



(IEDA) IDAHO ECONOMIC DEVELOPMENT ASSOCIATION

REQUEST FOR PROPOSAL

FOR: Logo Design & Style Guide Development

The Idaho Economic Development Association (IEDA) desires to establish a new logo to be utilized in marketing and building a stronger awareness of the association. IEDA is seeking a creative qualified freelance graphic designer, design firm, or agency to create a strong graphic logo and color scheme, to include recommended font styles for any text used within the logo.

IDAHO ECONOMIC DEVELOPMENT ASSOCIATION (IEDA)

**REQUEST FOR PROPOSAL (RFP)
LOGO DESIGN AND STYLE GUIDE DEVELOPMENT**

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Proposals Due by July 18, 2019 at 4:00 p.m. MST.

ABOUT IEDA

THE IDAHO ECONOMIC DEVELOPMENT ASSOCIATION (IEDA) brings together economic development professionals, development organizations, utility companies, private industry, elected officials, and various other partners from across the state of Idaho.

IEDA is a state-wide organization supporting community and economic developers who are dedicated to strengthening Idaho's economic prosperity. Our members come from a broad diversity of geographic and professional backgrounds. Taken as a whole, our membership provides a broad depth of knowledge and experience to communities, businesses, and organizations across the state and regionally.

IEDA's mission is to enhance and elevate the practice of economic development in Idaho to promote sustainable business growth, and strengthen communities through education, networking and advocacy."

PROJECT OVERVIEW

The Idaho Economic Development Association (IEDA) desires to establish a new logo to be utilized in marketing and building a stronger awareness of the association. IEDA is seeking a creative qualified freelance graphic designer, design firm, or agency to create a strong graphic logo and color scheme, to include recommended font styles for any text used within the logo.

Therefore, we seek the creation of a new logo that will encapsulate who we are and what we represent as an organization. Proposed taglines could be suggested as part of the logo design but is not a requirement of this RFP. In addition, next year marks the 20-year anniversary of the organization. As such, IEDA would ask that an additional format of the logo would be provided that provides for a "20 Year Anniversary" option incorporated within.

IEDA will retain copyrights to all images, logos, style guides, designs, colortreatments, fonts and templates created by the designer and/or firm.

SCOPE OF WORK

The scope of the project will extend from concept to completion. Design scope to include:

Final Logo Files:

- Provide high resolution (600 dpi min) AI and EPS file format layered images of the final approved logos as well as flattened jpeg, png and pdf formats of the final approved logo.
- Full color version on white background
- Full color version on dark background
- Full color version with transparent background
- Grayscale version with transparent background
- Black and white versions with transparent backgrounds

Logo Usage Guidelines Document

A set of standards for the design of documents, signage, and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

- Approved color palette (CMYK, RGB, grayscale)
- Examples of correct usage of the logo
- Sizing guidelines
- Guidelines and examples of the clear zone
- Examples of incorrect usage (color, size, proportion, background, etc.)
- Font recommendations

Projected Schedule

Designer to provide a minimum of two (2) logo and two (2) Style Guide design concepts with an additional option for the 20-Year Anniversary. Such concepts shall be provided within fifteen (15) working days after contract award for review and selection of committee and before proceeding. Final logo development and brand identity should be completed within three (3) to four (4) months.

Design Development Phase

The ideal logo should include but not be limited to the following design aspects:

- Initial logo concepts should include designs that reflect IEDA's vision and brand strategy
- Have visual impact and high design integrity
- Work in a variety of media
- Work well and have ability to be reproduced at various sizes – large and small
- Have the ability to incorporate a tagline if desired
- Reproduce well from vector-based files
- Have an additional option for the 20-Year Anniversary

Design Style:

Look and feel should incorporate sophistication and professionalism and be well designed visually. Without sounding contradictory it needs to obtain the attention of a wide spectrum of variables:

- Stylish but not trendy
- Needs to be ageless and timeless (in 20 years recognizable and established but not outdated)
- A sense of classic with a twist of originality to stand out and be memorable

Target Audience

- IEDA Members & Prospective Members
 - Businesses within the State of Idaho (private industry)
 - Non-Profit Organization
 - Service Providers
 - Utility Providers
 - Elected Officials
 - College & University Students

- College & University Staff
 - Cities & Counties
 - Economic Development Professionals
 - Economic Development Organizations & Urban Renewal Agencies
 - Planners
 - State Agencies (Dept. of Commerce, Dept. of Labor)
 - Partner Agencies (Workforce Development, Staffing Agencies)
- Potential Sponsorships – private and corporate Community Partners
 - Other non-profits seeking opportunities for partnerships

Contractor Responsibility

Present IEDA with a professional, sophisticated and recognizable brand identity centered around the use of a distinctive logo. All forms of communication whether official or informal, printed or online, should maintain a consistent, uniform, professional looking brand identity to represent IEDA.

BUDGET

Please be mindful that IEDA is a financially conservative, non-profit organization supported entirely through sponsorships and memberships.

All work performed under this contract will be subject to approval of the executive board of directors. Additional design work/production beyond those items outlined above is subject to additional negotiation/compensation.

CONTRACT TERMS

IEDA will negotiate contract terms upon selection. The terms of selection/award are to be subjected to the following terms. All contracts are subject to review by the IEDA Board of Directors and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated, and an award made to the most responsible, responsive proposer submitting the proposal most advantageous to IEDA. IEDA reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of the Association.

The proposal shall include the following information:

- Proof of qualifications:
- Resume of your experience and qualifications
- Two (2) client recommendations
- A list of staff/subcontractors that will likely be part of the development team
- Two (2) examples of your style sheet design work
- Three (3) examples of your logo design work
- Written explanation of one logo design sample and/or how you derived design from concept to end product.
- Your Idaho Tax ID Number

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the

proposal. In addition, if the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address and EIN of the sub-contractor.

All proposals should be bound in one singular folder (binder or spiral).

REVIEW CRITERIA

Proposals will be reviewed by the IEDA marketing committee based on the following review criteria:

Skills/Creativity:

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should also be able to document/demonstrate the full scope of the various services your firm provides.

Resources/Capability:

Please demonstrate through a brochure or other document your business experience, staff skills and experience, clients serviced, projects of note, technical skills, project management methodology, and ability to meet milestones.

References/Referrals:

Please provide a resume of your experience and qualifications. Please provide two client recommendations.

Pricing Structure/Rates:

Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement, and any additional services that could be offered.

SUBMISSION OF PROPSAL

All proposals must be received by IEDA no later than the date and time specified. Proposals may be hand delivered, mailed or emailed to:

Robin Collins
IEDA Marketing Committee Co-Chair
C/O City of Eagle
660 E. Civic Lane
P.O. Box 1520
Eagle, ID 83616
rcollins@cityofeagle.org
(208) 489-8755

Proposals send by mail or delivery should be clearly labeled on the outside indicating it is in response to the RFP – IEDA Identity Logo and Design Services, Attn: Robin Collins. **Submittals will be accepted until 4:00 PM on Thursday, July 18, 2019. Proposals received after the deadline will not be accepted.** Proposals submitted by facsimile will not be accepted.

Proposals sent by email should be followed up by a phone call notifying that an email has been sent. This will ensure that such email does not get stuck in a spam filter.

If you have questions regarding this solicitation, please contact Robin Collins at 208-489-8755 or by e-mail at rcollins@cityofeagle.org.