



Amesbury

Mayor Cassandra Gove
City Hall, 62 Friend Street
Amesbury, MA 01913-2884

(978) 388-8121
Fax: (978) 388-6727
mayor@amesburyma.gov

CALL FOR PROPOSALS Visual Branding Project

PROPOSAL REQUEST

The City of Amesbury is seeking proposals from professional graphic design firms with experience working with organizations interested in community branding. A successful proposal will showcase the ability to help us achieve our goal of creating a successful re-branding campaign for the City. Proposer should be able to utilize existing data and community information (provided below) to develop a new visual brand to represent the City of Amesbury. The brand should represent Amesbury's vibrant community; from our open spaces to our downtown, our rivers to our industrial history. The new brand should reflect who we are, where we've been and where we're going.

TIMELINE

- RFP release date: Monday, May 17, 2021
- Proposals due: Tuesday, June 1, 2021 at 4:00 PM EST
- Interviews: Thursday, June 3 – Friday, June 4, 2021
- Proposal chosen: Monday, June 7, 2021
- 1st Round of Designs Due: Monday, June 28, 2021
- Project completion: July 30, 2021

PROPOSAL SUBMISSION

Proposals should be submitted to Caitlin Thayer, Communications Director at the City of Amesbury. One (1) copy should be submitted.

- Email: thayerc@amesburyma.gov
- Mail or In Person: Caitlin Thayer, Communications Director, 62 Friend Street 2nd floor, Amesbury, MA 01913 (*Must be received by 4PM on Tuesday, June 1, 2021*)

BACKGROUND

The City of Amesbury is a small city on the North Shore of Massachusetts. Settled in 1668, Amesbury's history is deeply rooted in entrepreneurship and innovation. The beautifully restored downtown features old industrial mill buildings; now full of restaurants, retail shops, offices and residences. Located at the junction of I-95 and I-495, Amesbury is perfectly located between major metropolitan areas for easy access, while residents enjoy beautiful green spaces, quiet neighborhoods and all that Amesbury has to offer.

SCOPE OF BRANDING INITIATIVE

The purpose of this initiative is to differentiate Amesbury from similar or surrounding communities, and to showcase the vibrancy of our community. The branding will be utilized on the City's website, social media channels, print marketing and collateral, and other marketing initiatives.

Examples of other communities who have done a visual re-brand:



A re-branding exercise typically includes community forums and research to gather information on which to base the visuals created. The City of Amesbury recently launched I AMesbury 2030, and along with that, Listening Sessions about Amesbury's Identity. The winning proposer will receive the complete set of feedback/notes from those Listening Sessions. To get a general sense of what is included, view the [Community Survey results](#).

The end result of the branding initiative will be one (1) logo with tagline, and a brand guidelines document, [similar to this one at the City of Denver](#). That information will be utilized by internal teams to move forward with a website redesign and marketing campaigns. No other external design or marketing services will be requested or utilized at this time.

Design scope to include:

- Creation of 3-5 logo designs for client review and selection
 - Two rounds of refinement on the original selection
 - Creation of black and white version for review
 - Upon sign-off of logo;
 - Full color logo in PSD, JPG, PNG, EPS and PDF
 - White logo in PSD, PNG, EPS and PDF
 - Black logo in PSD, PNG, EPS and PDF
- Creation of tagline for new City brand
- Creation of full brand guidelines documentation

Ideally, the winning proposer will showcase how they will be able to create a brand / image for the City of Amesbury which:

- Conveys the spirit of Amesbury to audiences both within and outside the City
- Showcase our community pride, shows what makes us unique and special
- Promotes our healthy economy, attracting new businesses to our vibrant community
- Must resonate with residents, businesses, employees and various other community groups

ELIGIBILITY

Any graphic design individual or firm who is registered with the IRS/State is eligible to submit a proposal.

PROPOSAL CONTENTS

1. Name
2. Business Name
3. Address
4. Telephone Number
5. Email Address
6. Federal Tax Identification Number
7. Introductory Letter
 - a. A brief statement showing your understanding of the scope of work to be performed
8. Background and Experience
 - a. Summary of experience that you believe will help you with this project
 - b. Examples of previous brands created
9. Approach
 - a. Describe your process, and how you would approach this project
10. References
 - a. Please provide 2-3 references from previous projects who would be willing to speak to us about your work
11. Proposed Project Schedule
12. Proposed Compensation

SELECTION CRITERIA

The City of Amesbury reserves the right to accept or reject any or all proposals. Due to the expected scope of this project (under \$5,000), the City of Amesbury does not need to follow procurement regulations and will select the best proposal for the needs of this project.

1. Qualifications – up to 25 points
 - a. Experience with a project of this type
 - b. Knowledge and experience with Amesbury is preferred, points given to businesses based on Amesbury, though all graphic designers are welcome and encouraged to apply
2. Proposed Timeline – up to 25 points
 - a. Proposals who showcase availability to take on a project of this kind will be given priority
3. Experience / References – up to 25 points
 - a. Positive recommendations from previous projects / clients
4. Cost – up to 25 points
 - a. Reasonable costs will rate highly

SELECTION COMMITTEE

The selection committee shall consist of Mayor Kassandra Gove, Communications Director Caitlin Thayer, Community & Economic Development Director Angela Cleveland, and the I AMesbury 2030 Task Force. The selection committee will gather input from City Councilors and the general public before making a selection.