

## REQUEST FOR PROPOSALS

### LOGO DEVELOPMENT FOR THE 2019 INTERNATIONAL PLOWING MATCH AND RURAL EXPO (IPM)

#### ABOUT THE 2019 INTERNATIONAL PLOWING MATCH AND RURAL EXPO

The International Plowing Match and Rural Expo (IPM) will be held in West Nipissing in 2019, in the community of Verner. This event has a long history and the 100th match is being celebrated in 2017. The event attracts upwards of 80,000 people and 600 vendors/exhibitors each year. For more information, please visit [www.plowingmatch.org](http://www.plowingmatch.org).

#### REQUEST FOR PROPOSALS

The Municipality of West Nipissing, in partnership with the 2019 IPM Executive Committee, is accepting proposals to design a logo for the 2019 IPM. A key component of this project is understanding the IPM, the region and the Municipality of West Nipissing to create a logo that will best represent the 2019 IPM. The logo will be used on a variety of print and electronic materials.

#### SCOPE OF WORK

The scope of work will extend from concept to completion. Deliverables include:

- Logo (in multiple high resolution print quality formats, including, but not limited to: EPS, AI, JPEG, PNG and TIFF)
- Designer to provide color treatments (color palettes for the logo design in RGB, CMYK and PMS Pantone Swatch) and approved fonts (for print and web)
- Designer to provide 3-5 concepts for review by 2019 IPM Logo Committee
- Designer to provide up to 3 rounds of revisions of concepts by the 2019 IPM Logo Committee
- Designer to be available for brand consultation for up to 12 months after approval of logo design (meaning responding to questions of usage or clarification on style guide)



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## *TIMELINE*

Proposals will be accepted before 4:30 p.m. on Monday, September 11<sup>th</sup>, 2017.

The 2019 IPM Logo Committee will select designer/firm before Friday, September 15<sup>th</sup>, 2017.

Designer will complete consultation with committee members by Friday, September 22<sup>nd</sup>, 2017.

Logo concepts by Monday, October 16<sup>th</sup>, 2017.

Final logo by Wednesday, November 1<sup>st</sup>, 2017.

## *SPECIFIC DESIGN REQUIREMENTS*

- Logo needs to work well in both full color and black & white (colors should be limited (due to printing and stitching on souvenir items))
- Must include “2019 International Plowing Match and Rural Expo” in English and “Concours international de labour et exposition rurale de 2019” in French
- Must include the tractor and plow images (in black & white) as provided by the Ontario Plowmen’s Association
- Must reflect the values and personality of the area (French, English and First Nations)
- Must reflect the values and personality of the IPM
- Any other requirement as defined by the 2019 IPM Logo Committee

## **PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be accepted before 4:30 p.m. on Monday, September 11<sup>th</sup>, 2017 at the Municipal Office (Main Office) located at 101-225 Holditch Street, Sturgeon Falls, ON, P2B 1T1. Proposals received after that time will not be considered. All proposals must be bound in one singular folder (binder or spiral) and must be in a sealed envelope. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

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 clearly listed and identified and the work they will perform must be defined.

The proposal must include the following information:

- Proof of qualifications (resume, at least three (3) client and professional references, etc.)



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- Resources/Capability – Briefly discuss your business experience, staff skills and experience, clients serviced, technical skills, project management methodology and ability to meet milestones
- All staff/subcontractors that will be part of the design of the logo
- Portfolio samples that demonstrate technical and creative execution, particularly for similar projects
- Budget breakdown (demonstration of how time/budget will be spent on various aspects of scope, design, production and consultation)

## REVIEW CRITERIA

### Skill/Creativity

Please demonstrate through the submission of portfolio sample, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects.

### Resources/Capability

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

### References/Referrals

Please provide three (3) client and professional references.

### Pricing Structure/Rates

Please demonstrate how time/budget will be spent on various aspects of project.

## CLARIFICATIONS / QUESTIONS

Enquiries, requests for explanations, interpretations or clarifications must be submitted by e-mail to [jcourchesne@westnipissing.ca](mailto:jcourchesne@westnipissing.ca), only those inquiries submitted by e-mail will be considered. E-mails submitted must include the request for proposals title and name of designer/firm. Enquiries will be received up to 12 p.m. (Noon) local time on Thursday, September 7<sup>th</sup>, 2017. Enquiries received after the date and time noted will not receive a response.



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