



Branding RFP

Introduction:

A branding campaign will help instill a sense of pride and unification for the City of Corsicana as well as create design standards for future marketing and communication material. Proposer should be able to develop a comprehensive community branding and engagement campaign, for which the goal is to clarify and standardize the image of the City of Corsicana as one, cohesive, complete, and united brand, reflective of the community it serves.

Scope of Branding Initiative

The purpose of this initiative is to differentiate Corsicana from other surrounding suburban communities and other agencies in the area by further refining and developing the City's brand, so we can clearly identify communications and materials as being officially from the City. The chosen agency shall provide The City of Corsicana with a market research study to determine the view of the City, among staff, residents, and in neighboring communities.

At present, the City struggles with lack of identity - while the City has an official logo, it is used irregularly, and other departments and programs have and continue to create and use others in communications. The City has no clearly defined voice, tone, look, or feel to clearly identify any communication materials as being officially from the City. The City also doesn't have a graphic designer on staff, so most communication staff are left to create designs from scratch, often in a short turnaround.

The new guidelines should be easily and effectively utilized across multiple graphic identity applications and communicative mediums such as signs, presentations, letterheads, departments and program reports, advertising, and social media marketing materials.

The City of Corsicana requests proposals by qualified firms to research, create, and develop an implementation plan to update and complete the City of Corsicana's brand. The City would like a proposal that exemplifies the primary goals and objectives to be achieved by the branding initiative and process:

- **Uniformity-** The brand should convey a common message and image to audiences both within and outside of the City of Corsicana.
- **Community Identity/Pride-** identify and promote what makes the City of Corsicana distinct and appealing in a regionally competitive environment for investors, businesses, visitors, and residents.
- **Community and Economic Development Promotion-** promote a healthy economy, attract private investment, new residents and young professionals, and retain key businesses. A defined message that will market the City of Corsicana locally, statewide, nationally, and internationally as a great place to live, work, play and do business; the right place for development, redevelopment, and investment; the perfect mix for a business-friendly community.
- **Endorsement-** The brand must be authentic and resonate with residents, businesses, employees, and community groups within the City of Corsicana and throughout the region in order to gain the broadest possible support for the initiatives. It must reflect the City of Corsicana as a small, but growing town.

Scope of Services

- The selected firm will serve as a consultant to the Steering Committee- This team will be composed of representatives from the City of Corsicana and community leaders.
- The selected firm will conduct the research process and/or testing of the updated brand. Include descriptions of community engagement efforts that will take place during this process.
- The selected firm will be expected to employ creative means of public engagement to ensure that all segments of the community are aware of and involved in the project.

In addition, the consultant will:

- A. Identify the key elements of the city of Corsicana identity.
- B. Analyze current efforts and existing creative elements such as logos, tag lines, and creative designs.
- C. Analyze marketing strategies of surrounding and competitors cities.
- D. Develop measures that will be used to determine if the branding effort is successful.
- E. Include a general project schedule with an estimated completion date to be determined by firm.
- Strategic Plan- The consultant will develop strategic objectives that will include implementation, management, and ongoing use of the brand to include, but not be limited to the following:
 - A. Promotion of the use of the brand among many City of Corsicana departments while maintaining brand integrity.
 - B. Maintenance and consistency of brand image, voice, and messaging while providing guidelines for use with the target audiences of the department and programs.
 - C. Recommendation of ways to articulate the brand and advise on strategies to better promote and create brand awareness, including if and when use of another logo would be appropriate for a program or initiative.
 - D. Hold an exercise with some City staff to explain what branding is, the importance of consistent branding, and the implementation plan.
- Creative/Development of Brand- The consultant will develop creative elements that may include design concepts, bar-voice chart, messages, tagline, colors, fonts, and other products to support the overall brand initiative. A minimum of three distinct creative options must be presented, based on the results of the research. The selected creative elements will be delivered with a style manual and guidelines for use in print and electronic advertising and communication as well as physical signage and branding to create a unified, recognized City presence in the community.
- Implementation Matrix- The consultant will develop an action plan for implementation of the brand in sufficient detail to allow staff to understand the approach and work plan. An Action Plan should include, but not limited to the following:
 - A. Estimated costs/budget associated with the implementation process.
 - B. Proposed timelines for the development of creative elements.
 - C. Recommended positioning logo and brand guidelines.
 - D. Implementation plans for brand identity applications and brand identity maintenance plan.
 - E. Potential funding sources.

Deliverables

- Minimum monthly reports outlining significant meetings, discussions, actions, and results.
- Qualitative and quantitative analysis of current image and positioning.
- Creation of a brand and logo style guide, with details on voice, colors, fonts, examples of logo use and positioning, guidelines on proper and improper use of the logo in general and by departments.
- Digital files of all logo and brand design elements in vector, PDF, and jpg or gif formats.
- Clear guidelines on when creating a new logo for a program or initiative is merited.
- Implementation matrix for brand identity applications and brand identity maintenance plan.
- Detailed implementation schedule based upon available research.
- Estimated costs/budget associated with the implementation process.

- Presentation of the proposed brand identity including the elements listed above.
- Final written report outlining the elements listed above.

Eligibility

- The consultant should specialize in project management, research marketing, and creative design as it relates to development of a complete community brand. To be eligible to respond to the RFP, the consultant must demonstrate that it is a firm with significant experience with community branding initiative. Priority may be given to those firms that have experience with local governments.
- The City of Corsicana desires to issue a contract to a single qualified consultant to lead the project. Consulting proposals based on a consortium approach, in which more than one firm will provide support within a consulting team, are acceptable.
- The proposals from the consultant should specialize in project management, research, marketing, and creative design as it relates to development of a community brand.

Content of Proposal

The following information should be included under the “BRANDING RFP”:

- 1. Name of proposer**
- 2. Proposer address**
- 3. Proposer telephone number**
- 4. Proposer federal tax identification number**
- 5. Name, title address, telephone number, and email address of contact person authorized to contractually obligate the Proposer on behalf of the proposer.**

Proposers should letter and number responses exactly as the questions are presented herein. Interested proposers are invited to submit proposals that contain the following information:

- 1. Introduction (transmittal letter)**
- 2. Background and Experience**
- 3. Personnel/ Professional Qualifications**
- 4. Approach**
- 5. Project Schedule**
- 6. Proposed Compensation**

Minimum Qualifications:

A minimum of three years’ experience in providing branding services for public entities.