



## Grow & Protect Your Brand in the Digital Age

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**Legend Labs** provides brand and communications consulting services, with experience in helping educational institutions and units such as athletic departments and university health systems with brand growth and development.

Legend Labs has a comprehensive understanding of unique branding and reputation challenges that universities, colleges, and schools face. The company uses this to develop project plans that best suit each member's individual needs and goals.

Through Legend Labs, E&I members gain a trusted, highly collaborative, and cost-effective partner with solutions tailored for education across a spectrum of service areas.

### Contract Highlights:

- Brand development, such as positioning & messaging strategies
- Quantitative research for brand identity & creative development
- Organizational assessment of communications & marketing functions
- Digital listening command center buildout
- Crisis & issues management, including vulnerability analysis
- Crisis playbook development, simulations, exercise, & communications support

For more information, visit our website at [www.eandi.org/contracts/legend-labs](http://www.eandi.org/contracts/legend-labs) or contact your **Member Relations Representative** or Joseph Castelluccio, *Business Development Manager, General Products & Services*, at [jcastelluccio@eandi.org](mailto:jcastelluccio@eandi.org).

## Contract Details

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Getting Started:	Complete the E&I Legend Labs RFI: <a href="http://www.eandi.org/lop-rfi/legend-labs-rfi/">www.eandi.org/lop-rfi/legend-labs-rfi/</a>
Contract Effective Date:	9/1/2019 – 8/31/2024
Prices/Discounts:	Customized pricing. Visit <a href="http://www.eandi.org/contracts/legend-labs">www.eandi.org/contracts/legend-labs</a> for more information.
Payment Terms:	No minimum order. Net 30 days. Expenses such as travel & printing, if required & approved, will be billed at cost.
Credit Cards Accepted:	None.
Place Orders With:	Pricing requests are received by a Legend Labs Partner and account manager, who will then work with the member to define the scope of work and resource needs to develop a custom proposal or pricing model, as applicable.
Request Literature:	Joseph Castelluccio <i>Business Development Manager, General Products &amp; Services</i> Email: <a href="mailto:jcastelluccio@eandi.org">jcastelluccio@eandi.org</a> Phone: 630.251.1783
Federal ID Number:	81-3296965
RFP Number:	Competitive Solicitation based on RFP #683482
Contract Number:	CNR-01489

*Note: All E&I contract-related information and documentation is provided exclusively for the use of E&I members and shall not be distributed and/or shared outside of E&I's membership. Doing so is detrimental to the Cooperative and its members, as it impacts E&I's ability to negotiate and maintain competitive agreements.*

