

Rebranding Initiative

Questions and Answers

1. What type of in-house design team do you have to handle template files (for possible brochures, etc)? Are you able to work in Adobe programs?

A. The Communications Director handles design for the City and has access to and can use all Adobe programs. Other departments will need items such as letterhead in a Word document.

2. Does the scope include redesigning the other organization's logos (Brownell, EJRP, Fire Department etc.) or are those staying the same?

Regarding department sub-brands — should we aim to visually align them through shared elements (color, typography, lockups), or are you looking for more integrated redesigns while preserving each logo?

For the Brownell Library, Fire Department, and Recreation & Parks, are there any current style guides or visual parameters that we should plan to review in advance to ensure alignment?

As per the RFP, the Brownell Library, EJFD, and EJRP have logos of their own, but are not to be rebranded as part of this project. You have however, asked that their logos be considered and included in the City's brand guide so these sub-brands can maintain their unique identities within the full suite of city brands / logos. Why is it that you do not want to modernize / refresh these three logos alongside the City rebrand project?

A. The Brownell Library, EJRP, and the Fire Department logos will not be redesigned for this project. We are looking for suggestions on how to build a connection between these departments and the City's brand. All three departments have a connection to their current brand, and the City does not wish to change their current identities. Each organization only has a logo, no other branding has been established. Their logos were included with the RFP.

3. When are you expecting to have a final logo/materials ready to unveil? This will help with a work-back schedule.

Do you have a specific date in mind that you'd like this project to be complete by?

Are there any important dates coming up that would affect the progress of this project or expect the completion of this project (such as an election and community celebration)?

The timeline you have in the RFP details everything up to the selection of the bid awardee, but doesn't specify past that date. Did you have a particular idea in mind as to when you wanted the rebranding completed? Perhaps a city/village-wide celebration?

When are you looking to be completed with the rebrand after May 15th notification.

When do you envision launching the new brand for the city? Are there any key milestones, events, or other factors to consider in the project timeline?

- A. The City would like to have this project completed by July/August if possible. The City Offices are currently being renovated, and we would like to unveil the new logo with the reopening of the City Offices. The timeline for this project is flexible, though, if this timeline is not feasible.
4. Can you elaborate on the type and amount of public/stakeholder involvement during the discovery phase? How many people are we expected to talk to? In what formats?

Your RFP mentions community & staff research. Have you identified who we should consider talking to, or do we need to help you identify these people? Do you have an expectation for how many people you envision us talking to, or would you like us to make a recommendation?

Do you anticipate any in-person components during this project, such as workshops or stakeholder meetings? Or is a fully virtual engagement approach acceptable?

For the public and stakeholder engagement referenced in the RFP, are there specific formats you envision (e.g., surveys, listening sessions, interviews)?

To help us scope the research component appropriately, could you clarify the level of stakeholder and staff engagement the City anticipates? For example, how many staff members or departments should we plan to meet with?

We typically use curated surveys to gather community insights during branding projects. Does the City have a specific audience or distribution list in mind for this outreach, or would identifying and reaching the community be part of our scope?

Who do you consider your essential stakeholder groups?

Beyond the stakeholder interviews and research described, does the City envision any formal public engagement activities, such as surveys, open houses, or workshops, as part of the process?

- A. During the discovery phase, we want to gather feedback from as many residents and staff members as possible to gain a deeper understanding of their perspectives on the brand. This could be accomplished through a survey,

workshops, or stakeholder meetings, but there is no specific format or number of people we are looking for. It is up to the designer or firm to determine the information needed to develop the brand and messaging. This may also involve reviewing previous work, such as the Strategic Plan reports.

5. Is there a budget you hope to stick to for this project?

Has the City established a budget or initial expectations for costs for this project?

Have any budgets for this project been established? If so can you share?

Do you have a budget range for the project?

Does the City have a budget range or cap in mind for this project to help ensure our proposal aligns with expectations?

Do you have a rough budget range just for transparency on this?

What is the project budget or budget range?

Is there an anticipated budget range or ceiling for this project that respondents should be aware of?

How much is the not-to-exceed budget is for this project?

Do you have a target budget earmarked for this project? If yes, can you share that with us?

Please share any not-to-exceed budget if that has been established.

A. The City has budgeted \$20,000 for this project.

6. Your RFP states that the Council will choose the final design. What is the Council's anticipated level of involvement throughout the process leading up to that decision? Who will serve as our day-to-day contact on this project?

A. During the project, one councilor will serve on a rebranding committee and represent the Council. The Council will receive updates from the City Manager and the Communications Director throughout the process. A presentation of the top three designs will be given to the Council and the community for a vote. Once this is completed, the Council will make the final decision on the logos. The Communications Director will be the day-to-day contact during the process.

7. Under deliverables, section 2. "The City may make up to five revisions during the two rounds of the logo design process." By that do you mean you'd like five rounds of revisions to the options, or that you'd get five total revisions?

A. Five rounds of revisions to the options.

8. Your RFP mentions having the selected designer do brand consultation for 12 months. Would you prefer to have a retainer-based agreement, or would you rather it be on a time-and-materials basis as needed?

The RFP mentions up to 12 months of consultation post-launch. Does the City anticipate a specific volume of support (e.g., quarterly check-ins, ad hoc Q&A), or should we propose a recommended structure for this ongoing engagement?

A. This would be on a time-and-material basis.

9. Are there any internal templates, signage examples, or branded materials currently in use that we may review to better understand the City's day-to-day needs?

What are some of the places that will need new or revised signs?

A. Included below: letterhead, a photo of the entrance signage, a photo of banners, and a photo of municipal signage. The main entrance signs will be the main signage replaced this year. The City is open to additional signage options.

10. Should the final templates and brand system be designed with ADA and digital accessibility standards (such as WCAG) in mind?

A. Yes.

11. I love working collaboratively with my clients, and I am pleased to see you are forming a committee to help with the rebranding process. Would the awardee be working with the entire group, presenting mockups, designs, etc., or would the awardee be working through an intermediary, who would then deliver whatever materials were created? How much input would be garnered from the city and village-at-large outside of the committee?

Will you be the primary point of contact and distill down feedback from your board into one streamlined flow?

Who will be on your project team? Who will be the single point of contact?

How many people will be involved in the review and revision process?

Our years of experience in community branding have shown us that creative decisions are best made in a small group (6-8) of informed stakeholders, which may include City staff, City Council, and community members. Rather than garnering widespread feedback on logos,

taglines, and other creative elements, we encourage an in-depth research process to capture community feedback on the front end, which then informs all strategy and creative outcomes. Are you open to this small group format for creative decision making?

- A. The main point of contact for the awardee will be the Communications Director. The committee, which will consist of 7-9 staff, Council, committee, and community members, will assist with selecting the design firm from the submitted RFPs, reviewing design options, selecting the top three designs, and assisting with community outreach as needed.

12. Since email attachments are typically limited to 25MB, would it be acceptable to share a Dropbox or Google Drive link for our proposal submission, if needed—particularly to ensure we can effectively showcase creative examples?

- A. Yes, as long as the materials can be downloaded. We will share submitted RFPs with the committee for review.

13. Beyond the 12-month consultation window, does the City anticipate any ongoing support needs, such as brand management or marketing assistance?

Do you hope and/or expect to initiate any significant projects, events, etc. within the year after brand launch that will require in-depth support?

- A. Not at this time.

14. Is proof of insurance required at the time of proposal submission, or only upon award of the contract? If it is required with the proposal, could you please provide the specific insurance requirements?

- A. Only upon award of the contract.

15. Would it be acceptable to provide a budget range that reflects different levels of work, based on the City's needs and priorities?

- A. The budget should show each individual task as an independent project and an aggregated budget for the entire project. Any optional services recommended by the designer or firm may be included but should be priced separately.

16. Where are there opportunities to fill gaps and/or improve guidance for drivers and/or pedestrians/bikers?

- A. The City is currently planning to replace signage under a three year period and is not part of the year one budget. The City would be happy to see additional signage opportunities in the RFP if presented.

17. Is there a local preference for this rfp submission?

- A. No.

18. There are multiple references to "messaging", "tagline", and "voice & tone" within the RFP.

While those attributes are crucial to developing a comprehensive brand identity, and to establishing a creative direction for marketing and communication campaigns, our team typically develops those assets independently from the visual brand identity. From time to time, our clients will seek a refreshed tagline to accompany an updated logo, but "messaging" and "voice & tone" are typically included in a comprehensive brand overhaul, or marketing campaign development. Can you tell us more about your goals / wants / needs in terms of "messaging" and "voice & tone" deliverables related to this project? If it's easier to provide comparable examples of what you're looking for, that would be helpful as well.

- A. The City only has a logo to identify who we are. We have recently gone through a separation from the Town of Essex and are working to establish who we are now that we are no longer a Village. With this redesign, we hope to establish a complete brand identity that can be used in marketing and communication campaigns in the future.

19. In 2023, 6 strategic pillars and 18 action items were identified based on public input from the city's community survey, Think Tank workshop, and other events. The RFP states (and your process clearly supports) that "public input must be incorporated into the development process to ensure that the design accurately reflects the community as a whole". Can you offer specifics as to how you'd like to see the public incorporated into the brand identity development process? Do you want the community to have the chance to provide feedback on the first and second round of design comps that we present? Or are you looking for us to engage the community to gain insight on logo subject matter, concepts and vision before we start the design process?

- A. The goal is to get feedback from the community in the initial discovery phase of this project. The community will also be asked to weigh in on the top three designs that the committee and Council have decided upon. The Council will have the final approval of the logo.

20. When creating community brands, we recommend that the tagline is decided upon before logo development. Often, the established messaging informs the logo design and makes for a more cohesive brand. Are you open to this order of operations?

A. Yes, we would be open to this order of operations.

21. Additionally, we understand the importance of Council feedback and support during the branding initiative. The RFP mentions that the Council will choose the final logo design. Will this decision be made at a public City Council meeting? We caution against presenting logo options at a public meeting and would be happy to provide guidance on best practices in engaging Council members during the branding process. Are you open to having a conversation regarding Council feedback and decision making?

A. We would be open to having a conversation on this. Throughout the process, the Communications Director will be providing updates to the Council, and a member of the Council will sit on the committee. All discussion and action that the Council takes must be done in a public meeting.

Main Entrance to City Signage



Example of banners throughout the City



Signage at Municipal Offices



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