



## **Frequently Asked Questions**

### **Request for Proposals: Community Branding Logo Designer**

#### **Can I submit multiple documents?**

Please combine all documents/information so that your proposal can be submitted as one file, preferably a PDF.

#### **Are there colors the Chamber would like to see in the new logo?**

We have not suggested a specific color scheme, however the new logo should effectively convey the message/feel within the new community [brand positioning and slogan](#).

#### **How many professional references need to be included in the proposal?**

Please provide at least three professional references and examples of similar work that has been performed by your firm including the names, addresses, titles and telephone numbers of the person most familiar with the work.

#### **What is the overall budget for graphic design services outlined in this RFP?**

The Chamber has not set a specific budget for this project. Designers should provide a budget/cost encompassing all items in the initial scope of work and include any applicable gross receipts tax. For the additional branded marketing collateral mentioned in the continued scope of work, please provide an hourly rate inclusive of any gross receipts tax. The respondent w/ the lowest cost will receive full points, with all succeeding offers being calculated accordingly, however the portfolio section is weighted more than the budget section in attempt to prioritize the quality of the work.

#### **Will the final designer be selected before being asked to provide any work for this project?**

Yes, designers are not required to submit spec work for this proposal. Only the designer selected will provide the deliverables outlined in the scope of work.

#### **Is your current logo the one shown at the top of this RFP with the guitar neck? Is the reason for the change to refresh? Or is there any other reason (such as a merged entity, new offerings, etc.)?**

The "Clovis Rocks" brand and logo with the guitar is the Clovis/Curry County Chamber's brand, but it is not the brand for the Clovis community as a whole. We are seeking a designer to create a logo/branded materials for the new Clovis *community* brand.

#### **Will the selected designer have access to more detail and background about the community brand, if desired?**

Yes, the Chamber can provide additional information about the Clovis community brand and how/why the specific brand messaging was developed. The ideal design partner will have knowledge about the Clovis area and will feel connected to the larger goal and heart behind

the branding initiative as a whole, in order for the message to truly communicate through every design.

**In effort to better grasp the Chamber's overall goal, are there any other Chamber or City initiatives tied to this logo project that are working foster the overall goals that come with creating a new community brand?**

A third stage of this project will be our brand integration. The Clovis Action Team will come together to create an action plan that aligns with the community plans that have already been created. There's been some research done on what things the brand could do to enhance those elements of the comprehensive plan for the city, the economic development and tourism plans for the city, etc. Once the brand has been established, we start sharing with community members what the brand is and how to deliver on that brand promise. When will this branding project end? Never. The effort here is to begin creating the identity (including the logo and other branded materials) and then there will be years and years of extensive integration of the brand into the community.

**Bringing the brand to life will rely heavily on tourism marketing. Is there an alliance with the state in terms of tourism marketing/advertising that will help in this cause?**

There's a lot of opportunity, however we're currently in the phase of making sure everybody inside the community understands the brand before we do a lot of external marketing of it. That being said, it does happen and it will happen when the time comes. We are excited about Clovis having a community brand that is understood by others outside looking in, as well as people within the community.