



MENDOCINO COUNTY

TOURISM COMMISSION

Request for Proposal: Marketing Agency
Client Contact: Brent Haugen, Executive Director
Submitted by: Jeff Wheeler, Account Manager

TRANSMUTE

Hello Mendocino County,

We are Transmute Creative Agency. We know that you are aware of the importance of solid, cohesive brands in marketing and advertising, be it print, video, radio, web or social media. While the beauty of Mendocino County is well known, the right branding can take it from noteworthy to legendary.

Our job (as we see it) is to lead the creative aspects of the branding and marketing campaign behind the new identity of Mendocino County as the premier Northern California Coastal retreat. Simply making a logo, a tagline, a website, and a hashtag is not enough. We aim to fully immerse ourselves in the culture of Mendocino and create the visual embodiment of the county. Whether people come to enjoy the World-Class wine, the subtle yet complex beer, the majestic coastline, or a scenic redwood adventure, Mendocino County has everything that makes Northern California great. The key here is to highlight these qualities, craft visual representations of the spirit of the area, and put it in the hands and minds of anyone and everyone.

Developing a strong, authentic brand and delivering it consistently is the foundation upon which every successful business is built. We will help to identify what makes Mendocino County the essential Northern California experience and how to showcase and best spread the message. The development of this brand will be essential to the long term success of any tourism campaign for the county. We can help make it a lasting impression.

Sincerely,

Jeff Wheeler

Transmute



WHY TRANSMUTE?

Transmute is a full service interdisciplinary studio based in Sacramento, CA. Our primary work consists of long-term brand management & digital solutions for our clients. We serve clients in product, food & beverage, hospitality, and retail businesses (including design, web, photography, & social media management).

Please visit our website at Transmute.co to learn more.



DESIGN NOT DECORATION.

We are here to build strong, unique brands that have the power to drive real change for our clients. We do not compromise on quality and we believe that great brands and digital strategies coalesce where form meets function - no fluff is made here.



BE BOLD.

True change is often an intimidating process but it is also key to growth. We believe in guiding our clients through this often uncharted territory because we have seen the payoff that taking calculated risks can bring. Our job is to live with one foot in the future and we thrive on bringing bold visions to life.



LOVE WHAT YOU DO.

Passion drives us. We are deeply invested in the brands we work for and these brands become our inspiration to create innovative, beautiful solutions. So turn on the AI Green because we get real intimate with the brands we work with.

OUR TEAM LEADERS



JEFF WHEELER

Strategy & Account Management (main point of contact)

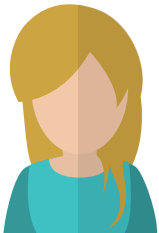
Jeff has a knack for management and articulating client's ideas into action (and sales!). His ability to listen, learn, formulate actionable plans, and serve as a bridge between clients and the design team is a recipe for success.



IVAN VILLA

Digital Strategist + Web Developer

Being able to see a project from multiple points of view helps Ivan formulate effective strategies. He has a love for technology and more importantly how to apply it to find and solve problems.



ALLI SCHWENT

Brand Strategist + Designer

With an extra dose of passion, and a sharply honed set of skills, Alli focuses on bringing artfully simple yet extremely thought-out ideas to life through design. Her favorite part about her job is getting to know and work with a wide range of diverse brands.



PATRICK SCHWENT

Photography/Videography + Brand Strategist

Patrick is one of those rare breeds with a nicely balanced creative and technical mind - which lends itself perfectly to the highly technical but also artfully delicate world of photography.

ABOUT US

THE HISTORY OF TRANSMUTE

Formally established in April of 2014 by a group of creative individuals who had been working together on an independent basis for many years, Transmute has grown every year. Through a mix of authentic collaboration and expert knowledge, we carefully craft our solutions through any medium from branding and identity to video and social marketing campaigns.

Started by the founding team of Ivan Villa, Alli Schwent (then Gerriets), and Patrick Schwent, the focus of the company has been to be a creative hub where a brand can be created, developed, and supported. With a full service mentality, we ensure growth of brands through execution of solid branding. Supported by striking visuals, proper web representation, and sound project management, we strive to put our brands in position to not just compete, but lead.

HOW WE WORK

At Transmute, we subscribe to a “measure twice, cut once” mentality. We believe that with effective communication we can take on any challenge. Seeing as we are a small, nimble team with enough creative and mental agility to change gears quickly, we feel particularly well suited for collaborative efforts. We maintain a divider-free office where everyone can easily approach each other’s workspace, or hold impromptu meetings with a quick chair swivel. Having worked with each other both officially and casually for so many years means we know each other’s tendencies and abilities.

Every effective project starts with a superior plan. Transmute makes a point of having in-depth discovery meetings with the client to get the best possible understanding of where the client was, is, and wants to go. The best way to plan for the future is to understand the past, and it is our responsibility to chart out the client’s path. We will take the time to learn about the client’s wants and needs, then make a comprehensive, effective plan that achieves the goals.

After the plan is made, it’s time to put it into action. This is where the team’s creative abilities take over. The project manager determines through communication with both the client and the creative team what the appropriate steps are and in what order to execute them. As an advocate for both sides, the project manager is responsible for sticking to the timeline and keeping everyone moving forward. It is important to manage time effectively, so the project manager oversees all working departments to make sure that the overall message stays consistent in all phases of the project. As deliverables enter different stages of development and completion, the project manager is responsible for providing the client and creative team with the input of both sides and balancing the needs of both sides.

As the plan is executed, the project manager will present the different deliverables to the client. Reporting to the client in a timely manner is the responsibility of the client manager. It is also the responsibility of the project manager to gather information from the creative team and cross reference with the client when necessary.

COMPANY EXPERIENCE

- Creative Partnerships, 5
- Destination marketing, 3
- Non-profit Rebranding, 5
- Digital, print and broadcast media, 4
- Industry partners, including but not limited to CalTravel, Visit California, Destination Marketing Association International, Discover America, N/A
- Online portals, including TripAdvisor, Visit California, Gay Travel, N/A
- Photography & videography, 5
- Website production, 5
- Trade Media, including group travel, sports and meetings & events N/A
- Branding, 5 (okay you caught us we snuck that in)

OUR SERVICES

Strategy & Positioning

Unearthing potential and opportunities for growth and innovation are key to developing result-driven digital and brand strategy. Beyond pure visuals, the unity of message, user experience, and brand is the ultimate goal.

Information Architecture	Product Strategy
Technical Consulting	Messaging & Positioning
Content Audit & Strategy	Story Development
Brand Strategy	Social Strategy
Digital Strategy	Brand & Identity Planning

Brand Development

We craft human centered design with character and purpose. Our visual design, digital media, and UX work together to create elegant unique solutions to engage a targeted audience for a wide variety of business challenges.

Identity Development	Messaging & Voice
Photography & Video	Advertising Campaigns
Brand & Logo	Guidelines & Toolkits
Marketing Collateral	Product & Packaging Design

Digital Innovation

Through an authentic collaboration of visual and digital strategy, we shape and streamline the online landscape of your brand. After uncovering a brand's needs, we create digital solutions, products, and platforms that elevate a brand's online potential.

Website Design	Web Apps / Products
User Interface Design	Mobile Design
Social Campaigns	Responsive Development
eCommerce / Retail	Content Management Systems
Content Development	Search Engine Optimization (SEO)

RELEVANT WORK

Northern California Coastal Wild Wilderness Heritage Act 10 Year Anniversary Campaign.

Campaign Example & Collaboration Effort Example

Earlier this year we were tapped to help execute a 3 month campaign to celebrate the 10 year anniversary of this landmark California bill. We worked in conjunction with the California Bureau of Land Management, California Wilderness Coalition, Tuleyome, the Western Conservation Foundation, and Full Court Press PR. We did not initiate the partnership, however we successfully navigated and managed a wide range of needs from these organizations and worked closely with the PR firm to execute the project.

We are very familiar and comfortable working in both large and small teams, navigating the complexities of committees, and ensuring the transparency and timeliness of our deliverables and the creative process. In fact, we find that partnering with ad/marketing agencies or PR firms often results in the perfect pairing! As branding and marketing are different beasts and unfortunately the jack-of-all-trades master-of-none adage can sometimes apply.

The scope of the project on our end included crafting an anniversary logo and brand, building a website to house Wilderness Act related information and an event series, and executing a social media campaign to bring awareness to the event series in honor of the anniversary.

As no existing branding had been established we began with a clean slate but with some clear objectives in mind — showcase the rugged natural beauty of the protected lands, craft a style that felt welcoming, would engage the nature-conscious public, and be stately and polished enough to give this history making bill the anniversary it deserves.

Working with beautiful photos of landscape and nature, alongside a color palette anchored by the gold California inspired color, we built the campaign to be modern, fun and engaging — letting the powerful photography lead the way.



NORTHERN CALIFORNIA COASTAL WILD HERITAGE WILDERNESS ACT



10
YEAR ANNIVERSARY
NORTHERN CALIFORNIA
COASTAL WILD HERITAGE
WILDERNESS ACT



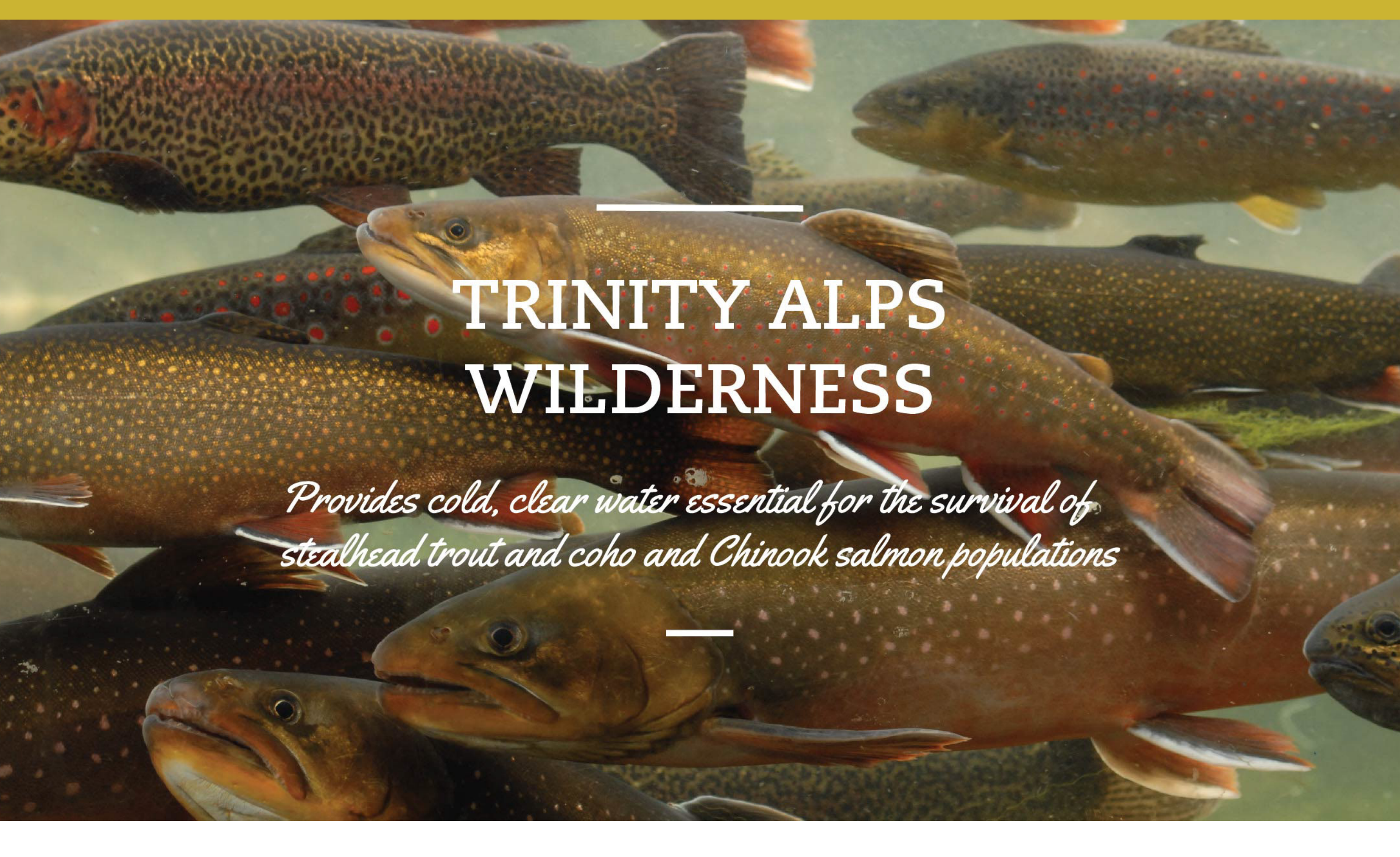
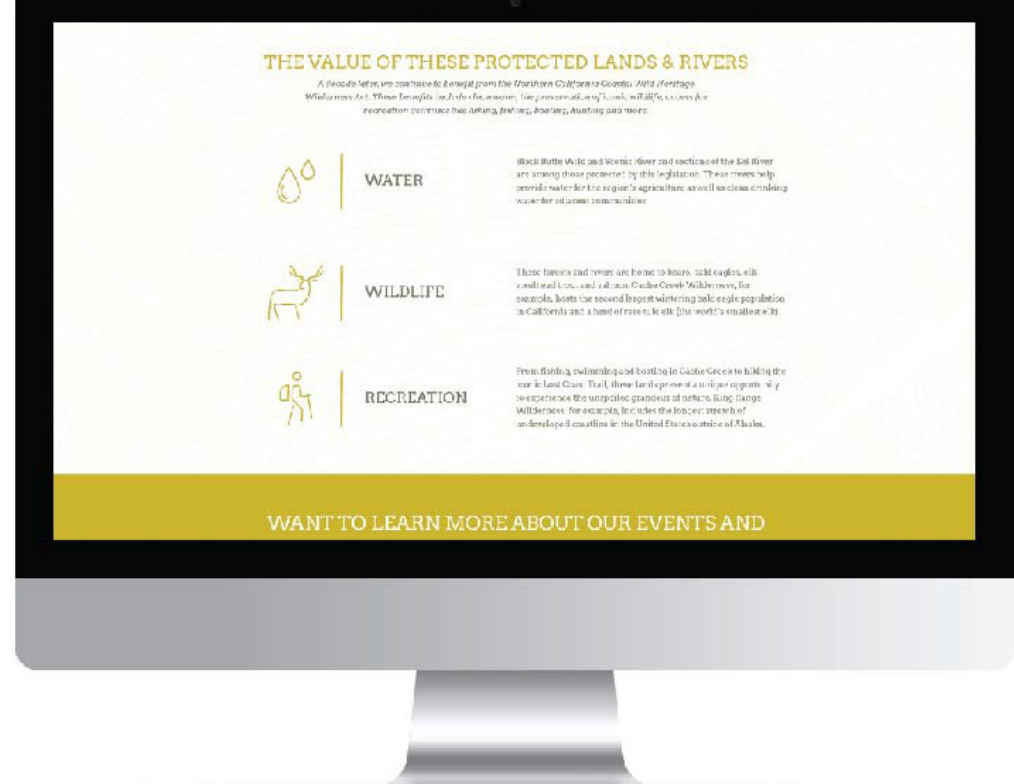
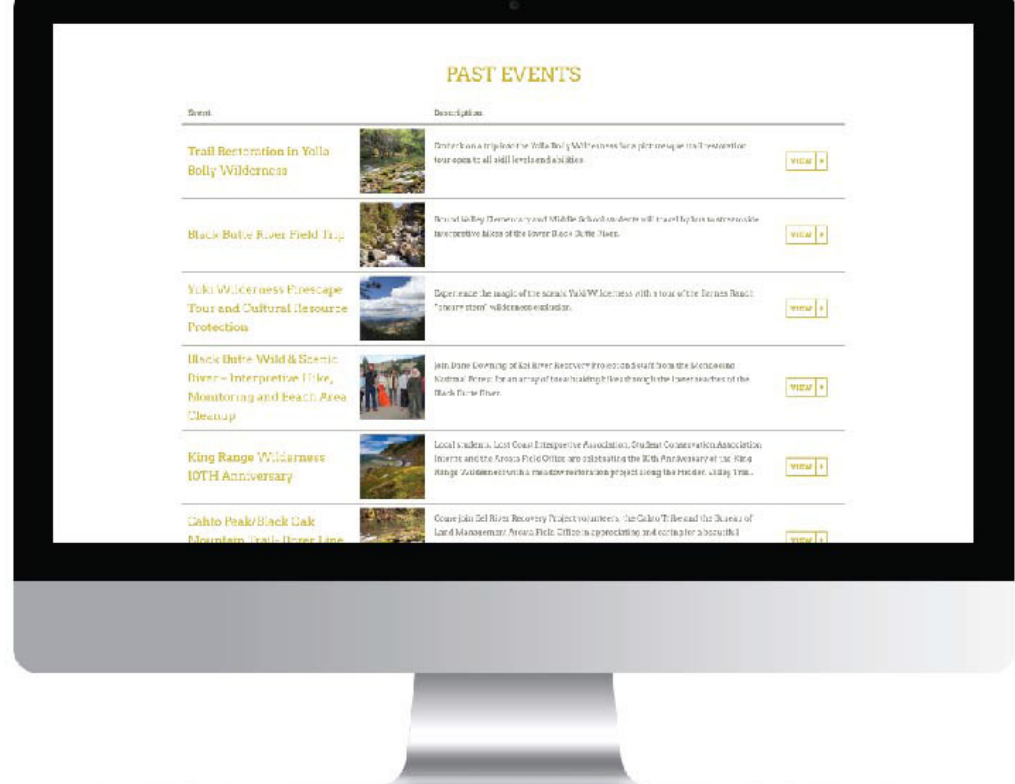
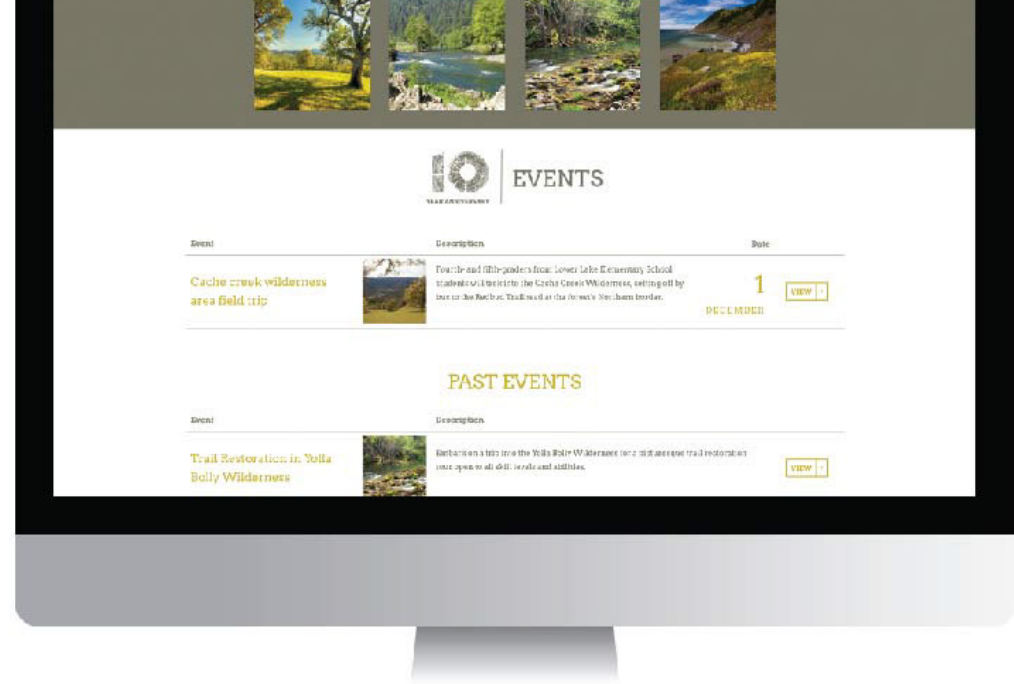
10
YEAR ANNIVERSARY
NORTHERN CALIFORNIA
COASTAL WILD HERITAGE
WILDERNESS ACT



10
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WILDERNESS ACT

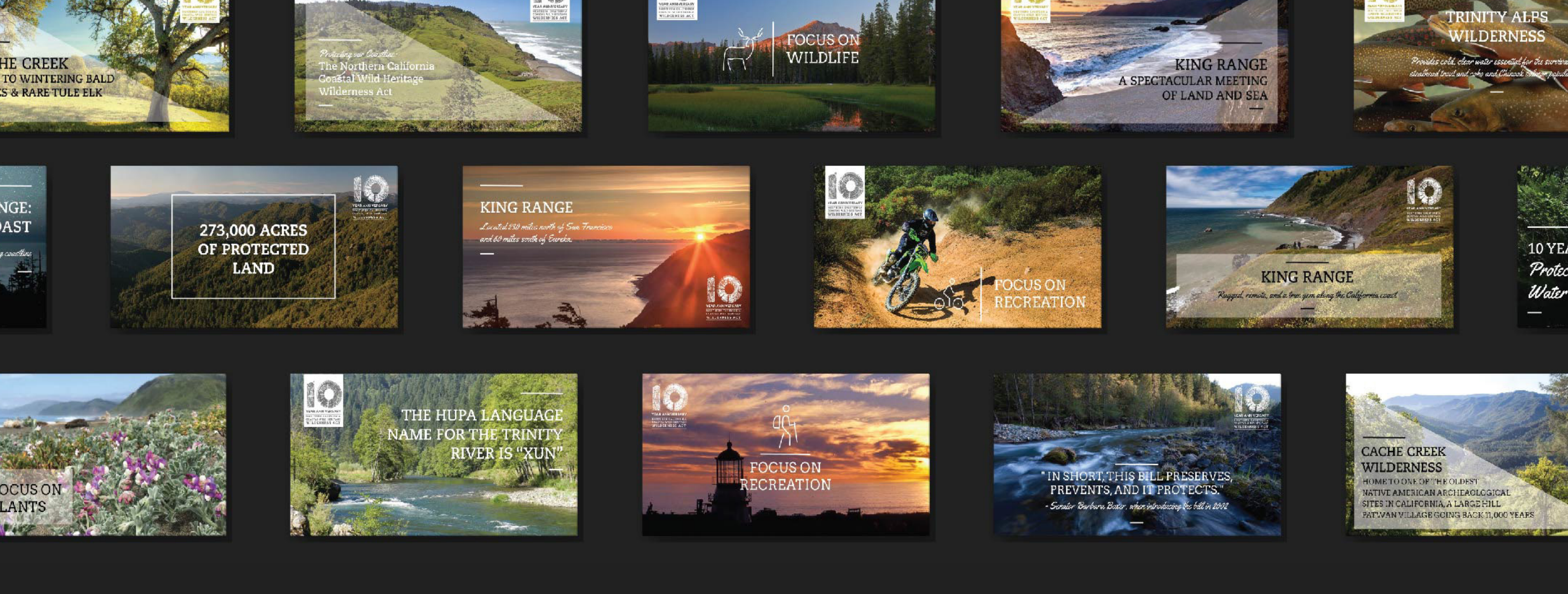
"AMERICA'S WILDERNESS REPRESENTS THE THINGS WE LOVE ABOUT BEING AMERICAN - OUR FREE SPIRIT, OUR SENSE OF ADVENTURE AND OUR PASSION FOR EXPLORING THE UNKNOWN. THIS DESIGNATION MARKS A TREMENDOUS VICTORY FOR CONSERVATIONISTS, OUTDOOR ENTHUSIASTS AND ALL AMERICANS WHO CARE FOR THE OUTDOORS."

Representative Mike Thompson, Oct. 17th, 2006



275,000 ACRES
PROTECTED

*the bill protects land which
spans 5 counties*



BRAND STYLE GUIDE • WILDERNESS ACT

PRIMARY MARK



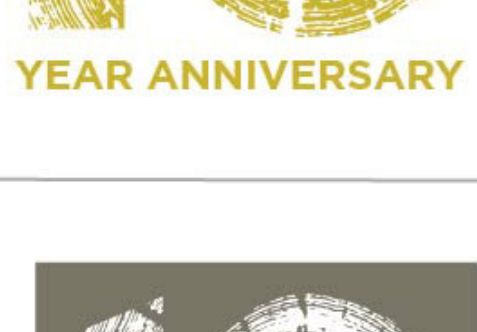
TYPOGRAPHY

Aa
Aa

Header / Arvo - 30 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body / Yellowtail 15 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY MARKS



COLOR PALETTE

PANTONE

RGB

CMYK

HEX

A

7751 C

123, 146, 113

55, 29, 63, 6

7b9271

B

424 C

69, 90, 63

70, 44, 78, 35

455a3f

Tuleyome

Campaign Example

Tuleyome is a nonprofit conservation organization based in Woodland, California. We worked on a comprehensive rebrand, stationary package, promotional items, and full website strategy and redesign project with the organization.

The main objective was to position Tuleyome as a modern day nonprofit that truly makes a difference in the community. On top of that, it was necessary to strategically cultivate the content on their website to maximize the usefulness to the community, and to showcase the success of Tuleyome projects to drive donations.

Overall this rebrand was a lot of fun! Their original logo was a quintessential dated, done a thousand times, nonprofit logo so it was definitely time for an upgrade. The client requested that some of the elements in their old logo be repurposed, so we created three distinct concepts to choose from along with a modernized (and simplified) color scheme. The resulting brand is modern, laid back, outdoor-adventure oriented and definitely has the “REI” factor that they were looking for.

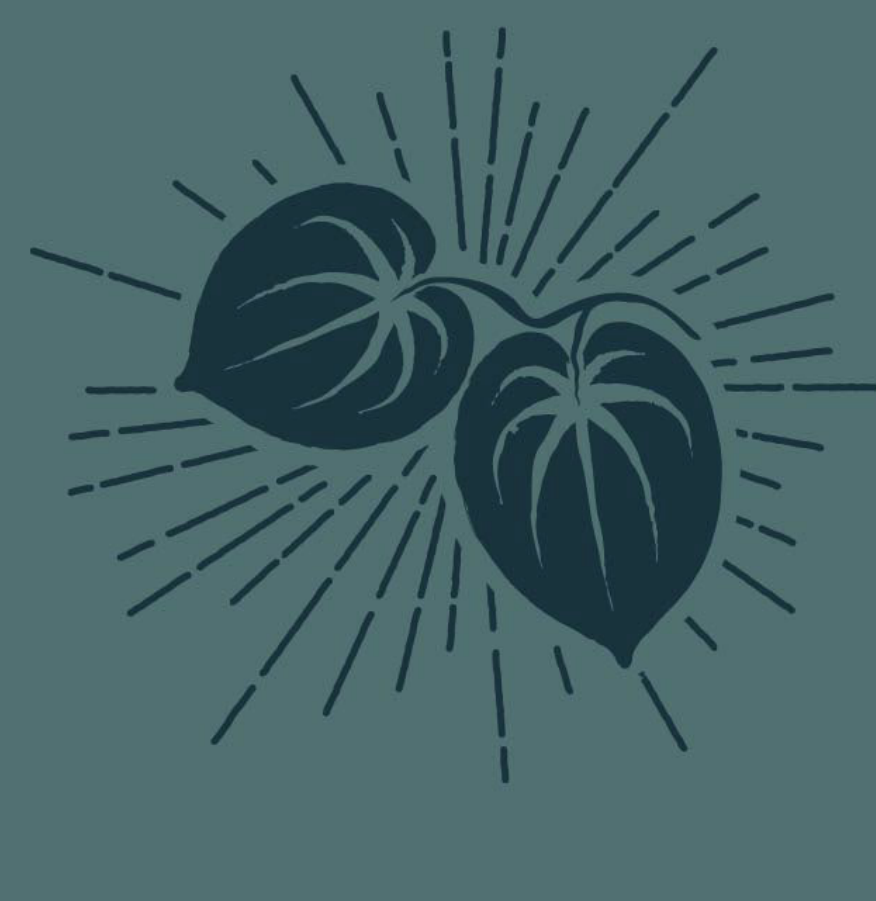
Root of Happiness

Campaign Example

Root of Happiness is a company specializing in Kava — a traditional Polynesian tea-like beverage with a 2,000 year old history. We worked with the company to rebrand and redesign from top to bottom their entire business which includes multiple retail/bar locations, packaging for a diverse product line, a robust e-commerce website, and lots of advertising projects (video, photography, ads, social media, events, etc).

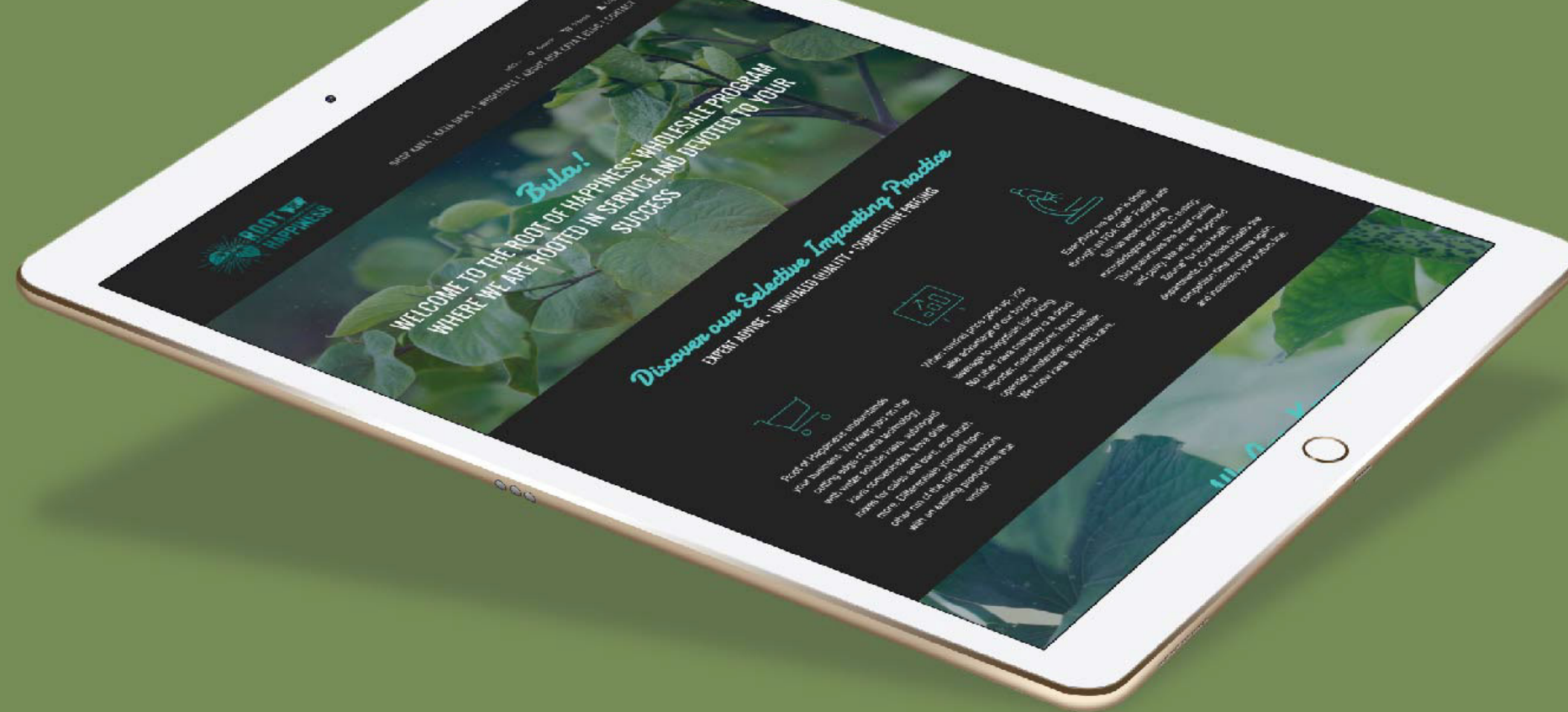
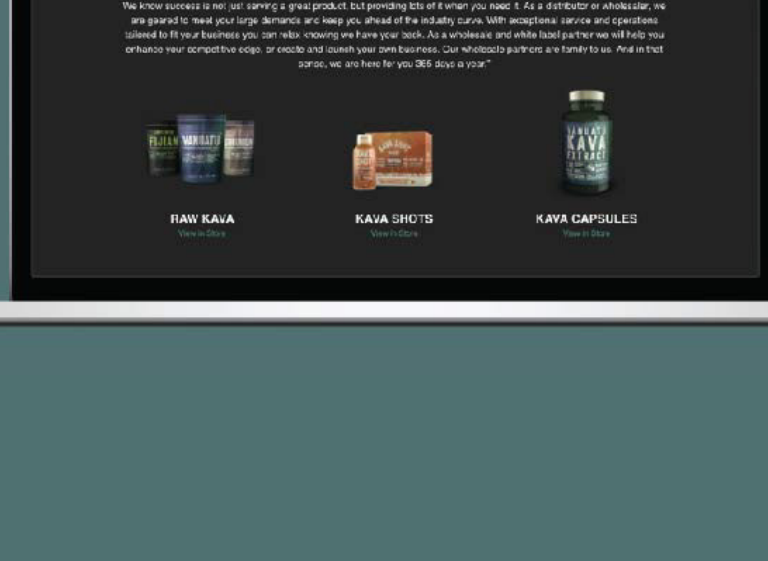
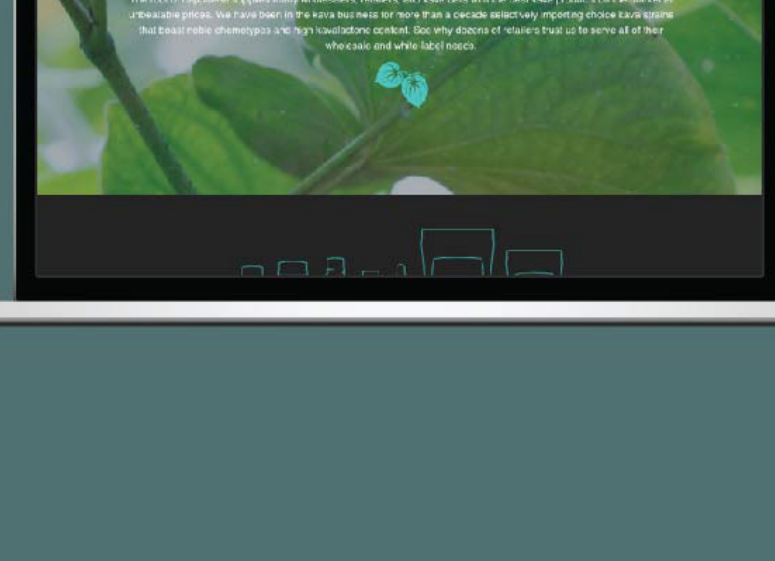
The primary objective for their brand was to educate and introduce to the public a new beverage and herbal ingredient that most people have no experience with — it was a challenge we liken to branding the entirety of something like caffeine — except in this case Kava has a mild relaxing effect exactly opposite from caffeine. Keeping in mind the rich polynesian tradition and the target audience (millennials) we cultivated a brand to fit those vibes — “hip island relaxation”.

Our rebrand and subsequent work with Root of Happiness has ushered them toward some truly brag-worthy results including: experiencing explosive website hits and orders placed through their ecommerce site, cornering a large percentage of the national Kava business, 24 months of increased growth, and getting picked up by several national grocery retailers. Just another example of the power of branding combined with functional, smart website strategy and execution!



Root of Happiness

Root of Happiness
Kava Bar



ROOT OF HAPPINESS Hot Drinks



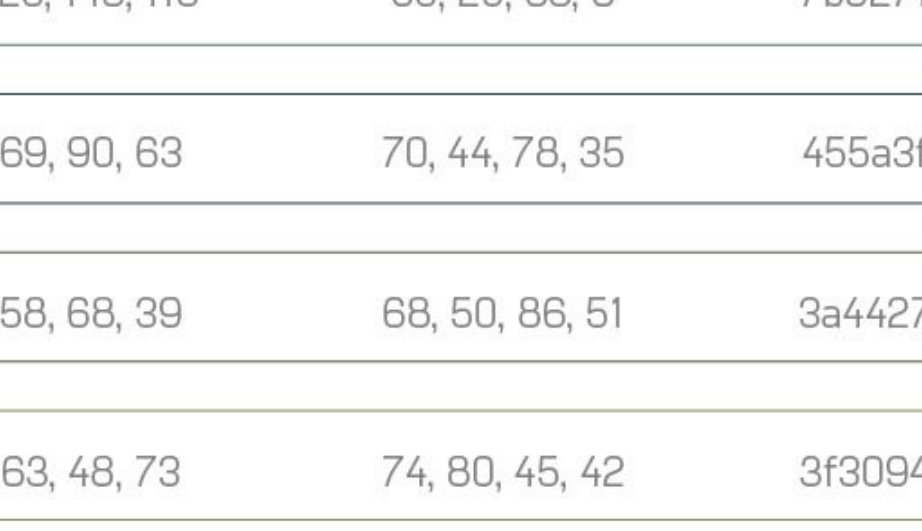
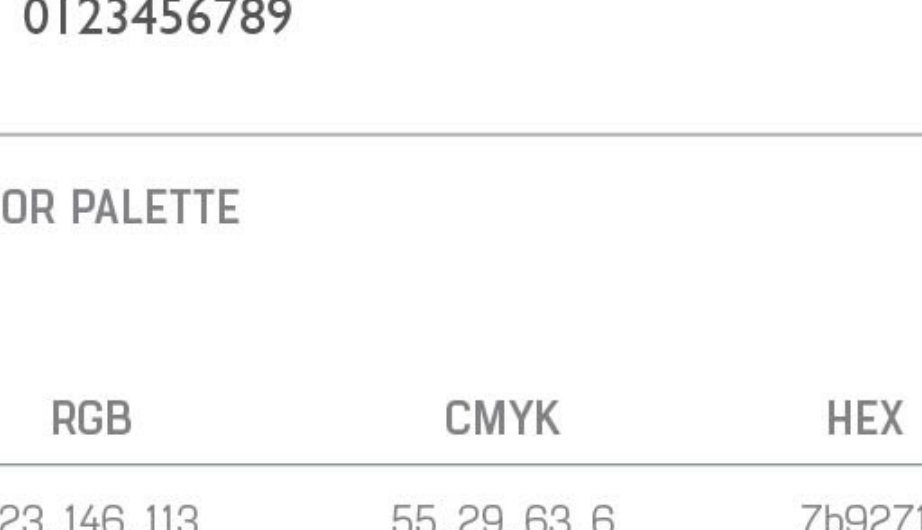
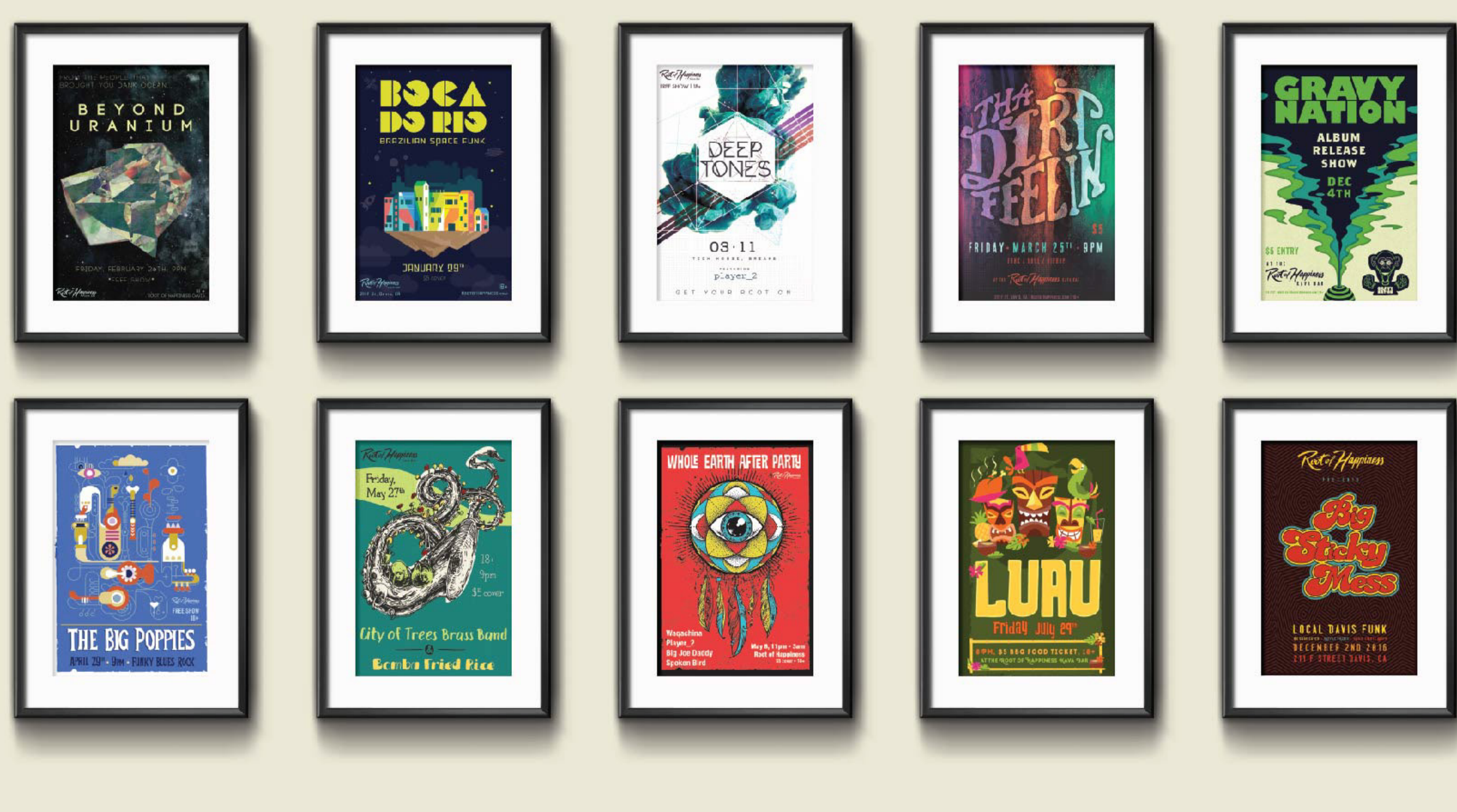
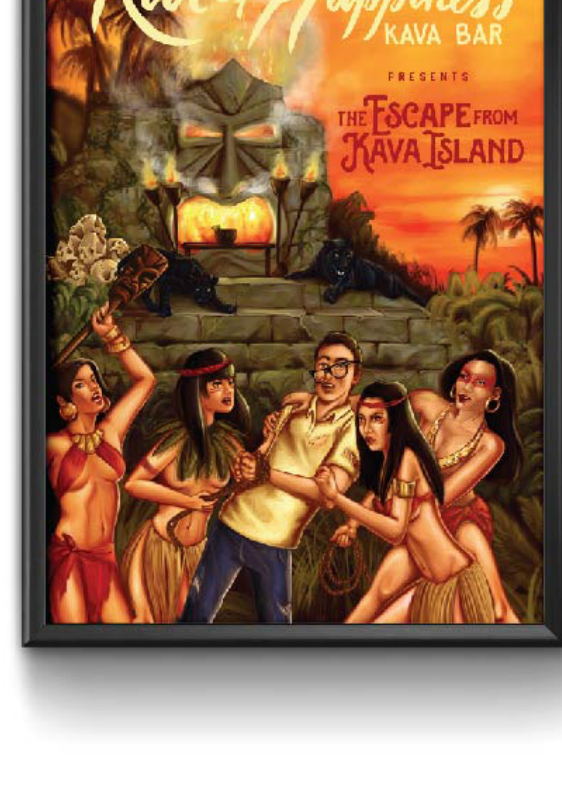
ROOT OF HAPPINESS Gourmet Coffee



served in your own
FRENCH PRESS

ROOT OF HAPPINESS
Gourmet Hot Teas





D	2276 C	63, 48, 73	74, 80, 45, 42	3f3094
E	2323 C	125, 115, 159	57, 57, 16, 1	7d739f
F	7500 C	249, 245, 233	2, 2, 8, 0	f9f5e9