

CLIENT HANDOVER REPORT

TRANSFORMING TEULON

BRANDING & WEBSITE REVAMP

Presented by: Christian, Radek & Paul

April 25, 2025

THE TEAM



CHRISTIAN
Project Lead



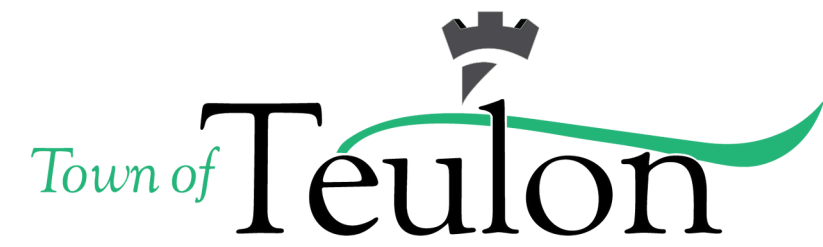
RADEK
Design Lead



PAUL
Technical Lead



THE CLIENT



Teulon is a small, close-knit community in Manitoba's Interlake region, just 45 minutes north of Winnipeg. Known for its green spaces, local pride, and strong values, it is often called the **"Gateway to the Interlake"** and offers small-town living with a big sense of belonging.



TEULON'S PROBLEM OVERVIEW

The Town of Teulon needed to modernize its digital presence, unify its brand identity, and boost engagement. Key challenges included:



Outdated
Website



Inconsistent
Branding



Low Community
Engagement



PROPOSED SOLUTIONS



- ☒ Visual Identity Refresh
- ☒ Logo & Branding Guidelines
- ☒ Slogan Development
- ☒ Social Media Templates
- ☒ Social Media Campaigns
- ☒ Marketing Materials
- ☒ Web Revamp

PROCESS HIGHLIGHTS

1. Discovery Phase (Dec 2024)

Researched and planned to understand project goals, audience, and challenges, which led to a proposal outlining the strategy.

3. Development Phase (Feb - Mar 2025)

Built the website, including coding, database setup, and feature integration, transforming designs into a working solution.

2. Design Phase (Jan - Feb 2025)

Created wireframes, mockups, materials, and prototypes, refining the visual and functional aspects based on feedback.

4. Testing Phase (Mar 2025)

Conducted tests to identify and fix bugs, address performance issues, and ensure compatibility across all devices.

5. Launch Phase (Apr - May 2025)

Deployed the final website and released it to the public, with monitoring in place to resolve any immediate post-launch issues.



Transformation

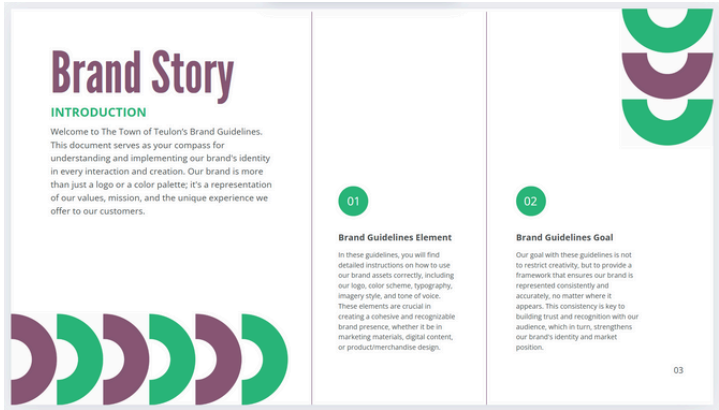


BRAND *Refresh*



BRAND GUIDELINES

Brand Story



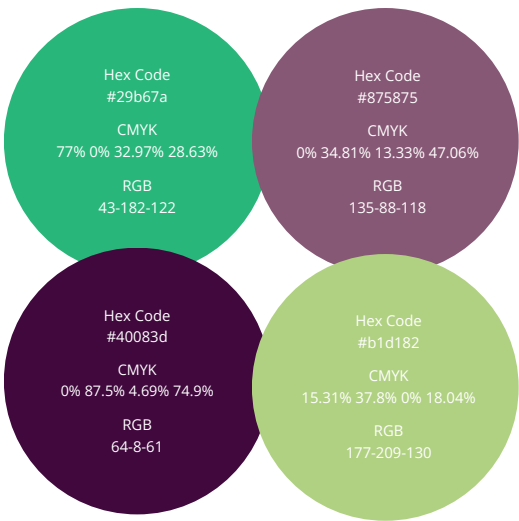
Logo Versions



Logo Guidelines



Color Palette



Typography

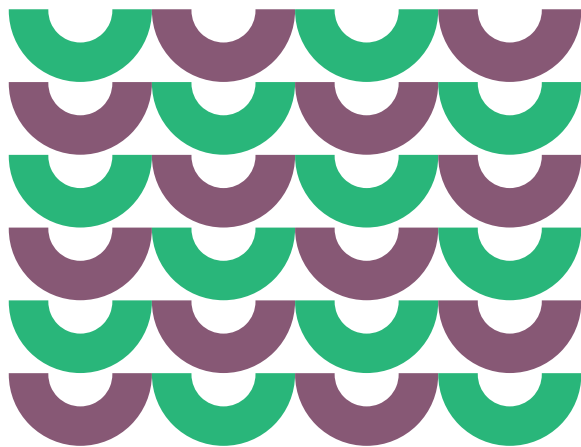
LEAGUE GOTHIC

For Title and Headings

Neue Haas Grotesk
Display Pro

For Subheaders and Paragraphs

Elements & Shapes



Photography



Mockups



MARKETING *Campaigns*



CAMPAIGN VISUALS



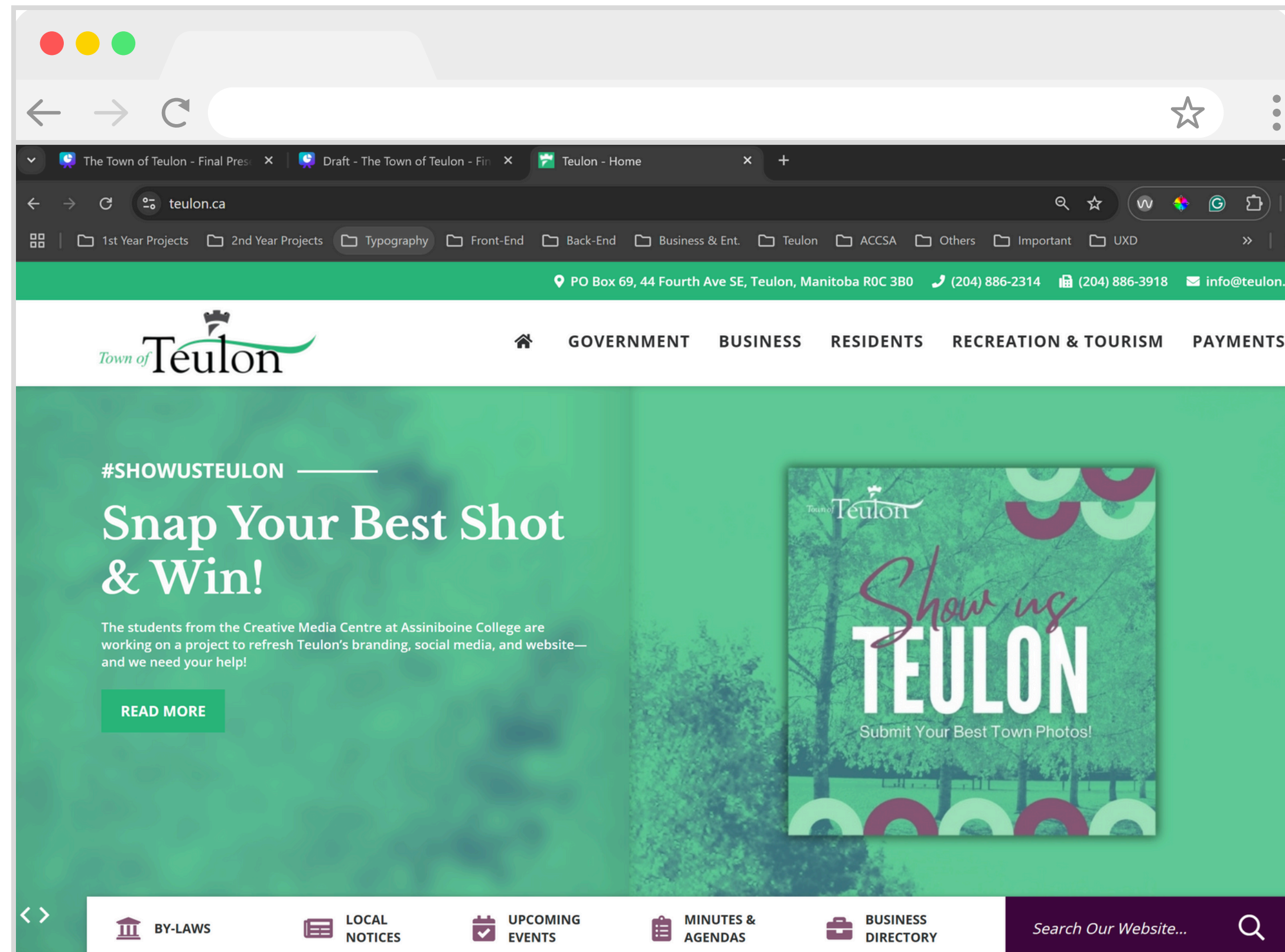
CAMPAIGN HIGHLIGHTS



CAMPAIGN SOCIAL MEDIA TEMPLATES



WEBSITE *Revamp*



WEBSITE REVAMP HIGHLIGHTS



Capstone Project

FINAL DELIVERABLES & SUPPORT PLAN



ONGOING SUPPORT

- Even though the Capstone portion is complete, we will continue supporting the campaign until the voting phase is concluded.
- We are available to assist the Town if any issues arise with the photo campaign or content updates.

FINAL FILES & DELIVERABLES

- Canva templates and brand guide shared with the Town.
- Digitized logo files in multiple formats (PNG, SVG, PDF).
- Instructions for updating homepage banners on the CMS.
- Campaign website structure and form settings (hosted temporarily by the team).
- Submission management instructions.

HOSTING INFORMATION

- The photo campaign site is managed externally by our group, requiring no hosting handover.
- All photo submissions go directly to the Town's email inbox.

CLIENT APPROVAL

- Signed project proposal and project collaboration agreement received.
- Ongoing communications confirm acceptance and satisfaction with completed work.

GENTLE REMINDER FOR THE CLIENT

Please complete the final project feedback form here:

👉 [Town of Teulon Project Feedback Survey.](#)





“WE’RE PROUD OF WHAT WE CREATED FOR THE TOWN OF TEULON—BUT EVEN MORE PROUD OF HOW WE GREW AS A TEAM ALONG THE WAY.”

