Rebranding Expenses Incurred	Details	Cost
Research and Testing	Researched for in-depth understanding of organization strengths, weaknesses, opportunities. Determined brand narrative, themes and values. This research was used to develop the name, logo and brand voice. Enlisted a third party to conduct the following: creating & emailing of student survey, data collection and compilation of results which determined the brand theme. Third party developed and administered online focus groups, data collection, and compilation. This determined the naming direction, logo, and tagline for the brand.	
Brand discovery		
Brand positioning		
Brand articulation		
Student survey		
Student online focus groups		
Student survey participation		
Student survey participation grand prize		$ 46,183.10
Brand Ideation and Creative Design	Developed three brand names options and three taglines for student testing, based on core brand attributes. Held multiple ideation sessions to define top name options for brand. Ideation sessions included students, staff, and third party representatives. Visual identity: developed three concept designs of the brand visual system to illustrate/test the flexibility of each concept across multiple platforms including web, print, mobile, and other. Refined in multiple sessions of revisions.	
Development of name		
Development of tagline		
Development of logo		
Visual Identity		$ 43,601.05

Website		
Define user experience	Built a content strategy and defined digital communications needs and brand positioning with the help of a third party. Defined primary message, outlined objectives, and identified metrics for success. Evaluated existing website and defined key audience groups. Primary and secondary pages were identified to start building site map. Developed content including copywriting, images, and videos. Designed multiple website layouts and for and tested needs and weaknesses. Using approved wireframes and concept designs, developed the concept into fully designed pages for both desktop and mobile applications. Developed the front-end and back-end of the website to build out page designs into responsive web pages. Customized content management system features to built and integrated into the front end experience. Worked with multiple parties to exceed level A of AODA compliance. Created a training manual and conducted training session for site users.	
Building site map		
Audit existing site content		
Development of new content & copywriting		
Purchasing images		
Developing layouts and wireframes		
Developing front and back-end of site		
Customized content management system features		
Testing responsiveness across multiple devices & browsers		
Ensuring AODA compliance		
User manual, AODA & CMS training		
		$ 56,443.50
New equipment and supplies		
Removal of signage	Removal of HSF signage including patching, painting, etc. across all campuses. Concepts, design, installation, and electrical of all new signage: locations included IGNITE offices and student spaces across all campuses. Signage including directional pieces, location markers, and promotional signage including lit sign. Printed materials including table cloths, brochures for all services, and misc. office materials. Posting supplies including stamps and decals for all boards across two campuses.	
Signage & electrical		
Tents		
Media Walls		
Portable promo booths		
Backdrops & banners		
Posting supplies		
Printed materials		
		$ 61,026.24

TOTAL AS OF WEDNESDAY, OCTOBER 19TH: $ 207,253.89