

# INDIANA LIBRARY FEDERATION

—

STRATEGIC COMMUNICATION  
PROPOSAL

12.18.19

BRANDING and ART DIRECTION

# SECOND STREET

CREATIVE

2ND STREET CREATIVE	156 E MARKET ST #707	INDIANAPOLIS IN 46204	317.426.9799	2NDST.COM
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CLIENT	PROJECT	DATE
INDIANA LIBRARY FEDERATION	STRATEGIC COMMUNICATION PROPOSAL	12.18.19

WHAT'S INCLUDED:

**Communications Plan**

A comprehensive timeline and plan for execution of campaign ideas. We believe this approach allows us to provide the foundation for a strong campaign that could successfully be carried out by internal resources or other vendors as available.

*service*

*estimated fees*

*Communications Plan*

Strategic Plan and Media Calendar \$2500

*Brand & Campaign Guidelines*

**Brand & Campaign Guidelines**

Develop a Campaign Guideline for a Capitol Campaign to raise awareness and support for the ILF. This will provide the toolkit for internal and other partners to develop strategic collateral throughout the five-year Strategic Vision. Additionally, develop new logo and brand for Young Hoosier Book Award and Read Aloud programs.

ILF Campaign Guidelines | Brand & Basic Collateral \$1500

Young Hoosier Book Award | Brand Guidelines \$1000

Read Aloud | Brand Guidelines \$1000

**ILF Campaign Microsite**

A captivating and effective microsite that highlights, explains and showcases what the ILF is and why it's important. This microsite could be shared through social media channels and included in all collateral.

*ILF Campaign Microsite*

Digital Strategy \$1000

Art Direction and Design \$2500

Front End Programming \$3000

Development (including responsive design) \$2250

**TOTAL: \$14,750**

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GOALS

## Primary Goal

**Educate** - Create a comprehensive strategic guide, timeline, and asset library that demonstrates the value of the Indiana Library Federation to an external audience

## Secondary Goals

**Develop** - Create a microsite that showcases the programs and impact of ILF and generates funds and spreads awareness.

**Execute** - Provide the toolkit and roadmap to allow development of and expansion upon campaign materials in the coming years.

## BACKGROUND AND SITUATION ANALYSIS

The ILF provides a powerful and important pillar to the state as the only nonprofit organization that specifically lobbies for Indiana libraries. The organization is prepped and ready for a thoughtful, comprehensive plan to educate the community (external audience) on the importance of ILF and champion the cause.

The budget should be used to create the foundation for a comprehensive plan and toolkit to execute. We believe devoting our expertise and attention to developing the appropriate creative campaign, we will develop the roadmap to guide through the Strategic Five-Year Plan. Strategically we will deliver a content calendar detailing timeline and recommended collateral, tactically we will deliver the toolset to execute this plan. This will allow your team to engage in appropriate vendors, partners, and in-house resources when available.

In addition to the strategic plan and guidelines, we will design and develop a microsite illustrating the importance of ILF. This allows us a beautiful place to showcase the programing, celebrate the results, and champion the mission. Housing all of the information on an engaging website provides a place to direct all brand communications. From social media posts to print collateral, all can direct back to this hub where all relevant information will be presented along with an opportunity to support the campaign efforts.

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### PROJECT TEAM



**RYAN HUNLEY**  
*Owner, Second Street Creative*

As owner of Second Street Creative, Ryan Hunley leads art direction of web and brand development. Though he has collaborated with clients from all over the world, Ryan takes special pride in his work focused in Indianapolis. Ryan also serves on the board of The Speak Easy and is Executive Director of CreativeMornings/Indianapolis. Ryan has lived in Indianapolis for 13 years, residing in the heart of downtown with his wife and two daughters.

FAVORITE BOOK: FRANNY AND ZOOEY



**BRITTANY MASON**  
*Creative Marketing Strategist*

Brittany's a problem solver. She has thoughts on the best jigsaw puzzle brands,<sup>1</sup> and can solve a Rubik's Cube,<sup>2</sup> but rock climbing problems are one of her favorite kinds of puzzles.<sup>3</sup> She studied marketing, media communications, and studio art in school which gives her a nice background for any type of puzzle. With philosophy and esthetic for things lining up, she's often referred to as the most organized person in the creative department.<sup>4</sup>

<sup>1</sup>Springbok > White Mountain | <sup>2</sup>Usually in under two minutes, fastest time is 56 seconds | <sup>3</sup>Yes, it's \*just like\* Free Solo | <sup>4</sup>Up to you if that's something worth bragging about

FAVORITE BOOK: Lily and The Octopus

### ESTIMATED TIMELINE

**June** :: Contract Signed | **September** :: Creative Brief Review | **Late September** :: Project Begins

*A project of this scope typically takes ~3-4 months, though timelines are subject to change based on scope and the amount of editing.*

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## DESIGN & DEVELOPMENT PHILOSOPHY

We are passionate about harnessing a central narrative and direction upon which to build the aesthetics of a brand and website. Just about anyone can make a brand look good but it takes a special kind of dedication and thought process to understand that merely looking good is not enough. The brand must effectively communicate its story to remain relevant as visual trends change. This is why we emphasize taking the time to understand the narrative of a brand before we even begin discussing “look and feel.” Laying this ground work and then building aesthetics that reinforce strategy ensures a more timeless and effective brand presentation.

## WEB DEVELOPMENT WORKFLOW

### 1. Strategic Planning:

- Gathering all the final specifications of the project
- Establishing the strategy to best accomplish goals within budget and timeframe
- Conception of the main goals of the website and of the users' pathways
- Conception of the website's flow and narrative
- Preparation of detailed charts and wireframes showing the different areas of the website, their features, the technologies that will be implemented, etc...
- Optimization of the navigation according to the application's goals

### 2. Design and Art Direction:

- Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...
- Actual design of the website and of the web application based on the layouts and structures
- Conception and creation of all the graphic elements of the website

### 3. Front End Programming:

- Top quality hand coding (HTML5, XHTML / CSS / JavaScript) of all the web pages
- Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability
- Basic Search Engine Optimization (SEO) techniques throughout the website

### 4. Server-side Development:

- Integration of the Wordpress CMS
- Actual programming work to implement the application
- Actual programming work to implement the back-end and full administration
- Integration with all features sets

### 5. Quality Assurance and Launch:

- Extensive testing to ensure the site is bug free and is fully compatible with all modern browsers
- Fine tuning the final details of the application design and features
- Configuration and/or linking of the server that will host the website
- Soft launch and testing including e-commerce and client management
- Migration of the site to the live server and launch!
- Full tutorials and video tours of backend content administration including statistics