

REQUEST FOR PROPOSALS

TOWN OF ARBORG

TOWN LOGO REDESIGN

Prepared by

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TOWN OF ARBORG
Request for Proposal – Town Logo Redesign

INVITATION FOR PROPOSALS

The Town of Arborg is seeking proposals from qualified graphic designers to redesign the Town logo. This logo will be used across a variety of platforms, including digital media, print materials, signage, and official documents. The goal of this project is to create a modern, distinctive, and meaningful logo that accurately represents the character and values of the community.

The final design will be selected through a public vote facilitated by the Town. The designer will be expected to collaborate with the Town's Logo Committee to finalize the concept and ensure that the new logo aligns with the community's identity.

Deadline for proposal submission is 4:30 p.m. on Friday, February 14th, 2025.

Town of Arborg
PO Box 159, 337 River Road
Arborg, MB R0C 0A0
Attention: Breanna Trudeau, EDO

The Town of Arborg reserves the right to reject any or all proposals, to waive irregularities and informalities therein, and to award the bid in the best interest of the Town of Arborg in its sole discretion. Lowest proposal may not be accepted.

**TOWN OF ARBORG
REQUEST FOR PROPOSALS
Town Logo Redesign
INSTRUCTION TO BIDDERS**

- **Submission Conditions**

Each bid must be submitted in a sealed envelope to:

Town of Arborg
PO Box 159, 337 River Road
Arborg, MB R0C 0A0
Attention: Breanna Trudeau, EDO

The outside of each envelope must be clearly labeled, “**RFP 2025-01 – Town Logo Redesign, submitted by _____**”.

The Town of Arborg assumes no responsibility for Proposals submitted through Canada Post. All Proposals must be received at the Town office no later than the time stipulated on the bid. No consideration shall be given for delays in the delivery of the mail.

- **Electronic of Fax Submission**

Proposals must be submitted on the forms provided, signed and with all required entries made in ink, and can be submitted electronically or faxed to include “**RFP 2025-01 – Town Logo Redesign**” in the subject line. Email to edo@townofarborg.com or faxed to 1-204-376-5379. All submissions must be time stamped no later than the time stipulated on the Bid. The Town will keep all information confidential until the time of bid opening.

- **Enquiries**

All enquiries shall be received at least seven (7) calendar days prior to the Submission Deadline. Enquiries received after this date may not be responded to.

Any enquiries shall be directed to:
Breanna Trudeau
Economic Development Officer
Phone: (204) 376-2647
Email: edo@townofarborg.com

- **Proposals Close**

Proposals close at **4:30 P.M., Friday, February 14th, 2025**. Late submissions will not be accepted.

- **Withdrawal of Proposals**

Proposals may be withdrawn without penalty at any time prior to the time set for the closing of Proposals provided that written notice of such withdrawal is provided to the Town in the manner specified above. Bidders who withdraw their Proposals after the time set for closing of Proposals may be liable to the Town for breach of contract.

- **Opening Proposals**

Proposals shall not be opened publicly. Bidders are welcome to attend the meeting of Economic Development Committee on February 18th, 2025 at which the contract will be awarded. Please contact the Economic Development Officer for details of meeting.

- **Acceptance of Proposals**

The Town reserves the right to reject any or all Proposals, to waive irregularities and informalities at his discretion and to accept the bid which the Town deems to be in its best interest. The lowest bid will not necessarily be accepted.

The Town will endeavor to notify bidders of results within ten (10) days of the date on which they are opened.

- **Timeline**

Project Timeline:

- **Proposal Submission Deadline:** Friday, February 14th, 2025
- **Design Selection and Award:** Wednesday, February 18th, 2025
- **Concept Development Period:** Tuesday, February 25th, 2025 to Tuesday, March 18th, 2025
- **Logo Concepts Due:** Wednesday, March 19th, 2025
- **Public Voting:** Monday, March 24, 2025 to Monday, March 31, 2025
- **Final Deliverables Due:** Monday, April 7, 2025

- **Scope of Work**

The selected designer will be responsible for:

1. **Consultation:**

- a. Participating in meetings with the Town's Logo Committee to understand the community's values, vision, and preferences.
- b. Gathering input and feedback to ensure the final logo concept aligns with the Town's identity.

2. **Concept Development:**

- a. Presenting four (4) initial logo concepts for review by the Logo

Committee.

- b. The concepts should reflect different creative directions, with explanations of the design choices.
- c. The final design will be selected based on feedback from the committee and public vote.

3. Revisions:

- a. Based on committee feedback, the designer will make necessary adjustments to the selected concept, ensuring that the logo meets the community's expectations.

4. Final Deliverables:

- a. The final logo in multiple formats, including but not limited to vector (AI, EPS), PNG, and JPG.
- b. Full color, black-and-white, and transparent background versions.
- c. A style guide or usage guidelines for the logo, specifying color codes, typography, and appropriate usage.

- **Proposal Requirements**

To be considered for this project, designers must submit the following:

1. Cover Letter:

- a. Introduce yourself/your firm and express your interest in the project.

2. Portfolio:

- a. Provide samples of previous logo designs or similar work demonstrating your ability to create impactful and visually appealing logos. Include explanations for the design choices made in each sample.

3. Approach and Process:

- a. Briefly describe your approach to the design process, including how you would engage with the Town's Logo Committee and incorporate community feedback.
- b. Detail the steps you would take to develop the four initial logo concepts and finalize the design.

4. Timeline:

- a. A proposed timeline outlining key milestones and deliverables.

5. **Budget Breakdown:**

- a. A detailed cost proposal, including hours estimated for consultations, concept development, revisions, and final deliverables.

6. **References:**

- a. Provide at least two references from previous clients or projects that can speak to your work and your ability to meet deadlines and expectations.