



Lee College Rebrand Initiative

Scope of Work

Lee College of Baytown, Texas, is requesting that Outreach Strategists of Houston create a bold and modernized brand identity for the college, built upon elements of its iconic "compass." This new brand will be based upon research and input from the college and community and will be codified in a digital and printed style guide.

The new brand will include a new name and identity for Lee College sports teams (currently, the Navigators). Outreach Strategists will seek input from the college and broader community for a new name that resonates with residents of the region beyond the college's service area and embraces the identity of the college.

In response to these goals, Outreach Strategists agrees to deliver the following items to Lee College within 7 months of approval of this agreement.

Stakeholder Engagement

- Brand Review Task Force Meetings (4)
- Public Website Landing Page for Community Input content
- Weekly meetings with the Lee College Marketing and Communications Team
- Communication Assistance (news articles, etc.)

Logo/Tagline Development

- Logo/Brand Options (up to 15 concepts)
- Refinements (up to 3 rounds of revisions)
- Tagline Selection
- Print-ready and Digital Styleguide
- Business Card and Letterhead Templates
- Recruitment Banner and Table Drape Templates
- PowerPoint Presentation Template
- Print Ad and Social Media Ad Template
- Building Signage Template

Athletics Name and Icon

- Athletics Name and Icon Recommendations
- Athletics Sub-brand Identity (color scheme, typography, and applications)
- Uniform Mockup
- Brand Options (up to 6 concepts)
- Selections Added to Styleguide

Website Enhancements

- Brand Standards and Color Palette
- Homepage, Division, Department Page Templates
- Navigation Architecture Report (no web programming)