



GRIN+BEAM BRAND GUIDELINES

Logo

Lock-up

To preserve the Grin+Beam logo's integrity, always maintain a minimum clear space around the logo.
This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.
Minimum clear space for the Grin+Beam logo variants is defined as the height of the wordmark.

EGD+

EGD Agency | Eric Goldstein Design | www.egd.agency | 404.668.3458

Proposal for the Regional Planning Commission

Agency Branding And Communications Project State Project No.: PL-80-36-25

March 22, 2025

eric@egd.agency

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LETTER TO THE TEAM

Dear Ms. Rupp and the Planning Commission Team,

EGD is a brand strategy and design firm now in its 11th year. The team is led by Owner and Senior Creative Director, Eric Goldstein, who brings over 20 years of experience building, defining, and evolving brand systems that empower organizations well beyond the scope of engagement. Eric's leadership combines creative insight with practical application—ensuring each brand works both strategically and in real-world implementation.

We've partnered with municipalities, regional authorities, and mission-driven organizations to develop brand systems that build trust, inspire engagement, and support long-term goals. Our work spans naming and identity development, messaging systems, visual design, social and web content, and print and video production.

While our portfolio includes startups and Fortune 500 companies, we are deeply committed to public-sector branding. We understand the nuances of multi-stakeholder initiatives, the responsibility of public communication, and the importance of creating accessible, inclusive systems that reflect the people they serve.

We are excited about the opportunity to empower the Regional Planning Commission as a branding partner and steward—helping guide this work forward with clarity and purpose.

Sincerely,

Eric Goldstein
Owner / Sr. Creative Director
EGD Agency

FIRM OVERVIEW & STATEMENT ON COLLABORATION

At EGD Agency, we specialize in strategic branding that bridges design, storytelling, and public engagement. With over a decade of experience, our team has worked with municipalities, economic development organizations, and corporate clients to develop branding systems that resonate, inspire, and create impact.

Our expertise spans brand strategy, visual identity, messaging development, digital content, and print applications, ensuring that public-sector organizations—such as regional planning commissions—have the tools they need to effectively communicate their vision.

Over the last ten years, we have collaborated with clients across government, transportation, infrastructure, and economic development sectors, including:

Newton County Industrial Development Authority – A decade-long partnership supporting brand positioning, messaging, and marketing collateral.

City of Atlanta Mayor's Office of Cultural Affairs – Designing annual reports, branding public arts initiatives, and improving artist engagement through digital experiences.

Regional Economic Development Projects – Crafting branding systems that help municipalities attract investment, engage communities, and enhance accessibility.

Our Commitment to Seamless Collaboration

✓ **Dedicated Communication & Accessibility** – Regular virtual meetings, real-time collaboration, and ongoing progress updates.

✓ **On-Site Engagement as Needed** – In-person meetings will be determined collaboratively, ensuring they are strategic and aligned with project milestones.

✓ **Compliance with Louisiana & NORPC Requirements** – Adhering to all branding, accessibility, and engagement guidelines.

✓ **Hard Copy Proposal Submission** – Meeting all physical submission requirements, ensuring timely and complete delivery.

✓ **Collaboration with Local Partners** – Open to working with Louisiana-based sub-consultants to enhance regional insights and community engagement.

LAYING THE GROUNDWORK

The New Orleans Regional Planning Commission (NORPC) serves as the **Metropolitan Planning Organization (MPO)** for an eight-parish region, guiding decision-making across transportation, environmental, and economic development initiatives. A unified and clearly defined brand identity is critical in supporting NORPC's mission, ensuring its initiatives are effectively communicated to the public.

This branding initiative will establish a cohesive identity and communication system that:

- ✓ **Clarifies NORPC's role and impact**
- ✓ **Improves public engagement**
- ✓ **Streamlines communication**
- ✓ **Enhances regional collaboration**

Key Deliverables

Research & Discovery – Assessing NORPC's existing brand, stakeholder needs, and communication effectiveness.

Brand Strategy & Messaging – Developing NORPC's mission, vision, and messaging framework.

Visual Identity Development – Designing a cohesive brand system, including a logo, typography, and graphic standards.

Digital & Print Applications – Creating website branding elements, social media assets, and empowering internal/external marketing materials.

Implementation & Training – Providing templates, training, and guidance to ensure brand consistency.

PROJECT APPROACH & METHODOLOGY

Before we get into the specifics of our approach, it's important to restate the purpose of this project and reflect the Regional Planning Commission's overarching goals. This branding initiative is more than a design exercise—it is an opportunity to shape public perception, strengthen internal alignment, and increase the visibility and understanding of NORPC's impact across its eight-parish region.

NORPC's Branding Objectives

Based on the RFP, Q+A responses, and our understanding of the agency's mission, we've identified the following core objectives:

- ✓ Establish a unified, modern brand identity that clearly communicates NORPC's role as the MPO and regional leader in planning and development.
- ✓ Align visual and verbal communication across departments, platforms, and outreach efforts.
- ✓ Provide staff and partner organizations with tools and templates to communicate consistently and effectively.
- ✓ Ensure brand accessibility, inclusivity, and adaptability for both digital and print environments.
- ✓ Build stronger engagement with the public, stakeholders, and funding partners through clarity and consistency.

This understanding anchors our strategy throughout every phase of the process. Our methodology reflects EGD's deep experience leading complex branding initiatives across public, private, and municipal sectors.

PROJECT APPROACH & METHODOLOGY (continued)

Task 1 – Project Management and Schedule

This phase establishes the operational structure of the project. We will lead a detailed kick-off session with key stakeholders to confirm scope, roles, communication preferences, and milestone alignment. We will also prepare and distribute an internal project survey—designed to uncover expectations, perceived gaps, and operational pain points at the outset. This allows us to gather insights early that may shape priorities and clarify messaging themes moving forward.

We recommend using a platform like **Typeform** for this initial internal survey, as it allows for logic branching, clean reporting, and mobile-friendly access—making it easy for stakeholders across departments to participate.

- ✓ **Kickoff Meeting & Scope Confirmation**
- ✓ **Internal Staff Survey**
- ✓ **Project Timeline with Defined Milestones**
- ✓ **Biweekly Team Check-Ins**
- ✓ **Monthly Progress Reports**
- ✓ **Final Project Closeout & Evaluation**

Deliverable: Project schedule with timeline, monthly reports, internal staff survey analysis, and communication plan.

Notes

At EGD, we balance structure with agility. We establish clear timelines, maintain open communication channels, and proactively identify any friction points. Our project manager ensures feedback cycles are efficient and action-oriented, with clear accountability at each step. Our job is not just to stay on track—it's to help you lead this process with confidence.

PROJECT APPROACH & METHODOLOGY (continued)

Task 2 – Brand Audit / Assessment of Existing Marketing Materials

We thoroughly evaluate NORPC’s current visual and verbal identity across all materials. This includes digital assets, printed collateral, signage, reports, and presentations. We also assess alignment across past DOTD-funded efforts and transportation outreach.

- ✓ **Comprehensive Review of NORPC Brand Materials**
- ✓ **SWOT Analysis of Identity and Communication Tools**
- ✓ **Review of Outreach Reports and Public-Facing Content**
- ✓ **Internal Stakeholder Input on What’s Working and What’s Not**
- ✓ **Recommendations for Consolidation, Alignment, and Future Vision**

Deliverable: Brand audit report with synthesized findings and recommendations.

Notes

This phase goes beyond aesthetics—it’s about assessing clarity, trust, and cohesion. We guide an in-person, 2-day discovery session with leadership and communications staff to audit core brand assets and understand usage patterns. We gather context around tools currently in play and note where inconsistencies or inefficiencies occur. We use this knowledge to establish a firm foundation and set priorities for the work to come.

PROJECT APPROACH & METHODOLOGY (continued)

Task 3 – Brand Discovery Activities (Survey & Workshop)

Discovery begins with listening. We deploy a digital brand survey tailored to both internal stakeholders and external partners. Following the survey, we facilitate a collaborative, in-person brand workshop in New Orleans to explore perceptions, define aspirational identity, and establish alignment around brand values and direction.

- ✓ **Design and Distribute Stakeholder Brand Survey**
- ✓ **Facilitate Discovery Workshop Onsite with NORPC Leadership and Staff**
- ✓ **Uncover Brand Perceptions and Expectations**
- ✓ **Identify Core Themes and Key Differentiators**

Deliverables: Survey analysis report and discovery workshop synthesis.

Notes

Our discovery experiences are intentionally designed to spark dialogue and foster buy-in. We don't just collect feedback—we interpret it through a strategic lens. The in-person workshop invites shared authorship, revealing not only what stakeholders value, but where their vision is headed. These findings shape our creative brief and keep future phases on-message.

PROJECT APPROACH & METHODOLOGY (continued)

Task 4 – Initial Design Concepts

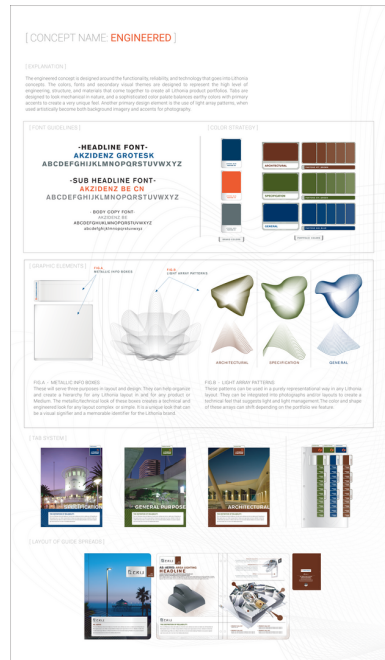
By utilizing the insights gathered, we create initial creative concepts that showcase potential directions for NORPC’s brand. This encompasses logo explorations, iconography, typographic systems, and a draft color palette, all applied to sample materials for context.

- ✔ **Presentation of Three Initial Brand Concepts**
- ✔ **Visual Identity Components: Logo, Icons, Typography, Color Palette**
- ✔ **Sample Application Mockups (e.g. Homepage, Report Cover, Slide Template)**

Deliverable: Concept presentation deck with rationale and stakeholder feedback session.

Notes

Design begins with intent. Each concept we present is rooted in strategy—visually expressing values, voice, and vision. Our process includes an in-person presentation of initial concepts (per RFP), allowing stakeholders to engage directly with the creative process, give feedback in real time, and understand the rationale behind each direction.



Sample of Concept Presentations

PROJECT APPROACH & METHODOLOGY (continued)

Task 5 – Develop Final Branding Materials

Following stakeholder feedback, we will refine the selected concept into a complete and flexible brand identity system. This includes two integrated components:

Task 5A: Development of Final Branding Materials – We will prepare and deliver a full brand asset suite and supporting files to fulfill all RFP requirements. Specifically:

- **Final logo system** provided in print and digital formats, including full-color, black-and-white, stacked, and horizontal orientations.
- **Microsoft Office and Adobe Suite templates** for internal and external uses.
- **A set of icons and supporting graphics** designed to enhance communication across departments.
- **Color palette guidance** including RGB, CMYK, HEX, and Pantone values for consistency.
- **Typography recommendations** with both primary and secondary fonts identified, including usage hierarchy.
- **Template files** for PowerPoint presentations, Word documents, flyers, and signage.
- **Guidance for layout best practices** to ensure professional and accessible designs.
- **Flexible applications** that support multiple departments with varying communication needs.
- **All brand files packaged and delivered** in a user-friendly digital toolkit.

Task 5B: Creation of Brand Style Guide – We will develop a professionally designed Brand Style Guide that documents:

- Logo usage rules (clear space, minimum sizes, background applications)
- Full color palette specifications (CMYK, RGB, HEX, Pantone)
- Typography hierarchy and font usage guidance
- Graphic system usage (icons, supporting elements)
- Image treatment and usage recommendations
- Accessibility best practices for digital and print
- Sample layouts showing real-world brand application

This document will ensure consistency, quality, and clarity across all visual communications, enabling internal teams and external partners to confidently apply the brand.

- ✓ **Final Logo System in Multiple Formats (Web, Print, Vector)**
- ✓ **Iconography and Color Standards**
- ✓ **Typography and Visual Framework**
- ✓ **Editable Templates for Reports, Presentations, Outreach**
- ✓ **Professionally Designed Brand Style Guide**
- ✓ **Toolkit Packaging and Delivery for Staff and Partners**

Deliverables: Physical proofs of all printed materials, comprehensive brand identity system/toolkit, editable templates, and finalized Brand Style Guide.

Notes

We consider this toolkit your long-term asset. Each deliverable is designed with clarity, flexibility, and internal usability in mind—whether you're preparing a regional report, briefing stakeholders, or producing digital outreach. The Brand Style Guide goes beyond visual standards; it empowers your teams with practical application tools, accessibility best practices, and guidance to help the brand live and evolve with integrity across every channel.

PROJECT APPROACH & METHODOLOGY (continued)

Task 6 – Develop Messaging Strategy

This phase unfolds in tandem with Task 5, allowing visual identity and messaging to inform one another as the brand system takes shape. As we refine the logo, typography, and visual elements, we simultaneously begin shaping the verbal framework—ensuring the brand not only looks unified, but sounds unified too.

At EGD, we view messaging not only as a set of words but as a living, strategic system that empowers your team to communicate clearly, consistently, and confidently. Our goal is to help NORPC own its voice and elevate its role within the region through a thoughtful, resonant, and adaptable messaging platform.

To ensure full alignment with the RFP, we will deliver the following:

- **Mission and Vision** – Define and refine statements that convey NORPC’s purpose and aspirations in clear, compelling language.
- **Core Values and Responsibilities** – Articulate guiding principles and define responsibilities that distinguish NORPC from peer agencies.
- **Elevator Pitch** – Develop a succinct, everyday narrative that staff and stakeholders can use to speak about NORPC’s role and relevance.
- **Target Audience Segmentation** – Identify key audience groups and tailor messaging to their specific needs and levels of engagement.
- **Key Messages** – Create adaptable messaging pillars that clearly communicate impact, services, and community value.
- **Consistency Across Channels** – Build messaging structures that flex appropriately but stay unified across all platforms.
- **Language and Tone** – Recommend a voice that is clear, inclusive, and grounded in community trust.
- **Addressing Complex Issues** – Translate technical or nuanced ideas into digestible content supported by visuals when appropriate.
- **Inclusivity and Diversity** – Reflect a spectrum of community perspectives and commitments through both tone and content.
- **Adaptable Messaging** – Deliver a suite of copy variations that scale across channels, from web and print to presentations and social.

- ✓ **Messaging Strategy Framework Document**
- ✓ **Short- and Long-Form Messaging (25-word, 50-word, narrative)**
- ✓ **Web Copy Recommendations**
- ✓ **Messaging Matrix by Audience and Channel**
- ✓ **Elevator Pitch and Key Themes**
- ✓ **Visual Messaging Aids and Writing Style Guidelines**

Deliverables:

- Messaging Strategy Document
- Document outlining recommended web copy to integrate within the RPC’s website

Notes

We believe messaging is most effective when it reflects the heart of the organization and the lived experience of its audiences.

PROJECT APPROACH & METHODOLOGY (continued)

Task 7 – Develop Supplemental Outreach Materials

Building on the visual identity and messaging developed in the previous phases, this task focuses on real-world implementation—translating the brand into materials that help NORPC communicate effectively with residents, stakeholders, and partners across its eight-parish region. These materials are essential tools for elevating public understanding and reinforcing the organization’s unified voice.

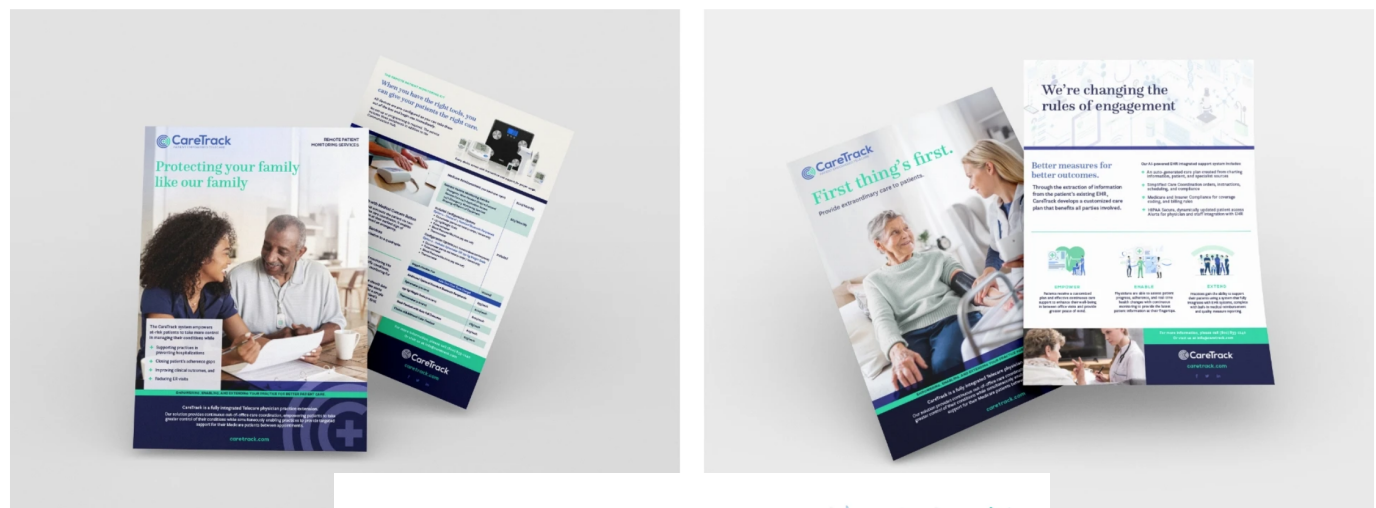
- ✔ **Fact Sheets and Brochures**
- ✔ **Educational Presentations (PowerPoint Templates)**
- ✔ **Materials Prepared for Translation and Accessibility**
- ✔ **Meeting-in-a-Box Toolkit for Use by Partner Agencies**

Deliverables: Professionally designed and editable outreach materials consistent with NORPC’s new brand and messaging.

Notes

These tools are designed for everyday use—from public events to community workshops to stakeholder briefings. We ensure they are visually aligned, easy to update, and accessible across formats. Each asset is informed by your new messaging framework and reflects both the professionalism and inclusivity at the heart of NORPC’s mission.

These materials aren’t just polished—they’re practical. We design with your audiences in mind, helping NORPC and its partners engage effectively, whether at a neighborhood meeting or regional event. Each asset is easy to update and consistent with the brand.



Sample Collateral and Infographic System



PROJECT APPROACH & METHODOLOGY (continued)

Task 8 – Staff Training

We'll provide a guided training session to walk NORPC staff through the full brand system and messaging strategy. The training includes visual examples, common use cases, and Q&A. In addition to the live session, we provide follow-up resources and screen recordings to support onboarding, future hires, and day-to-day reference.

- ✓ **Onsite Training Presentation and Hands-On Walkthrough**
- ✓ **Screen-Recorded Tutorials for Common Brand Tasks (file usage, template editing, brand consistency)**
- ✓ **File Management and Organizational Structure for Easy Access**
- ✓ **PDF Quick-Start Reference Sheets for Staff and Partners**
- ✓ **Post-Training Q&A and Support Guidance**

Deliverables: Brand training session (onsite), screen recordings, quick-reference materials, and file organization guidance.

Notes

We're not just delivering a brand—we're helping you own it. Our training is interactive and approachable, with room for real questions. From explaining how to properly export a PowerPoint slide to managing assets in shared folders, we ensure staff feel confident navigating the system. Our screen recordings and quick-start PDFs reinforce learning and support long-term brand integrity.

PROJECT APPROACH & METHODOLOGY (continued)

Task 9 – Print Production

With final design direction approved in Task 4 and refined throughout the branding process, this phase ensures all outreach and brand materials are professionally formatted for production. EGD will deliver press-ready files for brochures, fact sheets, signage, and other collateral, and coordinate with designated print vendors to maintain quality and accuracy.

- ✓ Finalize production files based on Task 4 approvals
- ✓ Prepare all assets to industry-standard specs (CMYK, resolution, bleeds)
- ✓ Review and approve vendor proofs
- ✓ Ensure licensing, copyright, and attribution compliance
- ✓ Support vendor coordination and print setup

Deliverables: Production-ready files, print specifications, physical proofs, coordination with internal/external vendors.

Notes

We bring precision and practicality to this final phase—ensuring your materials are not only well-designed, but flawlessly executed. From ink coverage to fold marks and color profiles, we think through every detail to ensure printed pieces match the approved designs.

Our team will work directly with your trusted vendors or recommend experienced partners as needed. We also ensure that all production files adhere to usage rights and licensing standards, including imagery, fonts, and proprietary design assets.

As a side note: **We love print!**

The tactile nature of the medium, the nuance of texture, binding and finishing. When appropriate, we explore special finishes such as aqueous or soft-touch coatings, spot UV, die-cuts, embossing, and paper selections that elevate a piece from functional to memorable. Print has the power to leave a lasting impression—and we treat that responsibility with the same care as any core brand element.



PROJECT TIMELINE & MILESTONES

We anticipate the full branding process will take approximately **10–12 months**, including research, concept development, stakeholder engagement, messaging, rollout assets, training, and production.

PHASE/TASK	EST TIME	KEY MILESTONES
Task 1 Project Mgmt & Schedule	Ongoing	Kickoff Meetings, Survey Deployment, Project Plan Shared
Task 2 Brand Audit	3-4 weeks	In-Person Discovery, Audit Report Delivered
Task 3 Brand Discovery	3-4 weeks	Survey Launch, Onsite Workshop, Insights Summary
Task 4 Initial Design Concepts	4-5 weeks	Concept Presentation (In-Person), stakeholder feedback session
Task 5 Final Branding Materials	5-6 weeks	Final Identity System, Templates, Style Guide
Task 6 Messaging Strategy	4-5 weeks	Strategy Guide + Messaging Matrix Delivered
Task 7 Outreach Materials	4-5 weeks	Brochures, Presentations, and Toolkit
Task 8 Staff Training	2-3 weeks	Onsite Training Session, Screen Recordings and Docs
Task 9 Print Production	2-3 weeks	Final files sent to vendors, production oversight

Check-Ins and Reporting:

- Biweekly project calls and/or video (zoom, google, or teams) (recorded w/notes)
- Monthly progress updates and scope validation check-points
- Three in-person presentations: Workshop (Task 3), Concepts (Task 4), Training (Task 8)

BUDGET & COST PROPOSAL

We propose the following fixed-fee structure for the full branding engagement, inclusive of strategy, design, messaging, outreach materials, staff training, and print production. This pricing also accounts for three in-person sessions (discovery, concept presentation, training) as specified in the RFP and Q+A documentation.

PHASE/TASK	HRS/RATE	FEE
Task 1 Project Mgmt & Schedule	140/\$100	\$14,000
Task 2 Brand Audit	80/\$150	\$12,000
Task 3 Brand Discovery	120/\$150	\$18,000
Task 4 Initial Design Concepts	120/\$175	\$21,000
Task 5 Final Branding Materials	180/\$150	\$27,000
Task 6 Messaging Strategy	120/\$150	\$18,000
Task 7 Outreach Materials	100/\$150	\$15,000
Task 8 Staff Training		\$5,500
Task 9 Print Production	120/\$150	\$18,000
Travel Expenses		\$8,500
TOTAL PROJECT COST		\$157,000

Note: All pricing includes time, design, facilitation, consultation, file preparation, and collaborative review cycles. Additional work beyond the scope can be quoted at an hourly or fixed fee as needed.

Travel includes airfare, lodging, and daily expenses for two team members across three planned site visits.

BUDGET & COST PROPOSAL (Continued)

We understand that payment schedules may be subject to NORPC’s accounting practices, grant compliance requirements, and project funding structure. While we will fully align with the agency’s financial protocols, we offer the following schedule as a recommended framework for continuity and value alignment throughout the project lifecycle.

PHASE/TASK	% of Fee
Contract Execution / Kick-Off	40% / \$62,800
Completion of Discovery (Task 3)	15% / \$23,550
Approval of Initial Concepts (Task 4)	15% / \$23,550
Delivery of Final Branding System	15% / \$23,550
Task 5 Final Branding Materials	15% / \$23,550
TOTAL PROJECT COST	\$157,000

Our suggested structure includes a 40% deposit upon contract execution, with the remaining 60% distributed evenly across key project milestones:

PROJECT TEAM & KEY PERSONNEL

Eric Goldstein / Owner + Sr. Creative Director

With over 25 years of experience in brand strategy, print and web design, and experiential marketing, Eric specializes in understanding a client's vision, needs, and goals while executing tactical, results-driven marketing solutions. His expertise lies in bridging strategy with execution, ensuring that brands thrive across both digital and physical touchpoints.

As the primary point of contact for this project, Eric will provide counsel, clear communication, and patience as we work collaboratively to develop an empowering brand and messaging platform for the City of Union. His hands-on approach ensures that all aspects of the project align with the city's vision, stakeholders' needs, and long-term community impact.

Monica LaScala / Project & Account Manager

With a career spanning content marketing, ERP consulting, operations, and digital storytelling, Monica brings a rare blend of analytical rigor and creative intuition to her role as Project & Account Manager at EGD.

Monica leads with empathy and a commitment to getting the details right. Her blend of structure and heart helps stakeholders feel heard while keeping the project on track.

Her most valuable qualities include:

- Clear, proactive communicator
- Empathetic yet milestone-focused
- Exceptionally organized (we call it lovingly OCD)
- Experienced in cross-functional leadership and vendor management
- Skilled in translating complexity into actionable next steps

Whether managing project plans, facilitating client check-ins, or guiding creative teams, Monica ensures that momentum never stalls—and that every milestone feels like progress, not pressure.

Heather Craig / Design Director

Heather Craig brings over 15 years of experience in branding, print, and digital design. As Design Director at EGD, she leads the creative development of brand systems that are built to scale and built to last. From initial concepting to final file delivery, Heather keeps design execution both creatively sharp and technically sound.

Her most valuable qualities include:

- Deep expertise in logo design, typography, iconography, and layout
- Equal fluency in creative development and technical production
- Consistently delivers pixel-perfect, print-ready assets
- Highly collaborative with internal teams and external vendors
- Unflappable under deadline, precise in execution, and endlessly thoughtful

Whether crafting visual systems or overseeing file prep for complex deliverables, Heather brings both head and heart to every detail—ensuring the brand doesn't just look good; it works everywhere it needs to.

FIRM EXPERIENCE & CASE STUDIES

Newton County Industrial Development Authority

For over 10 years, we have served as the Agency of Record for the Newton County Economic Development Office and Newton County Industrial Development Authority, driving strategic marketing and branding initiatives that have contributed to the region's economic growth.

Our Role & Impact

- **Rebranding & Identity** – Developed a new brand identity, master messaging, and positioning strategy.
- **Marketing Collateral** – Designed presentations, business cards, annual reports, infographics, and event materials.
- **Video Storytelling** – Produced promotional videos showcasing Newton County's strengths.
- **Job & Industry Growth** – Supported job fairs and industry breakfasts, helping secure major investments from Rivian, Meta, and Takeda Pharmaceutical.

Key Results

- 24.7% population growth since 2010.
- 13.8% business growth rate, exceeding state and national averages.
- Major corporate investments, reinforcing Newton County as a business hub.

Through strategic branding and marketing, we have helped position Newton County as a thriving economic destination that attracts businesses, talent, and investment.

More examples can be found on the next page.



FIRM EXPERIENCE & CASE STUDIES

Newton County IDA, Economic Development, Municipal Airport, CID Branding



FIRM EXPERIENCE & CASE STUDIES

City of Atlanta Mayor's Office of Cultural Affairs

For this office, we have worked on a range of projects, from annual branding campaigns and website initiatives to more technical solutions, including designing a robust search functionality that empowers artists to find grants, create profiles, and showcase their work—all seamlessly integrated with the city's website. Additionally, we have designed annual reports to support their ongoing initiatives and community engagement.

These initiatives have:

- **Expanded Public Art Initiatives** – Spearheaded large-scale public art projects, enhancing Atlanta's urban landscape with murals, sculptures, and community-driven installations.
- **Elevated Atlanta's Status as an Arts Hub** – Supported major cultural events, including the inaugural **Atlanta Art Fair** and annual festivals like **ELEVATE**, reinforcing the city's reputation as a thriving center for contemporary art.

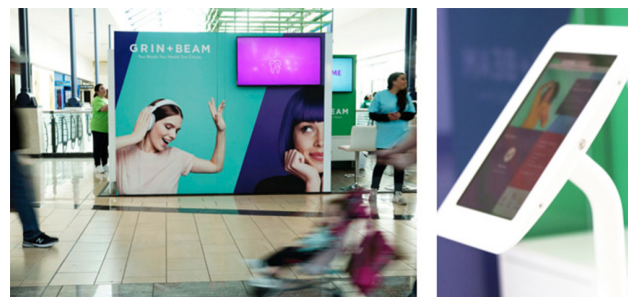
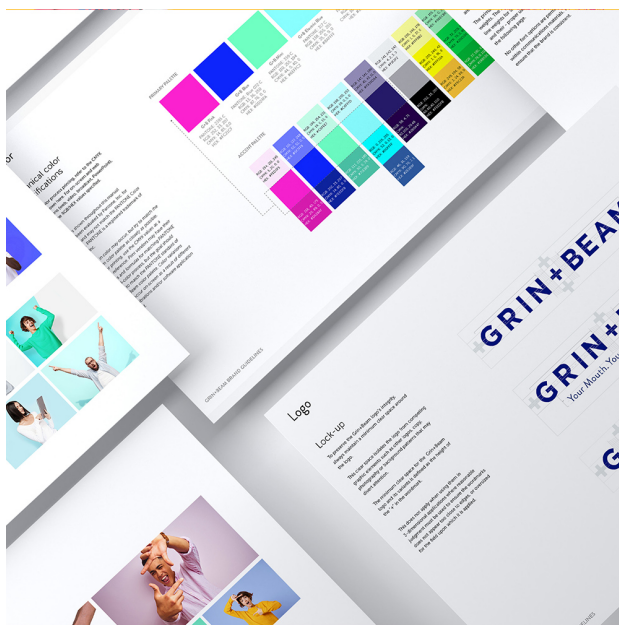


FIRM EXPERIENCE & CASE STUDIES

Grin + Beam (A Lead Generation Tech Platform for the Dental Industry)

In just 120 days, we successfully renamed, branded, and built a comprehensive brand platform for Grin + Beam, including:

- Logo & Brand Identity
- Brand Guidelines
- Custom Animation & Illustrations
- Icons & Motion Graphics
- Video Content
- Website Design
- Pop-Up Booth for Public Activations

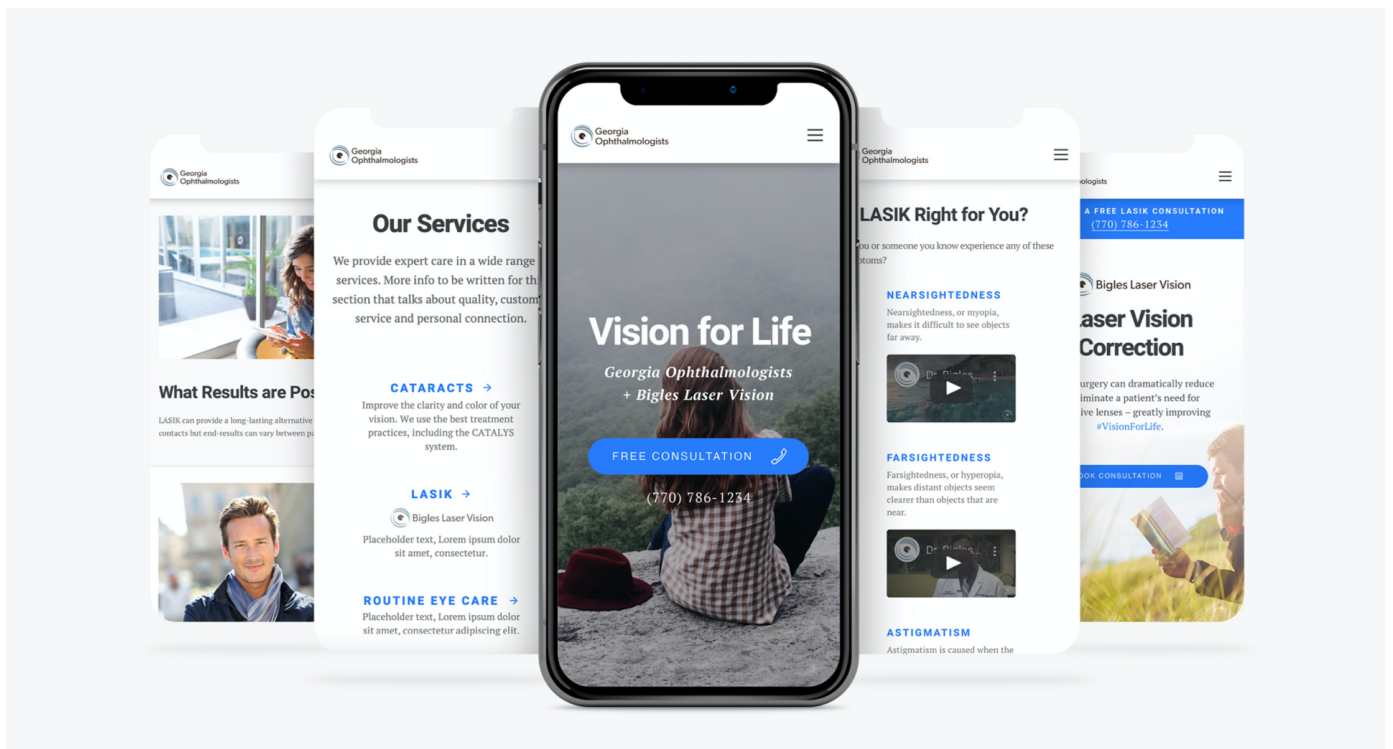
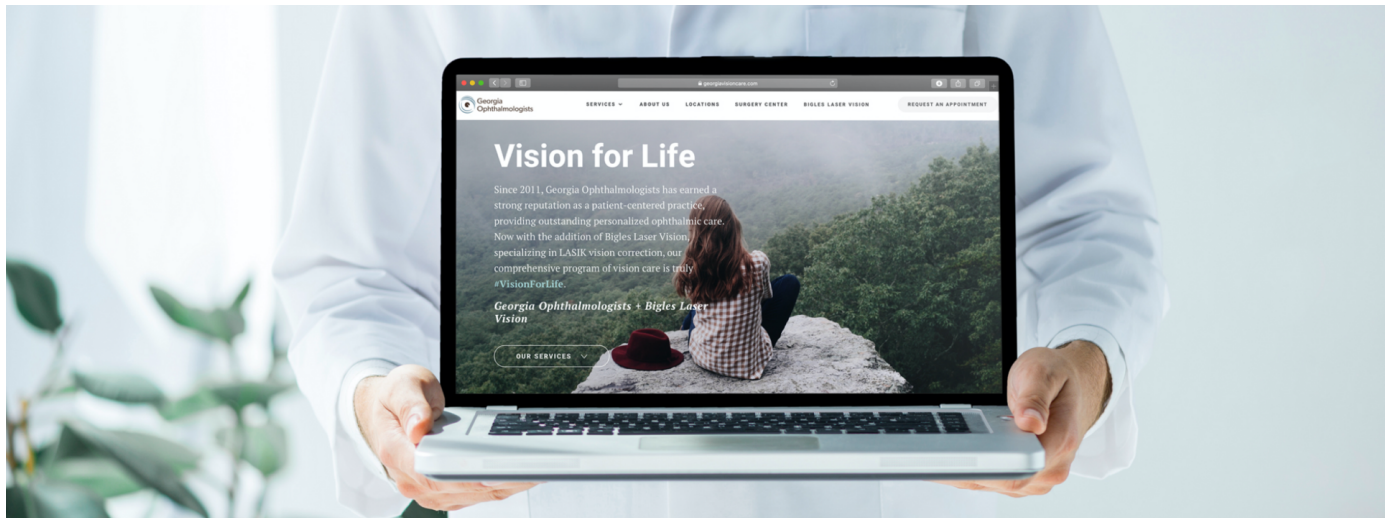


FIRM EXPERIENCE & CASE STUDIES

Georgia Ophthalmologists

For over the last six years, I have been the marketing and branding arm for this local ophthalmologists practice.

- Brand Strategy
- Messaging and Positioning **"Vision for Life"**
- Video Content
- Website Design



CLIENT LIST

Over the past decade, EGD Agency has worked with a diverse mix of public-sector entities, mission-driven organizations, and private-sector partners—from regional municipalities to global brands. Our client engagements range from full-scale branding and messaging systems to creative campaigns, digital platforms, and branded storytelling.

Public & Municipal Clients

- Newton County Industrial Development Authority (10+ year partnership)
- Newton County Economic Development Office
- City of Covington, Georgia
- Newton College & Career Academy
- Covington Municipal Airport
- Georgia Highway 278 CID
- City of Atlanta Mayor's Office of Cultural Affairs

Education & Nonprofit

- University of Pennsylvania
- DIFFA (Design Industries Foundation Fighting AIDS)
- Better World Books
- Advanced Academic Leadership
- Oxford College / Emory University

Corporate & Innovation-Driven Clients

- Google
- Porsche
- Acuity Brands Lighting (Rebrand 100 Award + National rollout)
- Meta
- Takeda Pharmaceuticals
- Ted's Montana Grill
- Atari
- Georgia-Pacific
- Skully Technologies
- Marvel
- Pinhoti Summit
- Informatica
- Tenstorrent

REQUIRED FORMS & COMPLIANCE DOCUMENTS

The following documentation is included as a separate attachment in accordance with RFP requirements and DOTD standards:

- **Completed DOTD 24-102 Form** (Attached as separate document)
- **Business registration documentation** (Attached as separate document)
- **Certificate of Insurance** (Attached as separate document)
- **DBE commitment/compliance statement**

EGD Agency is not currently certified as a Disadvantaged Business Enterprise (DBE) with the Louisiana Unified Certification Program (LA UCP). At this time, we are proposing to perform all work in-house, without the use of subcontractors.

Should the opportunity or requirement to include DBE-certified partners arise during the contract term, EGD is committed to making Good Faith Efforts to engage qualified DBE partners and will notify the RPC Project Manager accordingly.

Documentation of our Good Faith Efforts will be provided if necessary, and we acknowledge that DBE reporting and compliance tracking may be required throughout the duration of the contract.

- **Conflict of interest and ethics compliance acknowledgment**

EGD Agency acknowledges and affirms compliance with all applicable Louisiana ethics laws and regulations as they pertain to this proposal and any subsequent contract with the New Orleans Regional Planning Commission (NORPC).

We certify that, to the best of our knowledge, there exists no conflict of interest—real or perceived—that would interfere with our ability to perform services under this contract in an impartial and ethical manner.

Should any potential conflict arise during the term of the engagement, we will immediately notify the NORPC Project Manager and take the appropriate steps to resolve or disclose such conflict in accordance with state law.

EGD Agency remains committed to conducting all aspects of this engagement with integrity, transparency, and in accordance with the highest standards of public trust.

Eric Goldstein
Owner / Sr. Creative Director
EGD Agency

REFERENCES

Newton County Industrial Development Authority (Current Client 10+ Years)

Serra P. Hall / Executive Director

skphillips@selectnewton.com

(770)235-7468

"Over 10 years ago, the Office of Economic Development partnered with Eric and EGD Agency for branding, marketing, and video development support. It has proven to be one of the best decisions we've made in advancing our goals.

Through this partnership, we have built a strong, collaborative connection with global developers, economic development agencies, site selectors, and our local community, delivering relevant, high-quality, and innovative messaging. Eric's ability to understand our vision while elevating it through strategic guidance and creative execution is unparalleled.

This collaboration is invaluable because we have not lost our local identity; instead, we have strengthened it, making Newton County more strategic and competitive. I am incredibly grateful for the diverse expertise Eric brings to the table—whether in video, social media, branding, or tradeshow support.

His work has contributed to a level of success that has kept me engaged and loyal for over a decade, and I look forward to the next 10 years. His leadership and partnership remain critical as Newton County continues to grow, attract, and retain industries, ensuring a strong future ahead."

Jamie Bardin

Management Consultant in Private Equity | CEO

jamiebardin@gmail.com

(404)384-8868

"I've had the privilege of working with EGD Agency across multiple projects, including branding, design, and messaging for EZ Prints, Better World Books, and Georgia-Pacific. Their ability to create cohesive brand identities, compelling trade show designs, and high-impact instructional and promotional videos has been invaluable.

I have complete confidence in their expertise, which is why I've repeatedly entrusted them with key initiatives throughout my career. Their strategic approach, creative vision, and seamless execution across digital and physical brand experiences make them an outstanding partner for any organization looking to elevate its presence and impact."

REFERENCES (continued)

Pinhoti Summit (Current Branding Client)

Mark Auger / Owner
mauger101@gmail.com
(404)550-6077

"Eric Goldstein Design (EGD Agency) handled the website, logo, messaging, and branding for my modern home development in the north Georgia mountains. Working with Eric was a pleasure. He took the time to develop a thorough understanding of our brand identity and provided a suite of deliverables that convey the unique experience of our mountaintop homes. Eric is your guy if you are looking for someone who can combine an artist's sensitivity with an engineer's technological chops. We feel like we have a long-term brand custodian that we can grow with."

Georgia Department of Education

John Pritchett / Research, Technology and Innovation Specialist

"Whenever and however we have needed to work with Eric and EGD Agency, they have been professional and focused on delivering the best service and results for our students and school system. Eric has always been willing and able to deliver on promises to support students on various design projects and provide high-caliber images, publications, and effective websites to meet our needs. The level of specificity and detail EGD Agency provides is refreshing, and it is worth knowing that taking care of customers and their desired needs is still the main thing. I have worked with many agencies during my career, and by far, Eric Goldstein and his agency have provided the best services, products, and results. Thank you, Eric and the team at EGD."

If additional references are needed, they are available upon request.

Thank you for considering EGD Agency as your partner. We'd be honored to work with you and your team.

Eric Goldstein
Owner/Sr. Creative Director
eric@egd.agency

www.egd.agency

MODIFIED DOTD FORM: 24-102

RPC TRANSIT PLANNING REQUEST FOR PROPOSALS

(RFP)

PROPOSAL TO PROVIDE CONSULTANT SERVICES

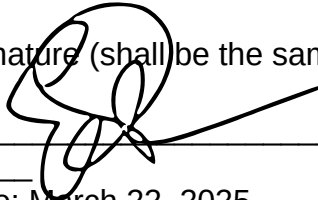
Please read carefully, as this form differs from Standard Form DOTD 24-102. **Subconsultants should respond only to questions 1-9 and 16-19, and these responses should be labeled by firm and included as attachments to of the Prime's submittal.**

ANY CONSULTANT FAILING TO SUBMIT ANY OF THE INFORMATION REQUIRED ON THE DOTD FORM 24-102, OR PROVIDING INACCURATE INFORMATION ON THE DOTD FORM 24-102, MAY BE CONSIDERED NON-RESPONSIVE.

Prime consultant should enter the firm name in the footer at the bottom of this page. (It will carry over to subsequent pages.)

1. Contract title as shown in the advertisement	Agency Branding and Communications Project
2. Contract number(s) as shown in the advertisement	State Project No.: PL-80-36-25 / RPC Task: D-1.25
3.[4.] Prime consultant name - (as registered with the Louisiana Secretary of State where such registration is required by law)	Eric Goldstein Design LLC (d/b/a EGD Agency) (GEORGIA)
3.[4.] Prime consultant? (Y/N)	Y
4.[5.] Consultant mailing address	241 Winter Avenue NE / Atlanta, GA 30317
5.[6.] Consultant physical address (existing or to be established, if location is used as an evaluation criteria)	
6.[7.] Name, title, phone number, and email address of consultant's contract point of contact	Eric Goldstein, Owner, (404)668-3458, eric@egd.agency
7.[8.] Name, title, phone number, and email address of the official with signing authority for this proposal	Eric Goldstein, Owner, (404)668-3458, eric@egd.agency
8.[9.] This is to certify that all information contained	

herein is accurate and true, and that the team presently has sufficient staff to perform these services within the designated time frame. By submitting this proposal, proposer certifies that it is not engaged in a boycott of Israel and it will, for the duration of its contract obligations, refrain from a boycott of Israel. Proposer also certifies and agrees that the following information is correct: In preparing its response, the proposer has considered all proposals submitted from qualified, potential subcontractors and suppliers, and has not, in the solicitation, selection, or commercial treatment of any subcontractor or supplier, refused to transact or terminated business activities, or taken other actions intended to limit commercial relations, with a person or entity that is engaging in commercial transactions in Israel or Israeli-controlled territories, with the specific intent to accomplish a boycott or divestment of Israel. The proposer also has not retaliated against any person or other entity for reporting such refusal, termination, or commercially limiting actions. RPC reserves the right to reject the response of the bidder or proposer if this certification is subsequently determined to be false, and to terminate any contract awarded based on such a false response.

Signature (shall be the same person as #9):

Date: March 22, 2025

9.[10.] If a Disadvantaged Business Enterprise (DBE) is participating in the project team, indicate which firm(s) are DBEs and their percentage of the contract. If a firm is not certified as a DBE in Louisiana, please indicate the state where they are certified.

Firm(s): N/A Firm(s)' %: N/A
N/A EGD Agency is not currently certified as a DBE in Louisiana or any other state.

11. Firm(s) Size:

For all firms that are part of this team, indicate the approximate number of personnel to be committed to this contract, by DOTD Job Classification and the total number of personnel within the firm that could provide support, if needed. If a specialized job classification is required and not included on the DOTD job classification list, specify “Other (xxxx)” and include the classification title inside the parentheses. The DOTD Job Classification(s) to be used can be found at the following link:

http://wwwsp.dotd.la.gov/Inside_LaDOTD/Divisions/Engineering/CCS/Job_Qualification/Job%20Classifications%20with%20Descriptions.pdf

(Italicized examples are provided, please delete and replace):

Firm name	Sub or Prime	DOTD Job Classification	Number of personnel committed to this contract	Total number of personnel available in this DOTD Job Classification (if needed)
<i>Eric Goldstein Design LLC (D/B/A EGD AGENCY)</i>	<i>Prime</i>	<i>N/A</i>	<i>3</i>	<i>3</i>
<i>Juli Panchani</i>	<i>Sub</i>	<i>N/A</i>	<i>1</i>	<i>1</i>

(Add rows as needed)

12. Organizational Chart:

Provide an organizational chart showing all prime consultant and sub-consultant (if applicable) personnel assigned to the contract, area of project responsibility for each, and reporting lines for the purposes of this contract. Note that all personnel included are expected to contribute to the conduct of the project, and any significant future changes to the chart must be pre-approved by the RPC Project Manager.



13. Proposal Narrative

Describe the methodology by which the project team proposes to undertake this study, organized by the tasks and sub-tasks described in the scope. This narrative should be in sufficient detail to demonstrate that the project team understands the expectations of the scope and has the knowledge and expertise to successfully meet those expectations. Innovative and/or cost efficient approaches to conducting tasks are welcome, provided they do not compromise the quality or intent of the study. The narrative must not exceed ten (10) pages, including graphics. Any pages beyond the first 10 will be disregarded.

EGD's Task-Based Approach for the NORPC Branding & Identity Development Project

This section outlines our methodology for completing each of the tasks as described in the NORPC RFP. Our approach demonstrates a deep understanding of the scope, while offering thoughtful, scalable, and innovative strategies to ensure a successful and efficient engagement. Each task is guided by strategic alignment, stakeholder inclusivity, and executional clarity.

Task 1 – Project Management and Schedule

We will begin with a structured project kickoff, aligning NORPC and EGD on milestones, deliverables, and communication rhythms. A digital stakeholder survey will be deployed via Typeform to gather internal insights.

EGD's Approach:

- 2-hour virtual kickoff with NORPC project team
- Weekly check-ins and shared project dashboard
- Digital stakeholder survey to align early expectations
- Monthly written progress reports

Deliverables: Timeline, survey results, communications plan, and project dashboard.

Task 2 – Brand Audit / Assessment of Existing Marketing Materials

We'll conduct a comprehensive audit of NORPC's current brand materials—evaluating assets for consistency, accessibility, and alignment with the agency's mission.

EGD's Approach:

- Review current logos, reports, outreach materials, and presentations
- Evaluate tone, clarity, and accessibility of communications
- Conduct 2-day onsite discovery session with NORPC staff
- Provide strategic SWOT analysis and recommendations

Deliverables: Brand audit summary report with recommendations and prioritized opportunities.

Task 3 – Brand Discovery Activities (Survey & Workshop)

Discovery begins with listening. We'll deploy a multi-audience brand survey and host an in-person workshop with NORPC leadership to identify shared brand values, themes, and perceptions.

EGD's Approach:

- Design and distribute custom stakeholder survey
- Host interactive half-day brand workshop in New Orleans
- Facilitate exercises around voice, values, and identity
- Synthesize responses into actionable themes

Deliverables: Survey summary, workshop synthesis, and thematic analysis.

Task 4 – Initial Design Concepts

We'll translate discovery insights into three creative directions. Each concept will include logo, typography, color systems, and sample applications.

EGD's Approach:

- Develop three distinct visual identity concepts
- Apply systems to homepage mockups, report covers, and templates
- Present concepts in person with clear rationale and decision-making framework

Deliverables: Concept presentation deck, mockups, and stakeholder feedback summary.

Task 5 – Develop Final Branding Materials

Following selection, we refine the brand into a complete system, including flexible visual assets and an accessible, user-friendly Brand Style Guide.

EGD's Approach:

- Finalize logo suite, typography, color palette, and icon system
- Design Microsoft Office and Adobe templates
- Create a Brand Style Guide documenting best practices
- Package all assets for internal and external use

Deliverables: Final identity system, templates, and a digital Brand Style Guide.

Task 6 – Develop Messaging Strategy

Conducted in parallel with visual development, our messaging strategy defines NORPC’s voice, audience segments, key messages, and tone.

EGD’s Approach:

- Develop mission, vision, and elevator pitch
- Segment audiences and identify tailored messages
- Create adaptable messaging matrix for multiple formats
- Recommend language, tone, and inclusive communication practices

Deliverables: Messaging strategy guide, messaging matrix, and web copy guidance.

Task 7 – Develop Supplemental Outreach Materials

We’ll apply the brand system and messaging to public-facing materials, from brochures to meeting toolkits, ensuring accessibility and ease of use.

EGD’s Approach:

- Design fact sheets, slide decks, and translation-ready templates
- Develop branded “meeting-in-a-box” for community partners
- Apply accessibility best practices across all materials

Deliverables: Outreach materials package in editable and print-ready formats.

Task 8 – Staff Training

We'll deliver live and recorded training to ensure NORPC staff can confidently implement the new brand system and messaging.

EGD's Approach:

- Onsite brand training session with visual walk-through
- Screen-recorded tutorials for daily use
- File organization and digital toolkit orientation
- Q&A and follow-up support

Deliverables: Staff training deck, recordings, quick-start guides, and asset organization structure.

Task 9 – Print Production

We'll finalize print files and coordinate with your preferred vendors to ensure brand fidelity and print quality.

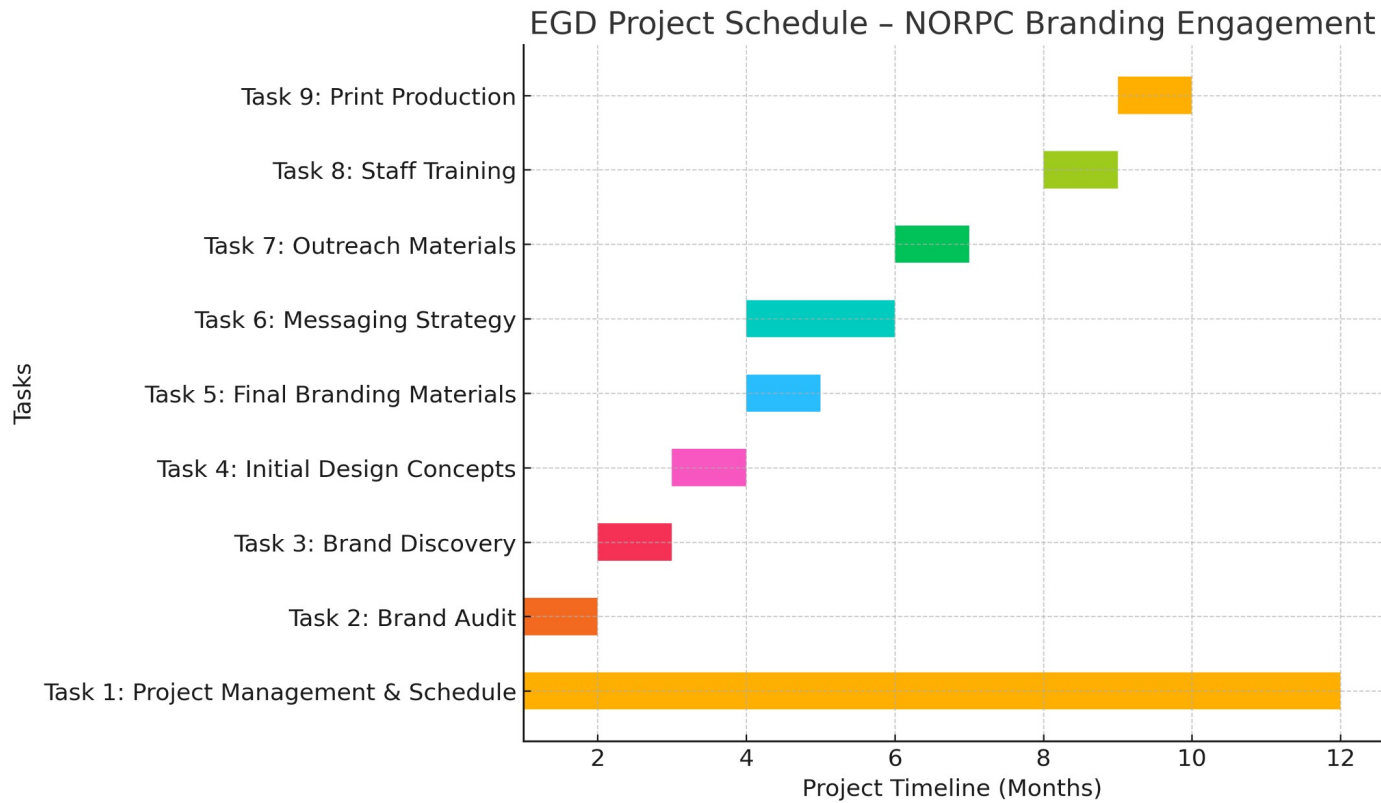
EGD's Approach:

- Prepare press-ready files (CMYK, bleeds, accessibility-compliant)
- Ensure licensing and copyright compliance
- Review vendor proofs and monitor for consistency

Deliverables: Final production-ready files and print specs; vendor coordination support.

14. Project Schedule

A schedule shall be provided for all prime and sub-consultant tasks as described in the Section 13. The schedule should be in GANTT or a similar format. The proposed timeline must fit within the delivery requirements described in the project scope. Any future modifications to the proposed schedule must be approved by the RPC Project Manager.



15. Cost and Budget

Provide the proposed cost for conducting this study and producing the deliverables described in the scope. Include a budget that has line items, by firm, for labor (budget by personnel member is not necessary), travel, proposed profit, and other major costs associated with the narrative described in Section 13.

EGD Agency proposes a fixed-fee cost of **\$157,000** for all services, tasks, deliverables, and coordination efforts outlined in the RFP. A detailed breakdown of costs is provided in the attached cost proposal. Summary:

- **Labor (All Tasks):** \$117,000
- **Travel (3 In-Person Sessions):** \$15,000
- **Other Direct Costs (Software, Survey Tools, Platforms):** \$3,000
- **Proposed Profit:** Included in labor
- **Total Cost:** \$157,000

All tasks will be performed by EGD Agency (prime), with no sub-consultants proposed. Labor includes all team members across project management, creative, design, and support functions. Additional scope, if required, will be quoted separately.

See attached Cost/Labor Section of Proposal – NORPC Branding & Identity Development” for full budget by task.

16. Staff Experience:

Résumés shall be provided for all personnel listed in Sections 12 of the proposal. Résumés of personnel not identified in Section 12 of the proposal should not be included and will not be evaluated. Résumés should be limited to 2 pages per person.

Please see attached Resumé PDFs for each key personnel.

Firm employed by			
Name		Years of relevant experience with this employer	
Title		Years of relevant experience with other employer(s)	
Degree(s) / Years / Specialization			
Discipline		Certifications	
Contract role(s) / brief description of responsibilities			
Experience dates (mm/yy–mm/yy)	Experience and qualifications relevant to this study:		

(Add rows as needed)

17. Firm Experience:

Identify the team's project experience **most relevant** to the scope in the advertisement. The projects should be limited to a total of 5, If more than 5 projects are identified, all projects identified after the first 5 will not be evaluated. Include no more than one page per project. Projects identified shall only include work performed by firms on the team. The projects identified do not need to have been RPC projects. RPC staff may contact the contracting entity to discuss project performance.

Project 1 name	Newton County Industrial Development Authority		Firm responsibility (prime or sub?) Prime	
Project number	Branding and Marketing Support (for 10-years)	Owner's name	Serra Philips	
Project location	Newton County, Georgia		Owner's Project Manager	Serra Philips
Owner's address, phone, email	2105 LEE STREET SW COVINGTON, GA 30014, (770)235-7468 skphillips@selectnewton.com			
Services commenced by this firm (mm/2010)		Total consultant contract cost (\$1,000's)	150	
Services completed by this firm (ongoing)		Cost of consultant services provided by this firm (\$1,000's)	100	

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

As outlined in the relevant case studies within the RFP response, the following projects have been completed over the last 10+ years with this client:

- Presentation Design, Branding, Identity, Logo, Video Content, Websites, Logo system for the county and various organizations within Newton County, Municipal Airport Branding, including website, logo design, signage, positioning and marketing support.

Project 2 name	City of Atlanta Mayor's Office of Cultural Affairs		Firm responsibility (prime or sub?) Prime	
Project number	Annual Report and Elevate Website	Owner's name	Emily Fisher	
Project location	Atlanta, Georgia		Owner's Project Manager	Emily Fisher
Owner's address, phone, email		EAFisher@atlantaga.gov , (
Services commenced by this firm (mm/2010)			Total consultant contract cost (\$1,000's)	150
Services completed by this firm (ongoing)			Cost of consultant services provided by this firm (\$1,000's)	100

Describe the project including the firm's role and members involved. (Highlight staff to be used in this proposal.)

As outlined in the relevant case studies within the RFP response, the following projects have been completed over the last 10+ years with this client:

- Presentation Design, Branding, Identity, Logo, Video Content, Websites, Logo system for the county and various organizations within Newton County, Municipal Airport Branding, including website, logo design, signage, positioning and marketing support.

18. Workload:

For all contracts where a contract was executed by the consultant and the contracting entity by the date the advertisement for this proposal was posted, list all work for which the firm is currently under contract and that are staffed by key personnel proposed for this study.

List only the portion of the fees attributable to your firm.

Project name	Client/Contracting Entity	Remaining Unpaid Balance	Estimated Time to Completion
Website Redesign	Newton County Industrial Dev Authority	25% / \$5,000	April 2025
Packaging Project for Gelato Brand	Muse Gelato	10% / \$3,000	May 2025
Brand and Positioning and website for Author	Olive Evans	50% / \$6,000	
Mural Design for Municipal Airport	Covington Municipal Airport	100% / \$5,000	May 2025
Apparel and Branded Merch	Pinhoti Summit	20% / \$1500	April 2025

19. Staffing Capacity:

Referencing Section 17 where appropriate (i.e., where key personnel would be working on multiple projects simultaneously) describe how your firm will ensure that sufficient staffing and capacity will be made available for the conduct of this project.

20. Sub-consultant information:

If one or more sub-consultants will be used, provide the name, address, point of contact and phone number for each. Otherwise, leave this section blank.

Firm Name	Address	Point of Contact and email address	Phone Number

(Add rows as needed)

Sections 1-9 and 16-18 must be completed separately by each subconsultant and included below.

ERIC GOLDSTEIN

SENIOR CREATIVE DIRECTOR

PHONE [404.668.3458](tel:404.668.3458)
EMAIL ERIC@EGD.AGENCY
WEBSITE EGD.AGENCY
LINKEDIN [ERICSGOLDSTEIN](https://www.linkedin.com/in/ERICSGOLDSTEIN)

EDUCATION BS Industrial Design
University of the Arts
Philadelphia, PA

SKILLS

Adobe Creative Suite
Branding, Identity & Strategy
Messaging
Positioning
Copywriting
Script Writing
Print & Web Design
Product Design
Storyboarding
Video Direction
Motion Graphics & Animation
Experiential Marketing
Exhibit Design
Social Media Content Strategy
Team Leadership & Inspiration
Direct & Empathetic Communication
New Business Strategy
Pitches & Presentations
Creative / C-Suite Liaison

As a creative leader, I guide teams to craft thoughtful solutions across design, brand strategy, product development, positioning, and promotion. I thrive on adapting to challenges, moving projects through their unique production journeys, and creating memorable user experiences—all within a supportive, inclusive environment where creativity and strategy drive results.

EXPERIENCE

EGD AGENCY / ATLANTA, GA / 2012-PRESENT

OWNER + SENIOR CREATIVE DIRECTOR

Cultivating long-term client partnerships through strategic, strategic and creative initiatives and comprehensive contract management.

- Creating brand-centered, design-driven solutions that balance client budgets with innovation to achieve meaningful results.
- Instrumental in defining voice, scripting, and storyboarding.
- Guiding teams to grow confidence and independence in their creative choices, while maintaining clear communication with leadership and stakeholders.
- Bringing together skilled contractors—animators, developers, writers, designers, and other specialists—leveraging over 20 years of trusted relationships and industry experience to meet diverse project needs.

THE PINEAPPLE AGENCY / DENVER, CO / 2016-2023

FRACTIONAL BRAND & EXPERIENTIAL SENIOR CREATIVE DIRECTOR

- Led creative direction and strategy on high-profile projects across entertainment, consumer goods, tech, and wellness.
- Ran workshops to inspire bold, engaging strategies.
- Key contributor in client presentations, managing on-site activations and team alignment.
- Directed a fast-paced product launch pop-up within tight deadlines.
- Managed creative assets to maintain consistency across vendors.
- Worked with brand teams and partners to ensure alignment with brand tone and culture.
- Oversaw content capture, driving strong engagement both in-person and online.

OLIVE STUDIO / PORTLAND, OR + ATLANTA, GA / 1997-2012

FOUNDER, PARTNER AND CREATIVE DIRECTOR

- Developed cohesive visual systems to enhance brand clarity and presence.
- Directed photography to produce assets aligned with brand narrative.
- Created new brands and product lines, including naming, identity, and visual standards.
- Ensured consistent marketing collateral across customer touchpoints.
- Managed all new business initiatives and client contracts across B2B and B2C sectors, from startups to Fortune 500 companies.

ERIC GOLDSTEIN

SENIOR CREATIVE DIRECTOR

PHONE [404.668.3458](tel:404.668.3458)
EMAIL ERIC@EGD.AGENCY
WEBSITE EGD.AGENCY
LINKEDIN [ERICSGOLDSTEIN](https://www.linkedin.com/in/ERICSGOLDSTEIN)

NOTABLE CLIENTS

Amazon / ZOOX
Google
Atari
Reebok
Under Armour
University Of Pennsylvania
Emory University
Ted's Montana Grill
Tenstorrent
Louisiana-Pacific
DROP x Marvel
Charlotte's Web CBD
Charlie's Soap
Better World Books
OLEDworks / Atala
Acuity Brands Lighting
Porsche
National Institute of Health
Georgia Pacific
Philips Electronics Corporation of America
Informatica
Atlanta Botanical Garden

TOAST & JAM / ATLANTA, PORTLAND, AND DENVER / 2006-2014

FOUNDER, PARTNER AND CREATIVE DIRECTOR

- **Concept & Strategy:** Spearheaded the development of innovative and impactful experiential campaigns for global brands, including Google, by aligning creative concepts with business goals, brand visions, and audience engagement strategies.
- **Storytelling:** Designed immersive narratives to amplify brand messages and create meaningful connections with diverse audiences through dynamic experiential channels.
- **Collaboration & Teamwork:** Cultivated strong client and partner relationships, ensuring alignment across all phases of the creative and production processes.
- **Creative Leadership:** Led a multidisciplinary team of designers, writers, technologists, and producers, fostering collaboration and pushing creative boundaries to deliver high-impact campaigns across multiple markets.

TEACHING & MENTORSHIP

PORTFOLIO CENTER / GEORGIA STATE UNIVERSITY / ATLANTA, GA

"Experience Linguistics," a course I developed, is designed to build confidence in presenting creative ideas in subjective industries. By focusing on the core essence of a brand, the course equips students to anticipate critiques, navigate feedback with poise, and deliver presentations that captivate their audience with confidence and clarity.

AWARDS

Graphis
American Marketing Association
National Homebuilders Association
ReBrand 100

PERSONAL

I'm an open-minded, versatile creative, designer, artist, musician, and father.

Collaboration and creation fuel my inspiration, while immersive art events, theater, and installations like Burning Man, Meow Wolf, Sleep No More, and Art Basel bring me immense joy and delight.

True growth happens at the intersection of curiosity and connection. By learning from others, we not only acquire new skills but also uncover deeper layers of ourselves.

References available upon request.

Monica LaScala

Project & Account Manager

Atlanta, GA

Available upon request

Summary

Monica brings 18+ years of experience managing large-scale strategic and creative initiatives across public and private sectors. She excels at aligning teams, creating operational clarity, and delivering with heart and precision. Known as 'the glue,' Monica provides structure, calm under pressure, and clear communication at every stage of a project.

Professional Experience

- Project & Account Manager — EGD Agency

2023 - Present

Drives timeline management, client liaison, documentation, and delivery across branding, digital, and print projects. Facilitates milestone reviews, coordinates feedback, and keeps the team aligned on priorities and outcomes.

- Chief of Staff & Ops Lead — Technology Services Company

2017 - 2022

Managed growth strategy and operational execution for a 150+ person team. Led process development, leadership support, and communications across global divisions. Supported sales growth from \$11M to \$50M.

Core Skills

Project Management, Client Relations, Internal Communications, Operations Strategy, Scheduling & Workflow Oversight, Team Enablement, Cross-Team Coordination, Documentation & Reporting

Education

University of Georgia / B.A. Business & Communications

Juli Panchani

Art Director / Graphic Designer

Hanover Park, IL

designerjuli2@gmail.com

Summary

Juli is a strategic creative and brand designer with a marketing mind. With an MBA and over a decade of experience in freelance and agency settings, she brings a rare blend of technical design skill and business perspective. From logos and layouts to web graphics and templates, she delivers thoughtful design at scale.

Professional Experience

- Art Director — Minimalist Moon

2022 - Present

Oversees creative output for e-commerce and lifestyle brands. Develops brand identity, packaging, social templates, and product graphics with an eye for clarity and consistency.

- Senior Graphic Designer — Freelance / Fiverr / Upwork

2015 - Present

Produced over 1500 projects ranging from pitch decks and logos to social ads and presentation design. Serves clients globally with responsive communication and high-quality execution.

Core Skills

Graphic Design, Brand Identity, Presentation Design, Marketing Collateral, Adobe Creative Suite, Client Communication, Template Development, Fast-Turnaround Production

Education

MBA, Marketing – Boston University

STATE OF GEORGIA

Secretary of State

Corporations Division

313 West Tower

2 Martin Luther King, Jr. Dr.

Atlanta, Georgia 30334-1530

Annual Registration

Electronically Filed

Secretary of State

Filing Date: 01/06/2025 21:41:35

BUSINESS INFORMATION

BUSINESS NAME : Eric Goldstein Design LLC
CONTROL NUMBER : 14016414
BUSINESS TYPE : Domestic Limited Liability Company
ANNUAL REGISTRATION PERIOD : 2025

BUSINESS INFORMATION CURRENTLY ON FILE

PRINCIPAL OFFICE ADDRESS : 659 Auburn Avenue, Suite 157, Atlanta, GA, 30312, USA
REGISTERED AGENT NAME : Registered Agents Inc.
REGISTERED OFFICE ADDRESS : 8735 DUNWOODY PLACE STE R, ATLANTA, GA, 30350, USA
REGISTERED OFFICE COUNTY : Fulton

UPDATES TO ABOVE BUSINESS INFORMATION

PRINCIPAL OFFICE ADDRESS : 659 Auburn Avenue, Suite 157, Atlanta, GA, 30312, USA
REGISTERED AGENT NAME : Registered Agents Inc.
REGISTERED OFFICE ADDRESS : 8735 DUNWOODY PLACE STE R, ATLANTA, GA, 30350, USA
REGISTERED OFFICE COUNTY : Fulton

AUTHORIZER INFORMATION

AUTHORIZER SIGNATURE : Robin Jones
AUTHORIZER TITLE : Authorized Person

Declarations Page

Commercial General Liability Declarations

In return for the payment of the premium, and subject to all the terms of this Policy, we agree with you to provide the insurance as stated in this Policy.

Declaration effective from:	May 14, 2024
Policy No.:	P103.383.277.1
Named Insured:	ERIC GOLDSTEIN DESIGN
Address:	241 Winter Ave NE Atlanta, GA 30317
Email Address:	eric@egd.agency

Policy period:	From: May 14, 2024	To: May 14, 2025
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At 12:01 A.M. (Standard Time) at the address shown above.

Form of Business:	Corporation
Each Occurrence Limit:	\$1,000,000
Damage to Premises Rented to You Limit:	\$100,000 Any one premises
Medical Expense Limit:	\$5,000 Any one person
Personal & Advertising Injury Limit:	\$0 Any one person or organization
General Aggregate Limit:	\$2,000,000
Products/Completed Operations Aggregate Limit:	Products-completed operations are subject to the General Aggregate Limit
Supplemental Business Personal Property Floater Coverage Limit:	\$0
Supplemental Business Personal Property Floater Coverage Deductible:	Not Applicable

All Premises You Own, Rent or Occupy

Premises Number:	1
Address:	241 Winter Ave NE Atlanta, GA 30317

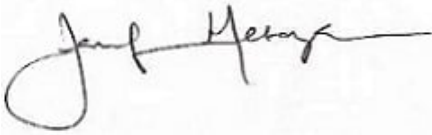
Total Premium:	350.00
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Attachments:	See attached Forms and Endorsements Schedule.
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IN WITNESS WHEREOF, the Insurer indicated above has caused this Policy to be signed by its President and Secretary, but this Policy shall not be effective unless also signed by the Insurer's duly authorized representative.



President



Secretary



Authorized Representative