



Informal Request for Proposal

Clovis recently completed development of a new community brand positioning. The Clovis/Curry County Chamber of Commerce (The Chamber) is seeking proposals to create a bold, fresh logo that will reflect the mindset of the brand and the spirit of the community. The logo should be unique and memorable while at the same time enabling people to gain a more positive perception about Clovis. The brand positioning, brand promise and brandline are highlighted below. The Chamber will give final approval for all work performed.

Brand Details

Brand Positioning

For those seeking opportunities to grow alongside caring and sharing neighbors, the small, agrarian town of Clovis, situated on the plains of eastern New Mexico and home to Cannon Air Force Base, comprised of diverse, friendly and inclusive people, businesses and organizations welcomes all newcomers and visitors with open arms, provides the foundation and support you need to expand your horizons so you can enjoy being part of the Clovis family and making a positive difference in your life.

Brand Promise

Welcoming all into the Clovis family, creating connections that inspire growth with endless opportunities.

Brandline

Heartfelt Connections. Endless Horizons.

This brandline should be included as a key component of the primary logo design.

Initial Scope of Work

Logo Deliverable

At least three drafted logo designs to be delivered by March 31, 2021 for review. Delivery of the final selected logo must include the following:

- a. **Colors and Fonts** - Clovis has not established a preference for color scheme or font style. However, the selected colors and fonts should align to the feeling that the brand conveys.
- b. **Grayscale/B&W** - The logo should look great both in color and in grayscale or black & white.
- c. **Thumbnail** - The logo should also look great and be readable when scaled down to a thumbnail size image
- d. **File Formats** - The logo should be available in multiple digital file formats such as Illustrator, jpeg, png, EPS, PDF, tif, etc. High resolution and low-resolution files

should be provided. The goal is to be able to easily scale the logo from large format print requirements to small web usage.

- e. **Style Guide** - A style guide is required to convey proper usage of the logo, fonts and colors.

Continued Scope of Work (after logo design)

Additional Branded Marketing Collateral

Once the logo has been designed, the Clovis/Curry County Chamber will consider hiring the awarded designer to create additional branded materials which could include print & large format collateral design (billboard design, tradeshow materials, letterhead, etc.), as well as digital and social content.

Eligibility

To be eligible to be awarded this project, the respondent must hold a bachelor's degree in graphic design, logo design or a closely-related field, or have comparable work experience. The respondent must demonstrate significant experience with design as it relates to logo development. In addition, the respondent should have proven experience designing other print and digital materials. Priority will be given to qualified designers in Clovis/Curry County, as well as respondents having experience with branding initiatives.

Chamber Timeline

- **Friday, Feb. 19** - Request for Proposal (RFP) issued
- **Monday, March 1 at 8 a.m. MT – Pre-Proposal Meeting – [Please Register!](#)**
The Chamber will hold this meeting to provide interested vendors the chance to ask questions regarding the project. It is designed to give vendors an equal opportunity to better understand the project and decide if their company is qualified to complete the work. [Click here](#) to register and receive Zoom details.
- **Sunday, March 7 at 11:59 p.m. MT** – Deadline to submit proposals
- **Friday, March 12 by 5pm MT** - Award date
- **Wednesday, March 31** – Respondent to deliver at least three drafted logo designs for review.
- **TBD** – Respondent delivers all deliverables outlined in initial scope of work.

(Proposal Outline on next page)

Proposal Outline

Respondents should include each of the following in the proposal. Proposals will be scored based on the adequacy of the proposed:

Resume	Resumes of the individuals who will perform the work outlined in this proposal, including their education/training, capabilities and experience conducting similar work.	10 points (15 if local to Clovis/Curry County)
Logo Portfolio	Please include a portfolio addressing the respondent's overall capacity to design the logo. Include examples of any logos you have created in the past – especially if they are logos for a community brand.	30 points
Portfolio of Related Experience	Please also include a portfolio addressing the respondent's overall capacity to design additional branded materials (for print, digital, etc.)	30 points
Budget	Budget should encompass 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.	10 points (The respondent w/ lowest cost will receive 10 points; points for succeeding offers will be calculated)
Provide Client References	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.	10 points
Time Frame	Please confirm you can meet the deadlines outlined in the Chamber's timeline listed above.	05 points

Submission Information

Proposals must be submitted by Sunday, March 7 at 11:59 p.m. MT. Applicants must include all of the information requested in the Proposal Outline above in *one* document/PDF. Respondent must submit one (1) electronic copy to the Chamber at pr@clovisnm.org. If the file is too large to email, please use [this online form](#) to upload your proposal. Any questions regarding this request for proposal should be directed to the Clovis/Curry County Chamber of Commerce at pr@clovisnm.org or 575-935-2114.

Review Process Overview

A selection committee will review and score all replies and detailed proposals. The selection committee will initially have only the response to this solicitation to review for selection of finalists and, therefore, it is important that the respondent highlight specific information considered pertinent to the services to be provided. Offerors may be invited to execute an oral overview of their proposal and qualifications prior to and/or after finalists are selected.

REQUIREMENTS AND AUTHORITY OF THE CLOVIS/CURRY COUNTY CHAMBER OF COMMERCE

This Request for Proposals does not obligate the Clovis/Curry County Chamber of Commerce to pay any costs incurred in the preparation of the response to this Request for Proposal or to award a contract for services. If the Clovis/Curry County Chamber of Commerce does not approve any of the initial designs, the graphic artist will provide a second iteration and revise it until the client is satisfied. The Clovis/Curry County Chamber of Commerce reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source(s), or cancel, in part or entirely, this RFP, if it is in the best interest of the Clovis/Curry County Chamber of Commerce and at the sole discretion of the Chamber. All work performed on behalf of the Clovis/Curry County Chamber of Commerce becomes the property of the Clovis/Curry County Chamber of Commerce including, but not limited to, logos, style guide, hard copies, digital files, etc. All final designs and products prepared under the contract shall be the property of the Clovis/Curry County Chamber of Commerce and may not be used or reproduced in any form without the explicit written permission of the Clovis/Curry County Chamber of Commerce.