

Montreal, March 31, 2025

Nathalie Kamel
Managing Director
Lakeshore General Hospital Foundation
160 Stillview Avenue, Suite 1297
Pointe-Claire, Québec
H9R 2Y2

OBJECT: ROADMAP FOR THE LAKESHORE GENERAL HOSPITAL FOUNDATION'S BRAND REVAMP

After more than three years as Managing Director of the hospital's foundation, Nathalie Kamel, with the Board of Directors support, wishes to increase the institution's visibility and attraction in order to 'fund more programs and projects to advance patient care and research'.

Here's a roadmap that ensures a strategic, phased approach that balances internal alignment, strong creative execution and effective fundraising and communications impact.

To maximize success, the organization must define a brand narrative that will rally key stakeholders, actualize its visual identity and develop communication tools to effectively bring the new brand to life.

This presentation will detail the brand strategy and creative process tailored to your needs and expectations as discussed.

PHASE 1: REJUVANATING THE FOUNDATION'S BRAND IMAGE

I - Brand strategy and narrative (12-14 weeks)

Goal: define a clear, compelling brand bedrock that aligns with the hospital foundation's mission, resonates with key stakeholders, and provides a strategic framework for identity, messaging, and future communications.

Step 1 - Brand analysis: identify brand challenges and opportunities (\$15,675)

- Assess the current state: review internal documents, past research, and brand assets to understand existing perceptions and identify gaps.
- Understand the competitive and cultural landscape: analyze other hospital foundations and healthcare non-profits to identify differentiation opportunities and track broader socio-cultural trends shaping healthcare philanthropy.
- Align on strategic priorities: run a workshop with the Foundation team to clarify missing insights and discuss primary audiences.
- Engage key stakeholders and staff: conduct interviews with leadership, board members, partners, and donors, and invite employees to complete a short survey to gather diverse perspectives.
- Presentation of report for feedback and adjustments.





Step 2 - Brand positioning and narrative (\$11,275)

- Uncover core brand insights that will shape the Foundation’s narrative and messaging.
- Define the brand’s strategic framework: craft a simple, clear, and distinctive positioning canvas, including brand conviction, purpose, benefit, promise, personality, and value pillars.
- Develop a compelling brand narrative, with key storytelling elements, such as a manifesto, an elevator pitch (3-33-333 seconds), and a tagline.
- Client presentations and revisions.

Step 3 - Messaging and content (\$7,150)

- Build a storytelling framework and content strategy that engages audiences and drive donor action.
- Break down the narrative into key messages tailored for the four priority audiences (staff, donors, corporate partners, community—TBD).
- Define actionable guidelines for language, style, and messaging, establish “do’s and don’ts” for communication, and illustrate these through practical application examples, such as social media posts, newsletters, and event invitations.
- Client presentations and revisions.

Sub-total – Brand analysis, story, positioning and messaging \$34,100

II – Brand visual identity and graphic guidelines (10-12 weeks)

Goal: revive the brand’s new narrative with a refreshed identity system.

Step 1 - Logo development & brand identity (\$20,000)

- Alignment with brand strategy
- Research and competitive analysis
- Exploration of creative territories
- Development of two artistic directions
- Client presentations and revisions
- Concept adjustments
- Final iterations

Step 2 - Brand guidelines (\$10,000)

Create visual ID includes the following elements: brand universe and application examples that will ensure consistency across platforms in order to give the Foundation leverage, dynamism, and options to develop all its brand assets along the years to come.

Content (Preliminary)

1. Introduction

2. Brand strategy

- Brand conviction
- Brand mission
- Promise
- Three main RTBs



Brand story

- Tonality and writing style explained (do's and don'ts) and applied (examples on some pieces)
- Manifesto
- Signature
- Boilerplate / elevator pitch

3. Brand visual identity

- **Logo** (meaning and usage): specifications for logo variations (primary, secondary, monochrome, etc.), clear space requirements and examples of correct and incorrect usage
- **Colour palette (primary and secondary):** list of primary and secondary colours, with Pantone, CMYK, RGB and HEX codes for consistency across all media
- **Typography (primary and secondary):** approved fonts for headings, subheadings, body copy and their specific uses, including font sizes, weights, and line spacing for print and digital uses
- **Imagery guidelines (iconography and photography):** style, tone and subject matter for photography, illustrations and icons, including dos and don'ts
- **Graphic elements:** rules for using patterns, textures and additional graphic elements that support the brand identity

4. Brand applications

- **Stationery:** letterhead, envelopes, business cards, email signature
- **Social media:** backgrounds and visual style
- **Leaflet and brochure (visual orientations)**
- **PowerPoint template**
- **Collateral materials** (Hat, T-shirt...)

Sub-total – Logo development, brand identity and guidelines **\$30,000**

III – Website design and content (4-6 weeks)

Goal: ensure that the website reflects the new brand narrative, improves user experience, and optimizes brand support.

Step 1 - Website design (4-6 weeks) (\$17,500)

- Artistic direction in line with the new brand identity
- UI mock-ups for all key pages
- Client presentations and revisions

Step 2 - Website content (4-6 weeks) (\$12,500)

- Review existing content for accuracy, relevance, and gaps
- Define core messaging in alignment with the brand narrative
- Create and adapt website content to reflect the new tonality, covering key sections such as homepage messaging, donation appeals, and patient impact stories (TBD)
- Content will be developed in English first, then adapted into French
- Proofread and edit for clarity, grammar, and consistency

Sub-total – Website design and content **\$30,000**

SUMMARY OF COSTS*

Brand story, narrative and messaging	\$34,100
Logo development, brand identity and guidelines	\$30,000
Web design and content	\$30,000
Counsel, validation of strategy and concepts, meetings, quality control and overarching project management	<u>\$25,000</u>
TOTAL – PHASE I	\$119,100

RESPONSIBILITIES

AUTREMENT IS RESPONSIBLE FOR:

- Acting in the client's best interest in managing the budget, schedule and quality of the deliverables, as well as maximizing all of the resources invested in the project.
- Treating all confidential or sensitive information with discretion and keeping it safe.
- Delivering all final materials in an editable format.

THE LAKESHORE FOUNDATION IS RESPONSIBLE FOR:

- Auditing/listing all of the assets that will be affected by the brand evolution.
- Sharing any relevant documentation (surveys, case studies, proposals).
- Taking an active part in work sessions by inviting the right stakeholders and sharing any relevant piece of information.
- Helping to select interview prospects (employees, customers, prospects).
- Legal validation and registrations (copyrights, trademarks) of creative work.

Notes

Payment terms

- 30% upon signature
- 40% at mid-mandate
- 30% at delivery of the brand guide

All invoices shall be paid within thirty (30) days of their reception.

- This quotation corresponds to the description above. Adjustments may occur during its realization and, if applicable, a revised estimate will be submitted to the client for approval.
- As a standard, our quote includes two rounds of corrections.
- Photography fees are not included. Each photo purchased will be billed separately to the client.
- Font purchases are not included.
- Source files are not included.
- The prices are shown in Canadian dollars and taxes are not included.
- The price is based on the current value of materiel and is subject to change up until the delivery to the providers.
- The budget assessment is valid for 90 days.
- The amounts above do not include any production costs.
- In case of last-minute cancellation, fees may apply.



CLIENT SIGNATURE – Date:

Nathalie Kamel, *Managing Director*
Lakeshore General Hospital Foundation

SUPPLIER SIGNATURE – Date:



Claude A. Garneau, *President*
Autrement Communications

