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RFP No: LC-2023-06

## RFP for Corporate Branding Services

### Clarification # 1 issued July 26, 2023

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Questions received from proponents are in black. Lanark County response is in red.

1. Does the County envision doing any sort of public consultation, such as public surveys, open houses, or focus groups? **No**
  
2. In Appendix D, it states that the 2023 budget includes \$25,000 for this project. Would a proponent be disqualified for submitting a proposal over this budgeted amount? **No**
  
3. If a proponent were to emerge as the top-ranked proponent with a proposed cost over \$25,000, would negotiations require council approving a higher budgeted amount? **Potentially yes, depending on the amount.**
  
4. Lastly, does the \$25,000 include HST, or is HST in addition to the \$25,000? **Not including HST.**
  
5. References or inspiration for brand elements?
  - **We are open to different options, a few are mentioned in the RFP.**

6. Brands/colours/imagery you DON'T want?
  - No.
  
7. Are they also looking for anniversary assets separately?
  - We would like a variation on the new logo that references the 200<sup>th</sup> anniversary included as part of this package. This does not need to be an entire separate brand package.
  
8. When this process or a similar one was last done by the county, were there specific aspects they truly enjoyed? That they didn't enjoy?
  - I do not believe this has ever been undertaken by the county previously. The existing logos date from 2020, and we like them, but we are hoping this process will create a comprehensive brand package that set out clear guidelines for brand communication on all channels (email signatures, letterhead, social media, etc.) that can be easily accessed by all employees, creating consistency across the organization.
  
9. Ideal outcome for you them?
  - As above. At the end of this process we would like to have a "manual" that is easily referenced to create consistency.
  
10. Would you want the offer to have a certain structure? For example, a technical and a financial offer and Appendixes at the end? On the last page of RFP document there is a table labelled Criteria. Please provide a response following the format provided in this table. At the end of the proposal please provide pricing details. The proposal can be contained in one document (i.e. pdf) and emailed to [kwills@lanarkcounty.ca](mailto:kwills@lanarkcounty.ca) or submitted via the MERX portal.
  
11. Would you like to have a presentation with some reference projects we did in the past? If yes, should we add it as a separate document? This can be included within the proposal document.

12. What is Appendix A referring to? A contract or purchase order will be issued for the corporate branding service. The contact or purchase order will be based on the scope of work noted in the RFP. The County in negotiations with the selected proponent may request a modification of the proposal to best suit the requirements of the organization.
  
13. Should those Appendixes be sent as separate documents? One document is preferred.