



# **KENTUCKY MUNICIPAL ENERGY AGENCY SCOPE OF WORK PROPOSAL**

1 | 17 | 2018

**KSD** KINETIC | STRATEGIC | DESIGN





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Doug Buresh, President and CEO  
Kentucky Municipal Energy Agency  
Louisville, Kentucky

Greetings Doug:

Thank you for the opportunity to present our scope of work on this exciting project. We look forward to working with you and the Kentucky Municipal Energy Agency to define and design your visual brand, and to build and design your primary communication tool: the kymea.org website. For more than 30 years, KSD has created branding and strategic marketing communications for our clients, helping them build awareness and compel action in local, regional and national arenas.

Your organization has a powerful story to tell and KSD can help you tell it by focusing your key messages for your target audiences. However, before you can successfully launch a communication and outreach effort we must first define your brand position and then design your visual brand.

Through this project we will help the Kentucky Municipal Energy Agency (KYMEDIA) effectively communicate its role, services, and activities as your organization prepares to offer reliable, affordable energy for the Kentucky communities that you serve.

Another of our primary efforts will focus on establishing kymea.org as a visually engaging Internet presence that is organized and has a user-friendly navigation and content structure. Additionally, the new website will be built with responsive features so that as users engage on a desktop, a smartphone or a tablet device, the content will display and respond appropriately.

As part of our process, KSD will take the time to meet with you and other key individuals that you decide are important to include in the process of outlining and developing the necessary information to develop your new visual brand and informational website.

If you have any questions regarding our proposal, please do not hesitate to contact me by calling (606) 679-5634 or e-mailing kirby@ksdweb.com to clarify.

Sincerely,

Kirby Stephens, President  
KSD | KINETIC | STRATEGIC | DESIGN





## KENTUCKY MUNICIPAL ENERGY AGENCY: SCOPE OF WORK PROPOSAL

### 1. DESIGN BRAND AND STYLE GUIDE TO PROTECT YOUR ASSET

With the time and consideration that is being applied to this visual branding project, you are making an important investment in a key organizational asset. The only way to maintain and safeguard this investment is to have staff committed to the effort and to provide them with a control document that guides proper implementation. A brand style guide refers to things like what fonts to use in certain situations, what colors fit in your logo, what spacing to use in your content, and much more.

As part of our Scope of Work, KSD will develop a written brand style guide that will use the following brand touchpoints to illustrate how the new visual brand for the Kentucky Municipal Energy Agency will work. KSD will design actual brand touchpoints, and examples of how other brand touchpoints might look as part of our services. The guide will be a culmination of these efforts and developed as an online digital resource.

#### *Graphic Identifiers*

- KYMEA Logotype
- typography
- color palette
- do's & don'ts

#### *Stationery*

- business cards
- letterheads
- envelopes
- 2 forms (to be determined)

#### *Informational*

- generic pocket folder
- powerpoint graphic slides

#### *Publications*

- organizational brochure (4 x 9 folded format)
- example cover of one other publication (to be determined)

#### *Electronic Communications*

- email prototype
- email signature

#### *Wearables*

- polos, jackets





## KENTUCKY MUNICIPAL ENERGY AGENCY: SCOPE OF WORK PROPOSAL

### 2. DESIGN AND BUILD ORGANIZATIONAL WEBSITE UTILIZING CONTENT MANAGEMENT SYSTEM

#### WEBSITE CONSIDERATIONS

- the “look and feel” of the website must be visually engaging
- write copy to offer clear focus and inform browsers
- feature communities served
- feature services
- feature generation and transmission information
- include photography to convey a professional organization
- include user-friendly navigation structure
- include energy resources
- build back end of website for ease of use for staff
- maintain existing URL and direct any other URLs developed by the organization to this website

#### *Responsive Design*

More and more people are accessing information on smart phones or tablet devices, so, your new website must function and present your information appropriately on the those devices as well as a traditional desktop computer screen. KSD will build your website as a responsive system.

#### *Web-Based Content Management System*

KSD will create a website that allows authorized Kentucky Municipal Energy Agency staff to be able to edit your content directly on the page. You will be able to instantly see how your additions and edits fit within the context of the page they are on, and you will be able to make your edits anyplace and anywhere because the editor will be web based.

#### *Search Engine Optimization*

KSD will create a website that has basic optimization for search engines with metadata support for web content.

#### *Site Content Hierarchy and Google Analytics*

KSD will provide a hierarchal content system that classifies and structures your web pages into logical groupings based on their content. This system can be used to filter searches, focusing results and providing a powerful site navigation tool. Also, KSD will set up analytics for your new website and demonstrate to designated staff the basics of reviewing the data.

#### *Develop Photographic Resources*

We will rely on a mixture of stock photographs, new photography from communities and newly created graphic images by KSD to build the website.





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## **KENTUCKY MUNICIPAL ENERGY AGENCY: SCOPE OF WORK PROPOSAL**

### **MEETINGS**

Regular interactions between KSD and the KYMEA project team will be critical in keeping the project on schedule. We are planning for three face-to-face project team meetings that will incorporate reviews and presentations at locations of your choosing.

### **FEE**

We anticipate approximately 240 hours of work to complete the Scope of Work outlined above. Our fees are based on services that range from \$55/hour to \$95/hour. Services will include planning, conceptualization, copy writing, design, photography, production, illustration, meetings, presentations etc. Total: \$18,500.00

### **TIME FRAME**

The Scope of Work outlined in this agreement is planned to be completed in September 2018. Actual dates and times will be determined to coordinate with your organization's regular meeting schedule. A more definitive time frame will be coordinated after project award.

FEBRUARY 2018: Project awarded to KSD

APRIL 2018: Initial presentation of new brand position and visual brand components

JUNE 2018: Initial presentation of new website

SEPTEMBER 2018: Launch of new website

SEPTEMBER 2018: Posting of finalized digital KYMEA Visual Brand Guidelines

### **EXPENSES**

Our fees outlined above do not include expenses such as mileage, color digital prints and presentation materials. Also, our fees do not include costs for printing or fabrication of any of the items listed.

### **PAYMENTS**

Our project payment cycle will begin in February 2018 and end in October 2018, with nine equal monthly payments (\$2,055.55) due on the first of each month. Please indicate your acceptance of this consulting agreement by signing below and returning the original along with the first payment to KSD.

\_\_\_\_\_  
Kentucky Municipal Energy Agency

\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Kirby Stephens, President

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Kirby Stephens Design, Inc. d/b/a **KSD**

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