



## **PEP**

### **REQUEST FOR PROPOSAL**

#### **LOGO DESIGN SERVICES**

##### **Introduction**

Powell Economic Partnership, Inc. (PEP) is seeking graphic design services to complete a cohesive image for its three distinct brands, PEP, Powell Valley Chamber of Commerce (Chamber) and the Powell Visitor Center (Visitor Center). The existing PEP logo is the project foundation as only minor design modifications are anticipated to bring all three logos in line. The Chamber logo has not been updated for nearly 20 years and the Powell Visitor Center has no logo or branding at this time. The three logos must meet the needs of all stakeholders in the community and beyond, must work together, and must also stand alone. The project award will be made by Wednesday, September 7, 2017 and all work must be completed by Tuesday, September 26, 2017. There is a small working committee of community stakeholders to assist in the consultation and recommendation process.

##### **Background**

PEP is the leading economic development organization for the City of Powell. Its mission is to lead the business community and government to create wealth, jobs and improve the quality of life consistent with the culture and environment of the Powell Valley for the benefit of all citizens. PEP focuses primarily on the business development needs of the community, prioritizing the business projects associated with bringing new dollars to the community. Recognizing that economic and business development does not happen in a bubble, PEP has established strong relationships with its community partners including the City, hospital, college, school district and Chamber.

The Chamber is the local chamber of commerce office, serving its business membership with a variety of community and business services. Historically the Chamber has housed a Visitor Center as an ancillary function. With a recent vacancy in the directorship of the chamber, the Chamber and PEP boards collaborated on community outreach this past winter to understand the priorities of their constituents. The results clearly defined distinct roles for economic and community development for Powell: business development and marketing/promotions of Powell to local residence and national visitors. As a result of this outreach, the PEP and Chamber Boards decided to consolidate services under one umbrella.

The Powell Visitor Center serves national and international visitors traveling throughout Wyoming and to Yellowstone National Park. The current demographic of visitors are retirees, couples, and families on vacation. We also serve visitors planning a vacation or relocating to Powell that include: retirees, Northwest College students or parents, and workforce.

The City of Powell is located in the northwest corner of Wyoming, 75 miles east of Yellowstone National Park and 98 miles south of Billings, Montana. Lying between the Big Horn Mountains on the east and the Absaroka Range on the west, clear blue skies, clean air, a temperate climate, and abundant sunshine make the Powell Valley a wonderfully refreshing place to live. The city is recognized as a progressive community and was designated an All-America City in 1994. A small town atmosphere, quality of life, traditional values, a can-do spirit, and friendly people are a way of life in the Powell community.

Powell has a diverse commercial, industrial, educational, and agricultural/ranching based economy with dedicated, hard-working people with strong work ethic. Superior educational opportunities abound with excellent schools and an outstanding two-year college. Top rate health care facilities, recreational opportunities, retirement living, cultural events, shopping, dining, and modern community and public services all provide for a high quality of life for its residents.

### **Scope of Services**

1. Visitor Center Logo/Brand – PEP is seeking the development of a logo/brand for the Visitor Center. It currently does not have a unique identity. Initial research and background regarding personas has been conducted. Additionally the assets and attractions of the community have been compiled and described recently in the 2014 Powell Economic Development Strategic Plan. It should “match” the PEP logos and Chamber’s redesign.
2. Chamber Logo Re-design – PEP is seeking to redesign or update this logo that is approximately 20 years old. This must match the Visitor Center and PEP logos.
3. PEP Logo Update – This logo should not undergo any major changes and should just be updated so that all logos match when used together.

### **Design Requirements**

1. **All 3 logos delivered in Vector and Raster file types (.esp, or .svg, .png, and .jpg)**
2. **All 3 logos in horizontal and vertical designs**
3. **Provide color palette in web hex, RGB, and PMS Pantone Swatch**
4. **Fonts to be provided will be approved for web and print.**
5. **Style Guide**
6. **Business card templates including all 3 logos**

### **Submittal Requirements**

The purpose of this document is to request interested firms to submit a proposal that responds to the items listed in the scope of services. Proposals should be concise and address each item in the scope of services noted. The total budget for the proposal should include a breakdown of costs associated with

each item listed in the scope of services. Additional services relevant to the scope of services may be included. Based on your firm's experience, we are anticipating the price of the proposals to be in the range of \$2,000-\$4,000.

Please also address or provide:

- An overview of the organization and any information appropriate to provide a general understanding of the firm;
- Identify the individual(s) that will be the main point of contact for PEP, indicating their title, brief resume or bio and relevant experience;
- Discuss any experience with re-branding or logo creation for similar organizations;
- Provide examples of past work representing re-branding and logo creation;
- Provide a draft engagement letter or contract document for the services proposed;
- Two references.

If you require additional information regarding this RFP, please submit your questions electronically before August 30, 2017 to [christine.bekes@pepinc.org](mailto:christine.bekes@pepinc.org) with a copy sent to [info@powellchamber.org](mailto:info@powellchamber.org).

#### **Evaluation Criteria**

PEP will evaluate timely-submitted proposals that provide the best services and cost. Firms will be evaluated on the following criteria:

- Relevant experience
- Quality and experience of the individual(s) assigned to the project
- References
- Fee structure

#### **Selection Process**

The final decision to select a firm will be made by end of day, September 6, 2017.

#### **PROPOSAL SUBMISSION**

All proposals must be received electronically by 5:00 p.m. Friday, September 1, 2017. They may be submitted to: [christine.bekes@pepinc.org](mailto:christine.bekes@pepinc.org) with a copy sent to [info@powellchamber.org](mailto:info@powellchamber.org).