakes Lower Lake Bridge.

The Outcome

We developed a refreshed brand identity and now collaborate with the Nature Center on a variety of projects, including monthly marketing efforts, appeal campaigns, event branding, and merchandise. This partnership ensures that all initiatives align with their mission to preserve the land for future generations.

By working seamlessly with their marketing team, we act as an extension of their staff—bringing their vision to life and strengthening connections between the community and the natural spaces they cherish.

A ROOKERY

A quarterly member newsletter

B HIKE & RUN

Annual activity fundraiser branding, including race day t-shirts

C BRAND SUPPORT MATERIALS

Everyday branded touches, like custom business cards

D SIGNAGE

New wayfinding and signage including the new refreshed brand

E MERCHANDISE

Branded apparel sold at the Duck Pond, the center's gift shop

F NATURE AT NIGHT

Annual fundraiser support, including invitations, signage, and activations



A



C



E



B



D



F

Cove Community Center

Project Overview

The 18,000-square-foot building in Lakewood, Ohio, serves as the home of the city's Human Services Department. Known as "Cove," this community center fosters connection and inclusivity. We were tasked with creating a new branding system for the department's three divisions—Aging, Youth, and Early Childhood—while supporting them with tailored marketing efforts as they united under one centralized location. The renovated interior preserves the charm of the original 1969 mid-century modern design, featuring architectural highlights such as the brick and stone exterior, a white steeple, a 56-foot-high vaulted ceiling, wooden accents, and secular stained-glass windows.

Our Role

Our studio was tasked with developing a fresh, inclusive brand identity for Cove. In addition to branding, our scope included creating cohesive marketing materials and providing strategic recommendations for internal signage and community outreach initiatives. By collaborating closely with the internal team, we sought to amplify Cove's mission of inclusivity and strengthen its presence within the community.

The Outcome

Our studio developed and presented a series of logo concepts, one of which featured a graphic representation of the building's iconic stained glass. This vibrant sunburst design became the centerpiece of the brand identity, serving as both a destination marker and a symbol of Cove's mission and values.

To expand the brand, each department within the center was assigned its own distinctive mark—a system of color-coded sunbursts that promotes easy and intuitive navigation through the welcoming space.

A MERCHANDISE

Branded merchandise, including hats available for staff and for purchase

B BRAND SUPPORT MATERIALS

Everyday brand touches, like custom business cards

C MARKETING MATERIALS

Document showcasing the various departments, divisions, and programs within the center

D LOCATION

Interior shot of the center, featuring the stained glass inspiration

E MARKETING MATERIALS

Brochures featuring the various divisions within the center

F MERCHANDISE

Branded merchandise, including tote bags available for staff and for purchase



Frances Clark Center

Project Overview

The France's Clark Center for Keyboard Pedagogy is a nonprofit educational organization dedicated to advancing piano teaching, learning, and performance through its wide array of resources and programs. Located in California, the Center encompasses several divisions, including *Piano Magazine*, *Piano Inspires Kids Magazine*, *Journal of Piano Research*, *NCKP: The Piano Conference*, *New School for Music Study*, *Online Teacher Education*, and *Piano Education Press*. All of these divisions are centralized within the *Piano Inspires* online hub. Our initial task was to rebrand *Piano Magazine*, their quarterly publication, which involved creating a new brand identity and implementing a complete design overhaul of the publication.

Our Role

As our partnership with the Center has grown, so have the opportunities for design within its various divisions. This work has included branding their *Piano Inspires* website, rebranding *NCKP: The Piano Conference* and its related collateral, refreshing the logos of the remaining divisions, branding and designing the quarterly publication *Piano Inspires Kids Magazine*, art directing photoshoots, and creating numerous publication covers.

The Outcome

Our collaboration with the Center has continued to grow, enabling us to expand and unify its brand divisions and offerings. This work has fostered a cohesive vision and structure within the Center, delivering essential tools and a clearer message to its visitors and participants. Despite the distance, we've cultivated a close-knit relationship with the Center's team, effectively serving as their organization's design department.

A CONFERENCE MATERIALS

Branded pull up banners for MTNA and NCKP conferences

B PIANO MAGAZINE

A quarterly publication produced for the Frances Clark Center

C BRAND SWAG

Branded merchandise for Frances Clark Center's online hub, pianoinspires.com

D PHOTOGRAPHY

Custom photography art directed for the center's original image library

E PIANO INSPIRES KIDS MAGAZINE

A quarterly publication for piano teachers and students, produced for the Frances Clark Center

F ADVERTISING

Branded materials, including large-scale billboard advertising



Team NEO

Project Overview

For over 15 years, our studio has proudly partnered with Team NEO, a leading regional economic driver in Northeast Ohio. Seeking a design and marketing firm to overhaul their communication materials—ranging from quarterly newsletters and event graphics to targeted, industry-specific design needs—Team NEO entrusted us with this pivotal role. In 2020, we collaborated with them to shape the new Northeast Ohio Regional branding, crafting a cohesive and forward-looking identity that captures the region's energy and potential.

Our Role

As a trusted, go-to partner, we work closely with their internal marketing experts to develop strategic messaging, design compelling campaigns, and execute creative deliverables across multiple platforms. Our contributions include crafting impactful signage, invitations, digital advertising, and more. Functioning as an extension of their team, we consistently seek innovative ways to evolve the brand, ensuring it remains relevant and engaging. Our fresh perspectives and proactive approach have enabled us to maximize PR opportunities, strengthen their outreach efforts, and continually position the organization as a leader in regional economic development.

The Outcome

Our ongoing collaboration with Team NEO has continued to thrive, allowing us to strengthen and unify its brand presence throughout the region. We take pride in knowing that the professional marketing communication materials and creative brand assets we've developed have contributed to attracting organizations to Northeast Ohio. Whether they choose to move here or expand their operations, these efforts play a role in creating jobs and opportunities for hundreds of individuals across the region.

A VIBRANT ECONOMY INDEX

Branded informational brochures for the annual Vibrant Economy Index

B PHOTOGRAPHY

Art direction and custom photography to support brand campaigns

C BRAND SUPPORT MATERIALS

Branded posters for Northeast Ohio Regional brand campaign

D ALIGNING OPPORTUNITIES

Branded informational brochures for the annual Aligning Opportunities

E ADVERTISING

Brand materials, including large-scale billboard advertising

F PHOTOGRAPHY

Art direction and custom photography to support brand campaigns



A



B



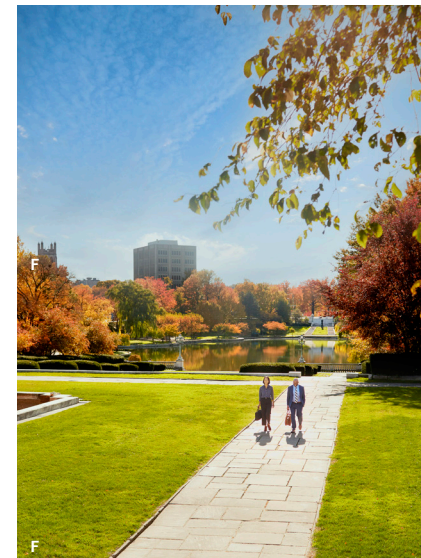
C



D



E



F

OhioNet

Project Overview

OhioNet is Ohio's largest consortium of libraries, encompassing most of the public, academic, and corporate libraries within the state. With a small but passionate team, OhioNet's staff curates discounts on hundreds of library products & services, develops continuing education webinars, puts on events, and hosts the go-to job board for the industry.

Our Role

Escape Hatch was tapped to build an engaging new experience for OhioNet with emphasis on pumping up their event offerings and streamlining their back-of-house processes, such as member sign-up, event registration and payment, user accounts, email marketing, and CRM integration.

The Outcome

Our project began with an interactive brainstorming session with the OhioNet team to map user journeys for members and non-members. This collaborative exercise helped us understand each group's needs and key touchpoints. Based on this, we created a functional specification document to guide the front-end user experience while integrating seamlessly with back-end systems and data flows.

The solution enables OhioNet staff to efficiently moderate information intake and automate data flow into a unified CRM. This streamlines critical interactions by organizing them under member profiles, simplifying detailed reporting. These improvements give OhioNet a holistic view of interactions while boosting operational efficiency.

We also delivered a bold, modern interface to enhance user experience. Users can browse events, apply for or post jobs, manage registrations, and become members with ease. A standout feature is a self-service tool allowing new employees at member libraries to register accounts without staff intervention—saving hundreds of hours annually.

This project bridges functionality and design, delivering tools and automation that meet OhioNet's current and future needs. These updates empower the organization to support its community while focusing on growth and innovation.

A HOME PAGE

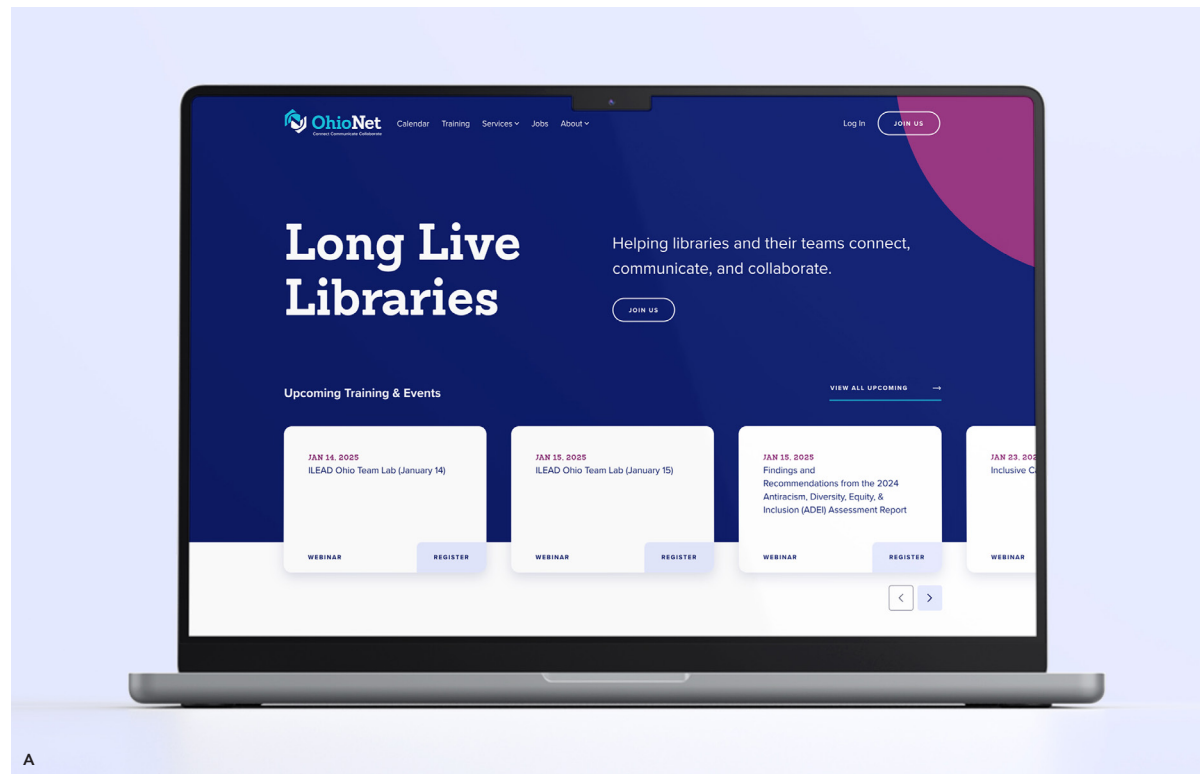
Branded home page for OhioNet

B SIGN IN PAGE

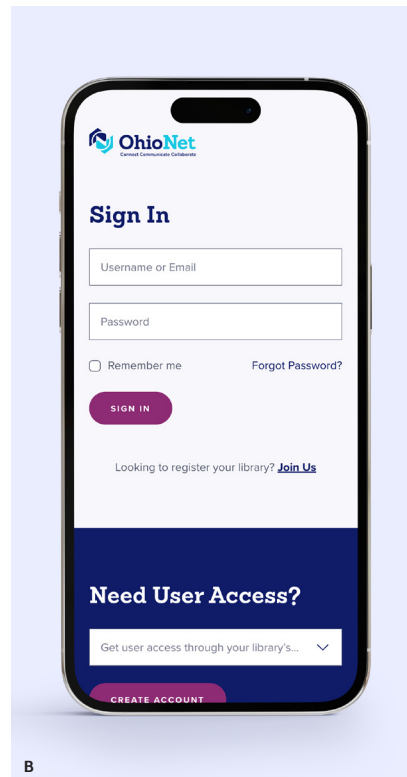
Branded sign in page for OhioNet

C GENERAL WEB PAGE

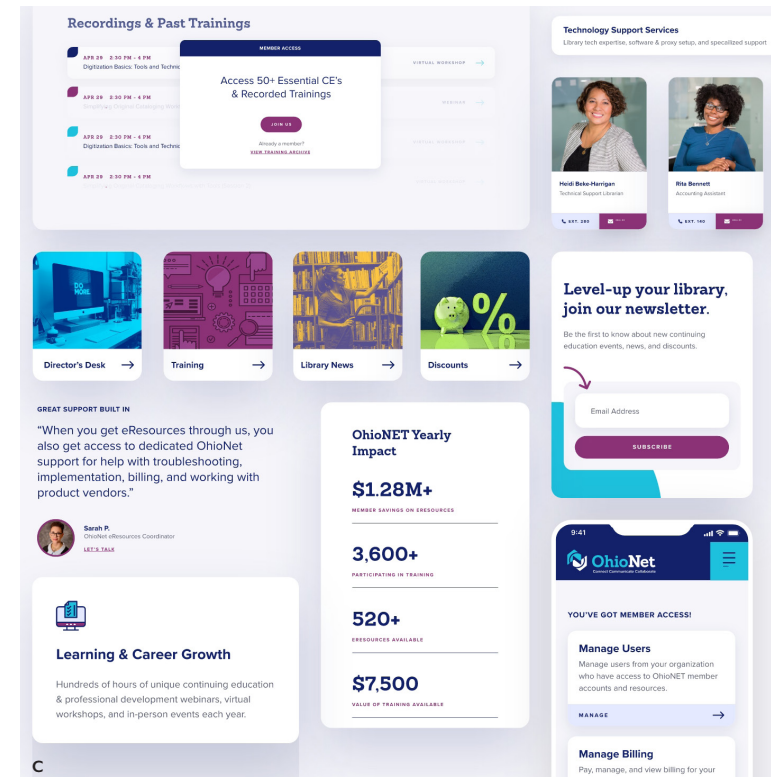
Branded web page for OhioNet



A



B



C

Destination Delaware County OH

Project Overview

The Delaware County Convention & Visitors Bureau is a destination marketing organization (DMO) responsible for promoting visitation and economic development in the Delaware County region of Ohio. Delaware County has experienced explosive growth over the past 10 years as an influx of new industries and population expansion from Columbus, Ohio has brought new people and opportunities to the region.

Our Role

Escape Hatch was brought in to completely reimagine the “Destination Delaware” website and bring new interactive features to the experience to help visitors with discovery and trip planning.

The Outcome

We started the project with a massive undertaking to organize and enhance the 530+ individual destinations listed on the website. Through a combination of on-the-ground work and A.I., our team along with marketers at DCCVB painstakingly audited the catalog of destinations — developing new description copy, adding fresh photography, and enhancing the category and tag metadata associated with each destination.

With our data thoroughly cleaned and updated, we proceeded to build out category pages and filters that would help users sift through destinations to find the perfect restaurant, attraction, hotel, wedding venue, or whatever they were seeking. This data exercise also boosted the power of the on-site search we built to further help with discovery.

The next big piece to tackle was events. Previously, staff at DCCVB had to find and manually enter every event on the site’s calendar. Using a 3rd party service and API, we helped cut a substantial amount of work for the team each month by automating the scraping and addition of relevant local events to their community calendar.

Lastly, we developed a new feature called “My Trip” to allow users to favorite destinations and events they find while browsing the site. These trip lists can then be printed or shared using unique links that allow the receiving party to view everything on the user’s list.

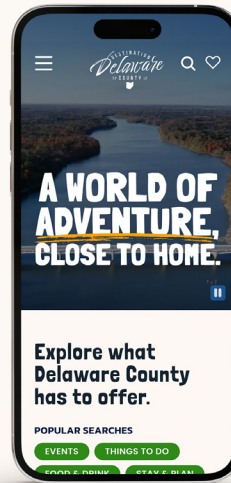
Overall, we’re proud that the new Destination Delaware website puts them at parity or better with DMOs from much larger cities and counties in the U.S., helping drive more interest, visitation, and investment in Delaware County, Ohio.

A HOME PAGE & GUIDED TOURS

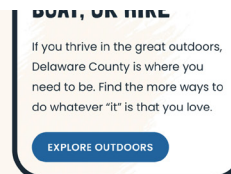
Branded home page and guided tours page for visitdelohio.com

B EXPLORE & MAP PAGE

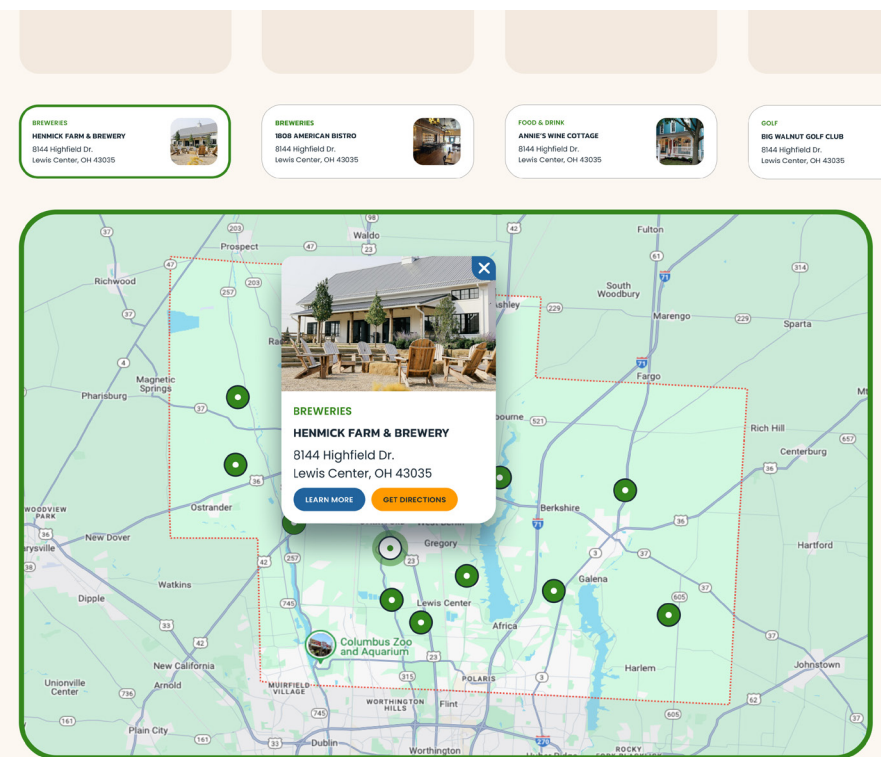
Branded explore and map pages for visitdelohio.com



A



B





Connection & Creativity

The faces you see here are the same passionate individuals you'll encounter—whether in person, on Zoom calls, or collaborating behind the scenes. Together, we ideate, create, and deliver exceptional, on-point creative work tailored to your needs.

Charity D'Amato

Founder of studio Chartreuse, Charity will serve as your primary contact, ensuring every aspect of your project runs smoothly. Depending on the task at hand, Charity will seamlessly integrate the talents of strategic partners to bring your vision to life.

Al Harris

A dynamic Digital and Web Strategist from Escape Hatch, Al will co-lead your web project with expertise and innovation.

Wendy Wardell

A seasoned Marketing Strategist, Wendy will steer research, messaging, marketing, and media strategy with precision.

Ali Forbes & Jenny Buck

This talented duo will enhance your project's design and messaging, delivering creativity that resonates.

Matt Ivons

With a keen eye for detail, Matt will lead web design and development, crafting a digital experience that performs beautifully.

Michael Corrigan

Acting as a consultant, Michael will lend his expertise in PR and event planning, ensuring your campaign shines from every angle.

This team is dedicated to collaborating closely with you, and combining our unique talents to exceed expectations and bring your ideas to life.

Seasoned collaborators, Charity D'Amato and Al Harris will co-lead the branding and web development of the new, UCI.



THE TEAM



Charity D'Amato

Founder + Creative Director, studio Chartreuse
Co-Lead Project Contact

“The Cleveland Museum of Art is a must-visit for me, but no trip to University Circle is complete without a latte from Presti’s. Strolling through Little Italy filled with local shops and distinctive galleries, creates an atmosphere that’s truly one-of-a-kind in Northeast Ohio.”

With over 20 years of experience, Charity has established herself as a trusted brand designer, known for building strong relationships and helping regional organizations achieve exceptional branding results. Her expertise spans diverse industries, with a particular focus on creating impactful, community-driven designs.

Charity is deeply connected to the Cleveland community. She actively serves on the Cleveland Museum of Art Women’s Council and the CMA Leadership Council Board. As a longtime member of the Junior League of Cleveland, she dedicates her efforts to supporting league initiatives and fostering meaningful partnerships, reflecting her passion for making a difference.

Outside of designing brand identities and volunteering, Charity loves spending time in University Circle. She is a proud supporter of the area’s cultural institutions, including The Music Settlement, where her son is currently in his sixth year studying Suzuki guitar.



Al Harris

Digital + Web Strategist, Escape Hatch;
a studio Chartreuse partner
Co-Lead Project Contact

“Maybe it’s the extra oxygen, but the Botanical Garden offers a mental and physical escape unlike anywhere else in the city. My wife and I loved it so much we planned to have our wedding there, until the pandemic changed our plans.”

Al is a “full-stack” digital strategist pulling from his background in business strategy, copywriting, and consumer research. A child of the web, Al built his first website at the age of 14 and has been closely following the growth and development of the web for over 15 years.

He leads Escape Hatch’s strategy and analytics practices and is the primary contact for agency clients. When not at his desk, Al is out hiking the Metroparks or spoiling his newborn baby girl.



Wendy Wardell

Marketing Strategist, THW Group;
a studio Chartreuse partner
Co-Lead Project Contact

“Each year a group of friends and I attend the Orchestra’s Holiday Show at Severance Hall. The music, venue, people, the proximity to La Dolce Vita—all make it a special night. The space is magnificent but so is the people-watching. Such an eclectic mix of patrons coming together to enjoy Cleveland’s best.”

With over 30 years of experience building national brands, Wendy helps businesses and organizations of all sizes succeed through strategic marketing and media initiatives. Skilled in all facets of advertising, she’s a data-driven strategist who pairs analytical insights with a creative, “what-if” mindset. She even finds inspiration in the human behavior she observes during overheard coffeeshop conversations.

An avid reader and lifelong learner, Wendy draws on her diverse experiences to bring fresh perspectives to her work. She’s an entrepreneur, mom to both human and rescue dog children, former professor, and a new fan of Italy’s Puglia region, cuisine, and culture.

Currently, Wendy is exploring the potential of AI and working on an Instagram-inspired project. She’s also growing lemon trees from seeds—just to see if it’s possible (and so far, it is!).



Jenny Buck

Brand Strategist + Creative Writer,
studio Chartreuse

“While raising creative kids, I visited moCa many times for messy art programs. My favorite experience, however, was a more recent solo visit. With kids away at college, I attended a film about graffiti and a workshop to follow. In that room full of curious and willing artists of all ages, I felt lucky to be there creating.”

As a Creative Strategist, Storyteller and Copywriter, Jenny brings ideas to life. From creating foundational messaging platforms to executing that thinking in print, digital and motion, Jenny crafts stories about beauty, creativity, tradition, innovation—and the people who inspire those experiences.

For 30 years and counting, she’s collaborated with agencies, design firms and corporations in Cleveland, Akron and NYC—to bring brand stories to life. She loves creating the voice and vision for products and services and is adept in arranging words in ways that make audiences think, act, smile and feel.

In her free time, Jenny grows flowers, hikes in the CVNP and tends to her mini-zoo of pets. In past lives she’s been a dancer, musician, artist and entrepreneur—and is a lifelong supporter of those efforts. She’s proud to have raised two incredible daughters who are always available for a trip to University Circle for lunch and a museum date.

THE TEAM



Matt Ivons

Digital + Web Designer + Developer,
Escape Hatch; a studio Chartreuse partner

“In the spring and fall, the patio at The Coffee House at University Circle becomes my go-to office, soaking in the sights and sounds. As an art school grad and self-proclaimed art nerd, I often head to the CMA for a bite in the atrium and a quick gallery stroll for inspiration and a reset.”

Matt is an award-winning user experience designer and creative director who's spent the last 18 years designing innovative websites and web applications. Drawing from a design career that started in print and packaging, Matt understands the importance of the web medium as part of a holistic approach to a brand's strategy and aesthetic.

Outside of the office, Matt is an avid mountain biker and, against all odds, has recently picked up running as a hobby.



Ali Forbes

Senior Designer, studio Chartreuse

“As a film enthusiast, I'm drawn to the CIA Cinematheque's remarkable vintage and foreign film selections. Every visit sparks my creativity and love for design. Afterward, a French 75 and fries at L'Albatros makes for the perfect way to celebrate UCI's vibrant culture with a good friend and a great film.”

Ali brings over 12 years of experience in the design industry, including a decade of producing impactful design at studio Chartreuse. As part of a powerful team, she draws on her fine art and design background to approach work with conceptual depth, meticulous attention to detail, and a distinct creative uniqueness. Ali's talent for recognizing and celebrating individuality helps her to create and bring brand identities to life.

Ali finds joy in personal pursuits like watercolor painting, reading, dance lessons, and home projects, all of which serve as extensions of her creativity. These activities, coupled with the connections she's made within these small groups, provide opportunities to fresh perspectives and deeper connections within the community.



Michael Corrigan

Founder + Senior PR Expert, You Need MC PR;
a studio Chartreuse partner

“Visiting the Museum of Natural History and getting a photo with Steggy will always be a cherished memory of mine while growing up in Cleveland. With my love of history beginning at a young age, it's fitting that a passion for storytelling would later become my life's work.”

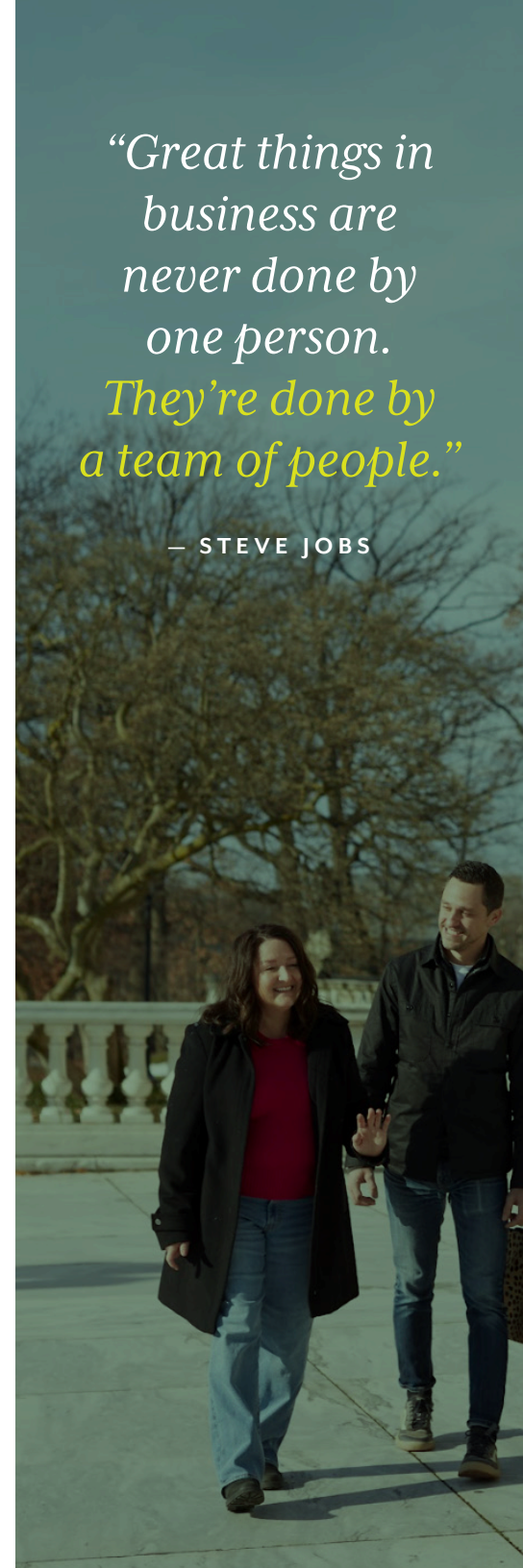
With over 20+ years of experience, Michael is driven by a passion for all things communications. While industry mediums continue to evolve and change over time, his curiosity has not. Michael formally launched MCPR in the summer of 2021, and has quickly grown it into a full time team of 3 that commands working with an impressive range of clientele that includes everything from local startups to global brands like Disney, Mattel, and Starbucks.

Storytelling is at the heart of everything MCPR does. Connecting brands to the right audiences and garnering exposure at its highest potential. Our expertise and guidance allow your narrative to shine—whether that be through earned media coverage, influencer ambassadorship, events, social media, or integrated partnerships.

Michael currently lives in Chicago with his husband and their cockapoo Josie. When he's not working, he's probably talking about Taylor Swift.

“Great things in business are never done by one person. They're done by a team of people.”

— STEVE JOBS



Community Partnership in Action

Communicating the presence of the UCPD is a key driver in securing an influx of business development and attracting residents and visitors to the area.

Within each of the following segmented approach pages, you'll find a call-out detailing the inclusion of the UCPD into each effort. From increasing awareness to creative opportunities for engagement, there will certainly be brainstorming in our future.

Additionally, we've included a few creative sparks that focus on possible UCPD-focused initiatives.

Pop-Up Cop Shops

Building Connections & Community Safety

Introduce Pop-Up Cop Shops as engaging, family-friendly hubs for fostering community relationships and promoting safety awareness. These temporary setups can be strategically located in high-traffic areas like CWRU outdoor spaces, University Hospitals (UH) community rooms, or even as a standalone structure in Wade Oval. The concept is to create an inviting and approachable environment where residents, families, and visitors can connect with law enforcement in a positive and proactive way.

The Pop-Up Cop Shops aim to break down barriers, enhance public trust, and make safety education accessible and engaging for everyone. By meeting people where they are—in casual, friendly environments—this initiative can spark ongoing conversations, promote safety, and strengthen community bonds.

2-Hour Volunteer Initiatives

Strengthening Community Bonds

The University Circle Police Department (UCPD) could introduce 2-Hour Volunteer Initiatives, a program designed to foster community engagement by offering flexible and meaningful ways for families, businesses, and residents to give back. By acting as a central hub for care-focused efforts, UCPD can inspire collaboration and service while addressing vital neighborhood needs.

The 2-Hour Volunteer Initiatives aim to create a ripple effect of kindness and community pride. UCPD's role as a coordinator ensures that efforts are well-organized and impactful, bridging the gap between those who want to help and those who need it.

This program also emphasizes the importance of connection—whether it's families bonding over a shared project, businesses strengthening their community ties, or neighbors lending a hand to one another.

Community Watch

Fostering Neighborhood Safety

The University Circle Police Department (UCPD) could introduce a new Community Watch Campaign, a modern and interactive program designed to educate and empower residents through accessible and engaging content. Leveraging social media platforms, UCPD officers could share practical personal safety tips and neighborhood-specific guidance, fostering a sense of collective vigilance and support.

The Community Watch Campaign would represent UCPD's commitment to fostering a safe, informed, and connected community. By making safety information accessible, practical, and engaging, the campaign could empower individuals and strengthen the collective vigilance of the neighborhood.

The initiative would serve as a model for how law enforcement can build trust and collaboration through education and transparency, ensuring that everyone in the University Circle area feels safe and supported.



strategic
CREATIVE
spark!



In a uniquely dynamic community where arts, education, healthcare, and culture intersect, what does tomorrow look like? Sound like?



Feel like? In a word, brilliant. With a creative kick-start aligned with a rock-solid



strategy, we can't wait to show you the breakthrough, only-here, magnetic thinking that will



attract businesses, homebuyers, and visitors. Ensuring they become lifelong enthusiasts.



Research & Analysis

More than a collection of data, we propose spearheading conversations creatively to uncover the stories, strengths, and opportunities that define opportunities for University Circle.

Our audit of existing findings and an engaging approach to new research will act as our “**Vision Clarifier**,” bridging past successes, current challenges, and future aspirations to provide a strategic springboard for impactful action.



PROCESS

Our goal is to define the current value of the UCI brand including name, UC differentiators, strengths and weaknesses against each target audience.

Secondary Audit:

Audit of existing research and publicly available secondary research helps to determine the necessity of primary research.

Target Audience Exploration:

Leveraging existing personas, we'll align key UC attributes to each target audience to determine the “way in” or what will motivate each audience to do what we want them to do.

Primary research determination:

We don't do research to simply do research. We'll weigh the pros and cons of new information from primary with associated costs and recommend if needed.

MILESTONES

- Secondary Audit Insights
- Positioning and UC Key Differentiators Recommendations

DELIVERABLES

- Strategic Positioning Recommendation (includes whether a DBA is needed)
- Value Proposition
- Primary Research Pathway (research recommendation, timeline and estimated hard costs)

HOW UCPD IS INTEGRATED

Our research and discovery will include UCPD-specific conversations to gather key insights.

TIMEFRAME

4–6 WEEKS

Brand Development: Strategy

We intend to help you create a brand that looks, speaks, feels, and shares the essence of University Circle in ways that go above and beyond the typically-defined marketing checklists.

With a new brand strategy, we will help you connect people, steward this amazing, multifaceted place, and tell your story in a way that resonates with every unique listener. With trust-our-gut instincts and a colorful, dimensional worldview, our team will introduce insights that traditional marketers or AI simply cannot.

1 2 3 4 5 6 7 8

PROCESS

Leveraging the UC mission, vision, values, and key insights from the research phase, we'll provide an updated:

- Brand promise
- Brand value proposition
- Brand personality

In this phase we articulate the brand in writing. This allows us to workshop recommendations with key stakeholders and solidify the essence and structure of the brand prior to the development of any consumer facing elements.

MILESTONES

- Brand workshop
- Brand strategy recommendation

DELIVERABLES

- Articulation of brand strategy, promise and value proposition
- Finalized target audience matrix

HOW UCPD IS INTEGRATED

UCPD is part of the brand and the key attributes it brings are naturally integrated into how the brand comes to life.

TIMEFRAME

3-5 WEEKS

Brand Development: Visual Identity

At Studio Chartreuse, we approach visual identity design with a deep understanding of a brand's essence, ensuring each design reflects its unique story, values, and vision.

We combine strategic thinking with creative exploration to develop cohesive, impactful identities that resonate with target audiences and stand the test of time. By blending thoughtful typography, color palettes, and visual elements, we create design systems that are beautiful and functional.

Our work empowers brands to communicate with clarity and confidence.

1 2 3 4 5 6 7 8

PROCESS

Based on the approved brand strategy, we will present a selection of 4–6 visual identity concepts. We will then collaborate closely with the client, partners, and our creative team to refine the chosen concept based on feedback. Typically, this process includes 2–4 rounds of revisions to ensure the final logo meets expectations and is ready for development into art files.

In designing a cohesive visual identity system, we ensure it is adaptable across various applications—print collateral, digital media, and social platforms—creating a seamless and impactful brand presence.

MILESTONES

- Presentation of initial concepts
- Presentation of refined visual identity elements

DELIVERABLES

- A comprehensive style guide to include: color palettes, typography, iconography, and potential photography styles to ensure consistent visual identity implementation.

HOW UCPD IS INTEGRATED

Visual elements for UCPD are delivered as part of the style guide.

TIMEFRAME

2–4 WEEKS

Brand Development: Messaging

Seeing a towering dinosaur through the eyes of your six-year-old self. Smelling the smells of a nearby nana slow simmering her family's Sunday Sauce. Finding those moments of connection breathe life into the endless stories you have to share.

By immersing ourselves in the everyday experiences of University Circle, not only can we continually listen and learn about what's unique to this place, we can share the priceless observations in ways that draw people in to enjoy, to see, to sell and to stay.

1 2 3 4 5 6 7 8

PROCESS

While the internal communication of a brand is important, consumer facing messaging built on audience insights is vital to move the needle. In this phase we craft the “person” the brand becomes in public.

MILESTONES

- Presentation of consumer facing brand personality (messaging)
- Tagline exploration
- Creative testing recommendation

DELIVERABLES

- Brand messaging strategy
- Messaging guidelines (including samples of consumer facing messaging for each target audience)

HOW UCPD IS INTEGRATED

While messaging for the UCPD may have a slightly different tonality, we'll provide recommendations on how UCPD communicates and live within the UCI brand.

TIMEFRAME

2 – 4 WEEKS

Brand Development: Asset Creation

With a wide range of experience in crafting messages for various institutions within University Circle, we are well acquainted with the creative assets that work well to accomplish your objectives. Based on our newly developed brand identity, our team will provide the necessary elements that will act as a basis for new communications.

1 2 3 4 **5** 6 7 8

PROCESS

Telling the story of your brand requires consistency through all touchpoints. We'll recommend and develop assets that will support the updated University Circle brand in the marketplace.

MILESTONES

- Continually present and execute creative elements as needed to prepare for launch.

DELIVERABLES

While exact assets will be determined based on audience research and budget criteria, there are elements we typically recommend when launching new identity systems.

Some examples include:

- Stationery: letterhead, envelopes, business cards
- Creative templates for owned assets (social, email, etc.)
- Designs & recommendations on apparel needs
- Appropriate signage and wayfinding
- Examples of visual and copy executions to be included in cohesive branding and style guides

HOW UCPD IS INTEGRATED

Branded assets for UCPD will be recommended and included in asset delivery.

TIMEFRAME

2–4 WEEKS

Launch Planning & Execution

Utilizing the newly-crafted design systems and messaging, we are certain we can execute a memorable campaign. We will properly position University Circle in a way that provides value, engages all of your audiences and, with purposeful communications, will positively influence attitudes and beliefs.

1 2 3 4 5 **6** 7 8

PROCESS

Planning:

Launching your brand into the marketplace takes strategic planning to ensure maximum reach and cost efficiency. We'll leverage all our learnings from research and the brand development process to drive your consumers to action.

Execution:

We plan the work and work the plan. Once you've approved the plan we'll get to work on purchasing media and creating the assets.

MILESTONES

Planning:

- Presentation of campaign objectives and strategies and target audience prioritization
- Creative concept presentation

Execution:

- Approval of creative assets based on media deadlines

DELIVERABLES

Planning:

Annual marcom plan with budget for UCI including

- Measurable objectives, advertising strategies
- Creative big idea with sample tactical executions
- Paid media recommendation with KPIs (traditional and digital media)
- Owned media content recommendation

Execution:

- Purchased media in the form of a final media flowchart
- Creative assets per the plan, including visuals & copy found in the brand standards

HOW UCPD IS INTEGRATED

Under the umbrella of the new branding efforts, UCPD will be a focal point in advertising elements and across social channels.

TIMEFRAME

4-6 WEEKS

Website Redesign

Central to a refreshed brand is a perfectly-executed website. We've brought in a trusted partner, Escape Hatch, to create and build an incredible asset that will use creativity to give University Circle a competitive advantage in a crowded marketplace.

From mining stories and perspectives in our discovery phase through development of intuitive user experiences on a platform that is easy to expand and easy to manage, we will provide a solid resource and center point for brand communications.

AI Day Planner *a day in UC*

Utilizing the latest in artificial intelligence, we will train an AI chatbot agent on University Circle's destination and event data to create a conversational chatbot that can provide advice, answer questions, and plan day or week long trips to the district.



PROCESS

We not only pay attention to the analytics of your current site, we'll leverage all the audience learnings to craft a user friendly, impactful site that answers the needs of each target audience. The discovery phase in our process informs our recommendations for SEO, user experience, and site functionality.

MILESTONES

- Completion of destination data compilation and enhancement exercise
- Presentation of information architecture including recommended sitemap and wireframes
- Presentation of website design concept covering homepage and two major content pages.
- Review of full site creative, including designed site features
- Server set up, integration and migration of content to refreshed site
- Concierge site launch for a smooth cutover to new experience

DELIVERABLES

- Overhauled web experience that reflects new brand and is a more efficient and effective user experience

HOW UCPD IS INTEGRATED

UCPD is key for site content and will be included into the overall site.

TIMEFRAME

24 – 30 WEEKS

Public Relations

Strategic Public Relations can help us build excitement for University Circle across key local audiences and beyond. Through community engagement initiatives, strategic partnerships, media relations, and influencer/ambassador outreach, we can bring our new thinking and brand identity to life.

We're excited to apply our expertise in immersive experiences and across restaurant and entertainment venues to secure significant earned media placements, media impressions, and features on network shows and across local and national publications.

PROCESS

PR is a consideration in everything we do and is included in the process of developing your campaign launch plan. We also understand that there are times when traditional public relations support is helpful. Whether it's standard media outreach and media relations or innovative opportunities with influencers or trade organizations, our PR recommendations adhere to the same strategic foundation found in everything we do.

MILESTONES

These will vary by project but might include:

- Determine appropriate assets for press kits
- Create a plan for potential events, influencer relations, etc.

DELIVERABLES

These will vary by project but might include:

- Event invitations, schedules
- Campaign video content
- Media kits

HOW UCPD IS INTEGRATED

2023 saw a lot of "firsts" for UCPD that could benefit from ongoing PR initiatives. When opportunities arise for UCI, we're here to support those for UCPD as well.

TIMEFRAME

VARY BY PROJECT

We are firm believers in big thinking versus a big price tag.

We are confident that we can bring your vision to life in countless ways that will work within your budget parameters.

Here, you'll find estimated costs that we feel will allow us to deliver exceptional creative solutions.

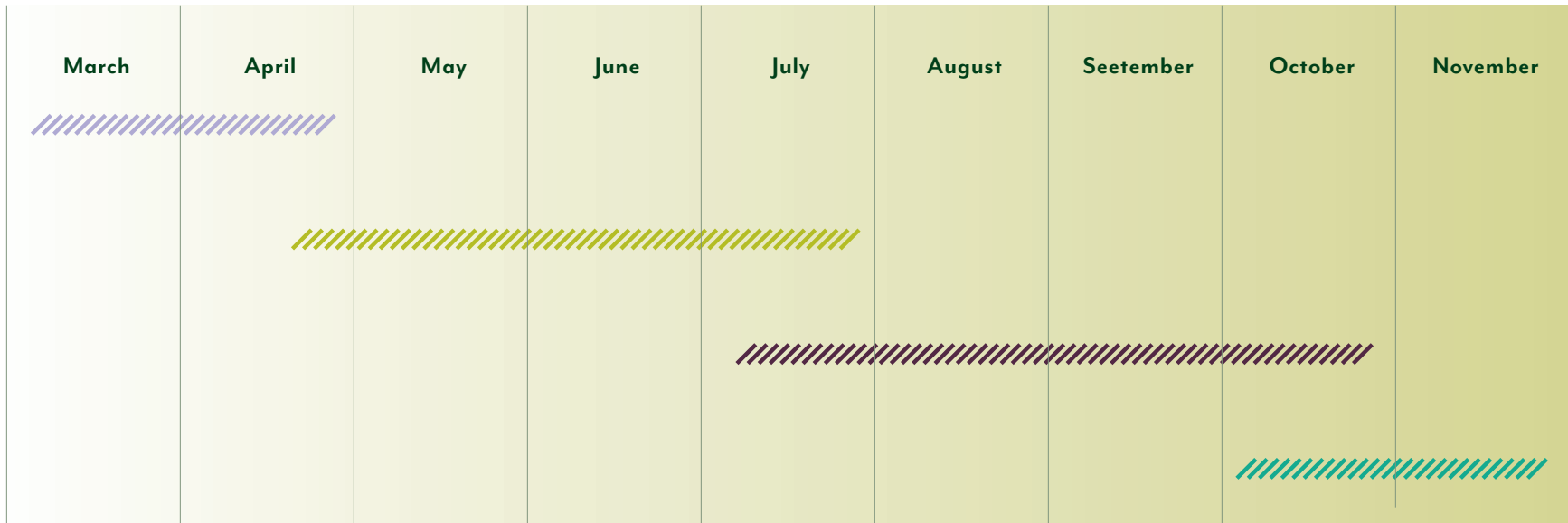
	LOW	HIGH
TOTAL BUDGET		
RESEARCH + ANALYSES	\$25,625	\$38,500
BRAND STRATEGY	\$22,500	\$28,125
VISUAL IDENTITY DESIGN	\$35,000	\$38,000
MESSAGING + CONTENT DEVELOPMENT	\$20,000	\$25,000
ASSET DEVELOPMENT	\$25,000	\$30,000
LAUNCH PLAN (Execution to be estimated separately based upon approved plan)	\$12,500	\$16,625
WEBSITE REDESIGN	\$75,000	\$100,000
PUBLIC RELATIONS	\$18,000 (3 MONTHS)	\$36,000 (6 MONTHS)
TOTAL	\$233,625	\$312,250

Projects outside of the proposal scope will be estimated and billed at \$125/hour. All hard costs associated with the proposal will be estimated and billed at net.



A Thoughtful Timeline for Seamless Collaboration

We've designed a schedule to guide our collaboration from discovery to implementation. Spanning March through November 2025, this timeline ensures a steady progression while remaining flexible. We can easily adjust the pacing to align with your team's needs and decision-making processes, guaranteeing a smooth and effective partnership.



March-April

Research

April-May-June-July

Brand Development

July-Aug-Sept-Oct

Messaging, Design & Website Development

Oct-Nov

Campaign Planning & PR



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*“People don’t
buy goods
and services.
They buy
relationships,
stories,
and magic.”*

— SETH GODIN

Consumer Goods | Retail

American Greetings
Arhaus
Blair Ritchey
Cuisinart
Eleanor & Hobbs
Evie Lou
Formica
GoJo Purell
Happy Pickler
Heinens
Hinkley Lighting
Invacare
J.M. Smucker Co.
Kichler
Kraft/Heinz
Larder
Marchant Manor
Moen
Mondelez/Nabisco
Nestle
Oceanne
Pfizer
Sephora
Sherwin-Williams
Sil Vous Play
Stem Soaps
Sunless, Inc.

Education

Hathaway Brown
Hiram College
Kent State University
Old Trail School
Ruffing Montessori
University of Akron
Ursuline College
Western Reserve Academy

Government

City of Cleveland
City of Shaker Heights
City of Solon
Cove Community Center: City of Lakewood
Cuyahoga County
Cuyahoga County Planning Commission

Healthcare

Akron Children’s Hospital
Crystal Clinic Plastic Surgeons
Medical Mutual of Ohio
Raj Plastic Surgery
Spry/Metro Health
Summa Health System
University Hospitals
Westfield Insurance

Hospitality

Driftwood Hospitality Group
Floressa Cafe
Flour
Flying Fig
Gatherings Kitchen & Gingham Market
Itty Bitty Bakeshop
Juneberry Table
La Petite Fleur
LUXE Kitchen + Lounge
Molly Taylor & Co.
Sophie La Gourmande
Verbena Free Spirited

Nonprofit

Akron Symphony Orchestra
Beck Center for the Arts
Case Western Reserve University:
Flora Stone Mather Center for Women
Chagrin Falls Education Foundation
Cleveland Leadership Center
Cleveland Museum of Art

Cleveland Print Room
Cleveland Public Library
Cleveland Starts Here
CLE Urban Winery
Collaborative to End Human Trafficking
COSE
Greater Cleveland Partnership
Great Lakes Science Center
Holden Forests & Gardens
Judson Foundation
Lakewood Arts Festival
LifeBanc
Nature Center at Shaker Lakes
Ohio Ballet
Playhouse Square
Rock and Roll Hall of Fame
Shaker Historical Society
Shaker Schools Foundation
Team NEO
The Frances Clark Center
The Music Settlement
Thrive Performing Arts Center
Two & Co/Two Foundation
United Way
Welcome House
Women in Manufacturing
YMCA
YWCA

Professional Services

Asturi Landscape Group
Borrow Rentals
BurkleHagen
Design Surfaces
First Federal of Lakewood
Mock Tuna
RDL Architects
Reflections
Sapphire Pear
The Young Team



UC the beauty in a one-of-a-kind custom collaboration.

UC the chance to refresh your brand in a memorable, incredible way.

UC absolutely everything you're looking for in a partner.

And so do **WE.**

Thank you!

For this opportunity to share our imaginations with you. We look forward to your response.

Sincerely,
Studio Chartreuse + Partners

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usa

STUDIO
CHARTREUSE

Since 2003

ring
216.221.9710

instagram
studio_chartreuse