

**PICTOU COUNTY
REGIONAL ENTERPRISE
NETWORK**

**Pictou County Regional Enterprise Network
Request for Proposal (RFP)**

Brand, Logo, and Style Guide Development

Date Issued: Monday, August 31st

Submission Deadline: Friday, September 11th

Pictou County Regional Enterprise Network (PCREN)

**112 Provost Street, Suite C, New Glasgow,
NS, B2H 2P4**

The Pictou County Regional Enterprise Network reserves the right to reject any or all proposals or to accept any or all proposal or part thereof considered to be in its best interest. We thank all submissions in advance and advise that only those proposals selected will be contacted. Proponent(s) should be prepared to make a presentation or provide additional information as required.

Purpose

The purpose of this RFP is to set forth requirements and seek proposals from potential vendors to facilitate the process of developing a Pictou County brand and brand elements. The Pictou County Regional Enterprise Network is seeking a facilitated process that will result in a Brand Position, Brand Personality, Brand Experience, two logos (explained in the Project Scope), colour palette, tagline, and style guide.

About Pictou County Regional Enterprise Network (PCREN)

The Pictou County Regional Enterprise Network (PCREN) initiates, leads and contributes to sustainable economic growth in Pictou County by fostering a culture of collaboration, navigating organizations to the resources they need, and engaging in meaningful economic development projects.

Administrative Requirements

For tendering, legal and billing purposes, the client is Pictou County Regional Enterprise Network. Submissions in response to this request for proposal assumes acceptance of all terms described herein.

Eligibility

Vendors must be registered companies, with the legal authorization to conduct business in the Province of Nova Scotia. Any vendor consultants proposed for this project must be legally entitled to work in Canada. Upon award a request for proof of insurance will be made.

Enquiries and Proposal Submissions

All enquiries and proposals are to be directed to:

Heidi Sinclair, Communications and Community Outreach,

112 Provost Street, Suite C, New Glasgow, NS, B2H 2P4

Email: heidi.sinclair@pcren.ca

Enquiries and responses may be recorded and may be distributed to all proponents at the option of Pictou County Regional Enterprise Network. Please provide proposal submissions electronically to heidi.sinclair@pcren.ca.

This RFP may be amended only by addendum in accordance with this section. If the PCREN, for any reason, determines that it is necessary to provide additional information relating to this RFP, such information will be communicated by addendum on the Pictou County Regional Enterprise Network website at pictoucounty.com. Each addendum forms an integral part of this RFP and may contain important information, including significant changes to this RFP. Proponents are responsible for obtaining all addenda issued by the PCREN.

RFP Guidelines and Schedule

Schedule:

- Questions can be submitted to Pictou County Regional Enterprise until 12 p.m. (noon) AST September 3, 2020 by email to heidi.sinclair@pcren.ca
- Proposals will be accepted until 4 p.m. AST on September 11, 2020 by email to heidi.sinclair@pcren.ca

Any proposal received after the deadline will not be considered. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costing in the proposal must be all inclusive and include any outsourced work. All proposals recommending outsourcing must provide a name and description of the organizations they plan to partner with.

Project Goals

The goal of this project is to create a brand and brand elements that tell a story that will recruit new businesses, residents, and visitors to the area.

Project Scope

- Work with the PCREN brand committee.
- Facilitate a process that will result in the creation of a Brand Position, Brand Personality, and Brand Experience for Pictou County.
- Design two logos - one for Pictou County and one for the Pictou County Regional Enterprise Network. These logos should work together (as one logo) and separate from each other (as two logos).
- Creation of a colour chart for logos with CMYK, RGB and web profiles.
- Creation of the logos in various versions - in colour, b/w, greyscale versions, and in PNG, JPEG and other file formats.
- Creation of a tagline to support the logos.
- A brand style guide that supports the best display and use of the brand elements will be developed including appropriate placement, usage of both logos, use of logos on colour backgrounds and font requirements.

All intellectual property, source files, digital assets, and related permissions will be transferred to Pictou County Regional Enterprise Network upon completion of the project.

Pricing

All proposals must include proposed costs to complete all services. Vendors are asked to provide pricing models that are scalable and provide economies based on project size.

Value Add

Respondents are invited to include in their proposal any service(s) or component(s) that add(s) value to their submission or which provide(s) a unique offering not included in this RFP. This will include a description of the service/component/offering and associated cost (if not included in the requested breakdown of fees and rates).

Proposal

We ask Bidders to follow the following format for their proposal:

1. Description of your firm's design philosophy and methodology.
2. A summary explaining why your firm is most qualified for this project, including examples of similar work completed for previous clients with a comprehensive package illustrating brand work.

3. Provide a proposed timeline for implementation and delivery.
4. List service fees for the completion of the elements as requested and present the total estimated cost to complete the project, the hourly fees (number of hours estimated) or flat rates to complete the project.
5. Development of materials to support the brand, which may include but should not be limited to:
 - a. Brand Style Guide
 - b. Logos
6. Biographies for key individual(s) assigned to the project including tenure with the firm. If required include a list of sub contractors that would be engaged for any part of the project.

Notification of Proponents

Note that while pricing is an important factor, the lowest price bid will not necessarily determine the winning proposal.

Pictou County Regional Enterprise Network may contact individual respondents during this process for clarification or elaboration of proposal elements. Selected proponents may also be expected to meet with Pictou County Regional Enterprise Network virtually to present their proposals.

Pictou County Regional Enterprise Network reserves the right to negotiate the final scope and price of the project with the selected proponent.