

# Request for Proposal: Visual Identity Update

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**SUBMISSION DEADLINE: June 15th, 5:00**

# REQUEST FOR PROPOSAL

## Downtown Grimsby BIA Visual Identity Update

### ***Introduction***

The Downtown Grimsby Business Improvement Area (BIA) is seeking proposals for a comprehensive visual identity update project. This initiative aims to modernize and enhance our identity, reflecting our community's growth and future ambitions. The project's deliverables include a revitalized visual identity, a compelling positioning statement, a succinct tagline, consistent branding across all platforms, and the development and application of supporting visual elements.

### ***Audience/Stakeholders***

Our membership spans the entirety of the Downtown Grimsby Business Improvement Area, encapsulating a diverse array of property owners, merchants, restaurants, and service-based enterprises. From niche boutiques to well-known franchise chains, our members are united by a singular ambition: to attract an increased flow of tourists and business activity to Downtown Grimsby, bolstering the area's economic vitality.

While detailed research is pending, anecdotal evidence highlights our target demographic as predominantly individuals and families aged 30 to 60, with specific interest groups including:

- Urban professionals working in Downtown Grimsby, who are potential patrons for daytime shopping, evening dining, or attending local events.
- Suburban residents are drawn to the downtown area for its unique dining experiences and cultural events.
- Families seeking engaging, community-focused events that offer diverse experiences for all ages.
- Dedicated shoppers loyal to the distinct and varied retail offerings found only in Downtown Grimsby.
- Tourists exploring the area are likely to visit restaurants and spontaneously shop in nearby stores, contributing to the local economy.

### ***Schedule of Events***

- RFP Issue Date: April 15<sup>th</sup>, 2024
- Proposal Submission Deadline: June 15<sup>th</sup>, 2024

### ***Scope of Services***

The selected agency will partner with the BIA to implement a visual identity update strategy that encompasses:

- Reflecting Downtown Grimsby's unique attributes and aspirations.
- Enhancing our leadership role within the community and broader region.
- Promoting economic and sustainable growth.
- Amplifying our advocacy for members and the community.

### ***Detailed Deliverables***

1. Brand Strategy and Identity Development
  - Comprehensive brand guidelines detailing usage, tone, voice, and visual elements.
  - Visual identity, including logo, colour palette, typography, and other graphic elements.
2. Digital and Print Collateral
  - Design templates for digital platforms (email and newsletters).
  - Print collateral designs (presentation templates, brochures, stationery, business cards, promotional materials, letterhead, envelopes, etc.).
  - Outdoor Pole Banners
  - Social Media GDBIA icons, animation logo for video
3. File Formats and Brand Guide
  - Digital assets are available in various formats (AI, PNG, JPEG, PDF) for web and print use.
  - A detailed brand guide that includes guidelines on logo usage, color palette, typography, imagery, and application across different media.
4. Implementation Plan
  - Strategy for rolling out the new brand identity across all touchpoints.
  - Templates and designs for key marketing and operational collateral.

### ***Submission Requirements***

Specifications:

- Vendor Details/Specifications
- Detailed budget and any additional service fees.
- Project timeline and description of process and deliverables.
- Demonstrated experience in brand development and design with portfolio of previous branding projects.
- Letter of interest including primary contact information.
- Profile of key personnel, including hourly fees.
- Company profile and a minimum of three client references.
- Portfolio samples.
- Total maximum budget: [Insert Budget], exclusive of taxes.
- Timeline for project completion: [Insert Completion Date].
- Proposals acceptance deadline: [Insert Deadline].

### ***Contract Terms and Submission Details***

This is a competitive process open anyone. A paper copy of this RFP is available upon request. Proposals must be submitted as a pdf sent in an e-mail to:  
Amanda MacDonald @ Amanda@grimsbydowntown.com

The deadline for submissions will be June 15th, 2024, at 5 PM.

An electronic copy of the proposal in PDF format must be submitted prior to the deadline to: Amanda@grimsbydowntown.com. The subject line of the electronic submission must read “Visual Identity Update RFP Submission”

If a vendor has questions in regards to the proposal, we ask that you please submit your questions via email: [Amanda@grimsbydowntown.com](mailto:Amanda@grimsbydowntown.com). All questions and answers will be provided to all companies that have expressed interest in the RFP within two days of the proposal deadline.

The price you quote should be all-inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of their nature. Please quote HST separately.

Those parties interested in submitting a proposal are advised that this project will be awarded to the vendor who offers the best overall proposal and not necessarily to the proposal with the lowest price. The BIA will negotiate contract terms upon selecting the successful vendor. All contracts are subject to review by the BIA and approval by the Board of Directors. The project will be awarded upon signing an agreement or contract outlining terms, scope, budget, penalties for non-performance (including but not limited to failure to meet deadlines), and other necessary items. The BIA reserves the right to add, modify or delete proposal requirements or terminate the competitive process without awarding this project to a vendor. The decision of the BIA is final and cannot be appealed.

Site Ownership: All content, coding, and graphics will become the sole property of the BIA