



Request for Proposal
Logo Design and Style Guide Development

**Village of New Denver
115 Slocan Avenue
P.O. Box 40
New Denver BC
V0G 1S0**

RFP release date November 1, 2021

Proposals due November 19, 2021

PROPRIETARY AND CONFIDENTIAL

1. INTRODUCTION TO VILLAGE OF NEW DENVER

Home to over 500 local characters, our vibrant community is situated on the eastern shore of beautiful Slocan Lake. Surrounded by the tall peaks of the Selkirk mountain range, New Denver is located in the Kootenay region of British Columbia and is known for its natural beauty, outdoor recreation opportunities, and engaged community

New Denver was founded by silver miners in 1892. As a resource based town, historically, New Denver enjoyed an economic boom that lasted until the 1920s. After the mining boom, logging became the leading industry. New Denver has a complex and layered history. During the Second World War after the bombing of Pearl Harbor, New Denver became one of many sites selected for the Japanese Canadian Internment Camps. Approximately 1500 Japanese Canadians were forcibly removed from their homes in coastal British Columbia and relocated to New Denver with their families until 1949. After the war, many Japanese Canadians chose to move east; however, a number of families remained with family members in the area, eventually integrating into the broader community. As a result of this history, the Nikkei Internment Memorial Centre, a National Historic site dedicated to telling the story of the Japanese Canadian internment From 1953 to 1959 was established as in an important part of the community. New Denver was also the site where approximately 200 Doukhobor children, refugees from Russia, were taken and housed in residential schools. By the 1960s and 1970s New Denver experienced another population surge with the “back to the land” movement, and as a destination for draft dodgers from the US-led Vietnam War. These people sought a peaceful and simple life making New Denver their permanent home and becoming key members of the community. Aspects of the unique historical legacy of New Denver are important to understand as a foundation for the community’s significant cultural and experiential diversity, and the overall resourcefulness and resilience of its residents.

2.GENERAL INSTRUCTIONS

2.1 Proposal Period

The proposal submitted in response to this RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission.

2.2 Proposal Submission Closing Date

Proposals will be accepted until 4:00 p.m., Friday, November 19, 2021. Proposals received after that time will not be considered.

2.3 Address

RFP must be made to the attention of:

Lisa Scott, CAO
Village of New Denver
P.O. Box 40
115 Slocan Avenue
New Denver BC V0G 1S0
Email: cao@newdenver.ca
Fax: 250-358-

3. GENERAL CONDITIONS

3.1 Incorporating Supplier's Proposal into Contract

All proposals, information, and responses from the Supplier must be submitted in writing. Unless supplemental oral commentary is specifically requested by the Village of New Denver in writing, oral communications will not be considered in connection with any proposal. All proposals, information, and responses submitted by a Supplier will be incorporated into and made a part of any final agreement between the Village of New Denver and such Supplier. No such information or other material should be submitted that cannot be so incorporated into the agreement.

3.2 Liability

The Village of New Denver shall incur no obligation or liability whatsoever to anyone by issuance of this RFP or action by any party relative hereto.

3.3 Request for Proposal

This RFP scope consists of Section 5.1 through Section 5.2 as detailed herein. Each Supplier should analyze all Sections of this RFQ and provide responses to these sections.

3.4 Conditions /Assumptions

Supplier is required to clearly explain any assumptions or conditions it imposes on or includes in its Proposal.

3.5 Supplier responsibility to resolve questions

Supplier understands and agrees that: (a) it has an affirmative duty to inquire about and seek clarification of any question or other item in the RFP that Supplier does not fully understand or that Supplier reasonably believes is susceptible to more than one interpretation; and (2) the Proposal submitted by Supplier must explain any and all conditions, exceptions, or limitations included in any response by Supplier to any question or other item in the RFP.

3.6 Supplier's cost

Any costs incurred by the Supplier in responding to this RFP or in support of activities associated with the Proposal to this RFP, are to be borne by the Supplier and are not reimbursable by the Village of New Denver.

3.7 Confidentiality

Proposals and the information contained therein will be considered confidential and will not be shared with any entities or individuals other than for the purposes of evaluating the various RFPs.

3.8 Contract

Your Company should be prepared to enter into a contract with terms mutually agreed upon.

3.9 Code of Conduct

It is the objective of the Village of New Denver to obtain the best services possible by giving fair and impartial consideration to all Suppliers invited to submit a Proposal. Every potential Supplier will be qualified on a fair and equal basis. Suppliers will be given the same information and treated equally with respect to the selection process. The granting of any advantage to one while excluding others is not permitted.

3.10 Right to Amend Request for Proposal

The Village of New Denver reserves the right to amend this RFP in any manner prior to contract award. The Village will notify all responsive Suppliers in this event.

3.11 Right to Cancel Request for Proposal

The Village of New Denver reserves the right to cancel the proposed RFP at any time prior to the execution of a written contract without incurring liability to the Village of New Denver, if in its sole determination; its best interest would be served by doing so.

3.12 Proposal Format

To allow for a better understanding of your quote and to avoid confusion between the parties, we request that the Supplier follow the order of information as requested in Section 6. A specific proposal format is not required, but we request that all of the items in Section 5 are clearly addressed in your response.

3.13 Pricing

All fee schedule types will be considered. Suppliers are asked to break out all fees, costs and third-party costs.

4. PROJECT OVERVIEW AND OBJECTIVE

- 4.1** The Village of New Denver is accepting proposals to design the municipality's logo and develop the brand/style guide. The Village of New Denver is seeking the creation of a new logo / visual identity that captures the values and mission of the Village and is distinctive and memorable. This logo will be incorporated into a revamped website, and other possible future web presence that the Village may have. It will also be used on letterhead, business cards, brochures, banners, and other print materials as needed. It is expected that the development of the new logo will evolve as part of a conversation with staff and council. A 'creative strategy' or brand document will be produced capturing how the existing mission, values and priorities of the Village of New Denver are reflected in the proposed logo.

5. PROJECT SCOPE, BUSINESS/TECHNICAL REQUIREMENTS

We are relying on the Supplier to propose a design process for our consideration. We request an explanation of Supplier's design process and methodology and how it relates to this project.

5.1 Visual Identity

The Village of New Denver will not negotiate contract terms upon selection. The terms of selection/hiring are to be subjected to the following terms. All contracts are subject to review by the Village of New Denver, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Design scope to include:

- Creation of 3-5 black and white logo designs for client review and selection.
- Two rounds of refinement on the original selection.
- Creation of 3-5 color versions for client review.

Upon client sign-off of logo, the following permanent electronic files will be provided to us:

- Image Files: JPEGs and PNGs
- Vector Files: AI, EPS, PDF (editable), and SVG
- Final logo should be available in full colour, inverse, black, and white.
- Image sizes: large (1920×1080), medium and small.
- All fonts used
- Logo package guide.
- to include colour palette: RGB (web) and CMYK (print).

5.2 **TIMELINE**

- Submissions will be accepted until 4:00 p.m. on Friday, November 19, 2021
- The Village of New Denver will make final hiring decisions no later than December 14, 2021
- Designer will be expected to meet with the Village of New Denver for first consultation the first week of January.

6. PROPOSAL FORMAT

6.1 **Outline**

We are expecting the Supplier to demonstrate their knowledge and presentation skills by creatively responding to this RFP. The elements that we would like to see included are:

1. Firm profile and history (including awards, accolades, or other industry recognition.)
2. List of key personnel dedicated to project and their qualifications (if including resumes, please append to end of document.)
3. Examples of relevant project work and design style, including past performance
4. Responses to Section 5 in narrative, list or project plan format; include attention to discovery and requirements tracking methodology, quality assurance, training, plus communication plan.
5. Proposed schedule with deliverables and milestones, including phased approach if recommended
6. Cost estimate, including ongoing maintenance retainer or hourly rate
7. 3 client references – 2 current and 1 former
8. Additional information (press, marketing materials, testimonials, etc.)

6.2 **Expected Timeline**

The Village of New Denver anticipates the following schedule for the RFQ process:

November 1 - release of RFQ

November 19 – proposals due by 4 p.m.

November 22-December 7 – review proposals, interview selected respondents, and make recommendation to Council

December 14 – Council will award tender

December 15– winning vendor notified

Estimated deliverable date will be negotiated for the beginning of February.

Proposals are due by **November 19, 2021**. Proposals received after that time will not be considered.

Thank you for your time, effort, and interest in our project.