



Request for Proposal Branding & Logo Development Services

August 2, 2017

The Estero Chamber of Commerce (ECC) is pleased to invite interested regional firms to submit a formal proposal for branding and logo design services. This solicitation will require the successful respondent to design updated logos that will include brand guidelines, and additional related materials as outlined in this Request for Proposal (RFP).

This document contains a creative brief and RFP instructions, ECC background and history, project deliverables, and a timeline of the proposal process.

The Board of Directors reserves the right to cancel any and all solicitations and to accept or reject in whole or in part any and all proposals when it is in the best interest of the Estero Chamber of Commerce.

Thank you,

Lyne Graczyk

Lyne Graczyk, Executive Director
Estero Chamber of Commerce

Creative Brief & RFP Instructions

PURPOSE

The purpose is to redesign a new logo that represents the Estero Chamber of Commerce brand along with a variation of the logo to identify the Young Professionals group which is a sub-brand to the chamber logo. A secondary project is to design a 20-year anniversary graphic as a separate element not conflicting but complementary to the Estero Chamber of Commerce logo. The chamber seeks to establish a visual identity that is more relevant, meaningful and sustainable which better reflects the brand and the unique Estero sense of place.

We seek a regional firm located within the Naples, Bonita Springs, Estero or Fort Myers area with a proven track record for creative excellence in brand development and execution to create and integrate a brand identity that represents ECC's existing mission, vision and objectives, and supports ECC's strategy to increase membership and membership retention.

ESTERO CHAMBER OF COMMERCE BACKGROUND & HISTORY

The Estero Chamber of Commerce will be celebrating their 20th year in 2018. The organization serves the businesses and the community of the Greater Estero area. The scope of what the organization does is reflected in their recently redefined Mission, Vision, Values and Goals and Objectives.

Mission: The Estero Chamber of Commerce promotes economic growth and business development in the Greater Estero area.

Vision: Advocate, Communicate, Educate, Support Values:

Building Relationships

- Adaptability
- Collaboration
- Cultural Diversity
- Results Oriented
- Advocate for continuous improvement
- Attack goals with vigorous pursuit
- Efficiency
- Innovation
- Member driven
- Productivity
- Well-defined goals
- High Ethical Standards
- Accountability
- Fiscal Responsibility
- Do things right / Do the right things
- Integrity
- Respect

Knowledge of Chamber Business

- Entrepreneurial
- Relevant subject matter
- Experts
- Technology driven

Goals & Objectives

- Economic Development - Become a center of information to our existing businesses and assist new businesses with relocation and business opportunity information.
- Community Development - Strengthen community involvement and decision-making that supports growth and improves quality of life

for all residents of the Village of Estero and Lee County.

- Talent Development and Retention - Participate and/or provide programs to develop, attract and retain a highly qualified, well-trained workforce capable of meeting the region's workforce needs in order to sustain continued economic growth and prosperity and enhance quality of life for the Village of Estero and Lee County.
- Membership Growth - Attract new members and increase existing members' involvement in the Chamber by providing programs, services and benefits that are valued by members.
- Financial Sustainability - Ensure the future sustainability of the chamber as a result of conservative, realistic yet optimistic budgeting; addressing an effective return on member's investment; analyzing historical data and aggressively capturing new income streams for the chamber's programs.

TARGET AUDIENCE

Business:

- Existing Estero Chamber member businesses
- Potential/Future Estero Chamber member business owners, leaders and employees

Community:

- Local members of the community
- Visitors to the area who rely on the Chamber for information and demographics.

Demographics:

- Both men and women where age, ethnicity, social status, education and income vary widely. Geography of the main business target audiences ranges from Naples to Cape Coral. Geography of the community target audience regarding visitors varies widely since our visitors come from many locations in the United States and abroad. Local community is primarily the general Estero area.

WHAT DO AUDIENCES CURRENTLY THINK ABOUT OUR LOGO: The current logo is perceived as dated, old and not relevant to today which reflects poorly on the organization. We are seen as the “old” chamber.

WHAT DO WE WANT AUDIENCES TO THINK ABOUT OUR LOGO: We want to be seen as contemporary and attractive to our established members, new and existing businesses, as well as the community. We want to be seen as innovative, progressive and collaborative.

COMPETITION: The Estero Chamber of Commerce competes for memberships with other chambers in the area although there are many businesses who are members of multiple chambers. Our new visual identity should be unique and ownable without creating confusion with other chambers, groups, businesses or organizations.

BRAND PERSONALITY: We create a positive environment for business and for our members. We champion our members’ unique talents, services and products. We welcome everyone’s perspective. We are willing to try new things.

tone: Inviting, Trustworthy, Progressive, Reliable, Pro-business and Pro-community

SCOPE OF PROJECT

CREATIVE PARAMETERS: The new logo design should be contemporary without being trendy and should be reflective of the mission of the Estero Chamber of Commerce. The new visual identity should convey that the chamber is a vibrant impactful and forward-looking organization. Colors should be fresh and enduring. The final design should be easily reproduced in multiple colors, a single color as well as B&W. Logo should be scalable and legible in a wide range of sizes and formats.

MEDIUMS FOR USE: The new logo design should reproduce accurately and consistently in 4-color process, Pantone colors and black and white printing processes, both digital and traditional press processes. The logo should also be represented accurately and consistently in all web, social and online applications. It should be easily reproduced in silk screening and embroidery.

BRANDING STANDARDS: A detailed document should accompany the new logo which outlines the uses of the logo, fonts, colors in multiple models including: CMYK, RGB, Pantone and HSB, tone of photography, examples of stationery, templates for print ads, uses in social media, etc.

MANDATORY ELEMENTS FOR NEW CHAMBER LOGO AND YOUNG

PROFESSIONALS: The text “Estero Chamber of Commerce” is the only requirement. The text “Young Professionals” should be included in some fashion as a sub-brand to the new chamber logo

MANDATORY ELEMENTS FOR 20TH ANNIVERSARY GRAPHIC: “Celebrating 20 Years” or similar language. This graphic will be used in context with the Estero Chamber of Commerce logo on the website and in 2018 print materials so it may not require the Estero Chamber of Commerce text included in the design but that is an option.

PROJECT DELIVERABLES:

- Approved logo root and supporting files (name and symbol) in full color and black and white:
 - ECC Main Logo
 - Variation of ECC logo to include Young Professionals logo. Chamber logo should also have an option for inclusion of “Young Professionals” text as a sub-brand to the Estero Chamber of Commerce logo but not a separate logo.
 - 20-year anniversary graphic. 20th Anniversary graphic consistent and complementary in style and color with new chamber logo.

- Color palette (primary and secondary if suggested)
- Typeface/fonts
- Rationale for logo selection
- Recommended tagline (optional)
- Working, root files/templates of letterhead, business cards, print ads, cover images for social media, etc.
- Design layout concept for the front cover of *Estero Magazine*, ECC’s annual publication.
- A visual identity standards manual/style guide that governs the use of the identity across print, outdoor signage, and digital mediums.
- All final root and supporting graphic files provided are supported by the latest version of Adobe Creative Suite. All additional written documentation provided are supported by the latest MS Office Word version file formats.
- All final approved files, concepts and documentation are **due to the Estero Chamber of Commerce by October 25th, 2017.**
- All final approved files, concepts and documentation belong solely to Estero Chamber of Commerce upon final delivery with permission granted

- to selected vendor to show in vendor portfolio.
- The selected vendor will also benefit from promotional opportunities with the Estero Chamber of Commerce upon delivery of final files.

PROPOSAL STRUCTURE

- Provide a brief description of your company's structure and capabilities, including relevant experience and examples within the last three years.
 - List all services relevant to this project provided in-house and those provided by outside consultants.
- Describe in detail your approach and process for logo development.
- Submit a detailed project schedule, which includes dates, critical milestones and all associated fees with the project end date as October 15th, 2017.
- Supply at least three references from companies/organizations that have used your professional services for logo development and brand identity. Please include contact name, address, telephone, and email address.
- Questions regarding this RFP should be directed via email to:
 - Bill Oberman, Board Member & Marketing Committee Chair
EsteroChamberMarketing@gmail.com. **Questions will be accepted through August 28, 2017. All questions and answers will be posted online to EsteroChamber.org/BrandingRFP as they are received.**

SUBMITTAL INSTRUCTIONS

Notice of Intent to Submit and final proposals should be submitted in **PDF format via email** to: Bill Oberman, Board Member & Marketing Committee Chair, EsteroChamberMarketing@gmail.com.

PROPOSED TIMELINE

- RFP Issued – August 1st, 2017
- *Notice of Intent to Submit* due by August 14th, 2017
- Questions accepted from August 1st through August 27th
- Electronic proposals due to ECC – August 28th, 2017
- Finalists chosen with invitation to make oral presentation – Sept 7th, 2017
- Oral presentations - September 11th- 15th, 2017
- Final selection review - September 15th-18th, 2017
- Winning vendor notification – September 19th, 2017
- Project Completion – October 28th, 2017

PROPOSAL EVALUATION

Proposals will be evaluated based upon the following criterion and structure:

- Responsiveness and Resources available for the work scope and program needs (20%)
- Demonstrated experience and expertise in similar projects (30%)
- Personnel assigned: bios, qualifications (20%)
- Cost Effectiveness (30%)

Thank you for your interest in the Estero Chamber of Commerce.