



Lancaster Airport Authority
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TO: Design Professionals

FROM: Kimberly Huber, Marketing & Events Coordinator
Lancaster Airport Authority

RE: New Identity Project

Overview: The Lancaster Airport Authority is seeking a design firm to assist in the development of a comprehensive visual brand identity system for the Lancaster Airport.

Situation: The Lancaster Airport has maintained the same logo, and tagline for nearly 30 years, but no formal brand identity system exists. The Lancaster Airport Authority wishes to work with a local design company, or individual, to create a complete visual brand identity.

Program Deliverables: Our partner in this project should expect to provide all major components of an identity system, including a new logo/logotype, a corporate font and color family, and a modest manual which would detail the appearance of the Airport's new identity across different media and applications. The manual should include final digital files for all variations of the logo, final print files prepared for letterhead, envelopes, and business cards, plus word document templates for memos and correspondence.

Timetable: We would like to publically launch Lancaster Airport's "new look" as soon as possible.

Proposal Deliverables: If you are interested in being considered to support the Lancaster Airport Authority in this project, please forward samples of your relevant work, a preliminary outline of the scope of work as you see it, and a detailed budget and timeline which will help the Authority understand the funding and time required to bring the project to completion.

Proposal Deadline: Proposals must be received by the Lancaster Airport Authority no later than 2:00 PM Thursday, July 12, 2018.

Submit proposals in PDF format to:
Kimberly Huber
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