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RFP No: LC-2023-06

## RFP for Corporate Branding Services

Clarification # 2 issued August 8, 2023

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

### Under # 2. New Visual Identity System

- Specialized logos for 200th anniversary, Pride Month, etc.

***Can you give me a better defined number of all of the different specialized logos that will be needed?***

The logos required are:

Lanark County

-pride month

-200<sup>th</sup> anniversary

Lanark County Tourism

Lanark County Public Works

Lanark County Social Services

Lanark Lodge Long Term Care

## **Under A. THE DELIVERABLES**

Recently completed Corporate Values

***Can you provide a document outlining these recent Corporate Values?***

Corporate Values are attached.

## **Under C. Objectives**

Design and create a concept that simply and uniquely brands Lanark County. Identify the unique value proposition of Lanark County and position the County as a place where people want to live, work and visit. Incorporate existing strategic documents and the Lanark County Corporate Values.

***Can you provide a document outlining existing strategic documents?***

The Economic Development strategic plan is located here:

<https://www.lanarkcounty.ca/en/doing-business/ec-dev-strategic-plan.aspx>

The Tourism Strategy 2020-2025 is here: <https://www.lanarkcounty.ca/en/county-government/resources/Plans-Studies-and-Reports/Lanark-County-Tourism-Strategy-and-Action-Plan-2020-2025-FINAL.pdf>

1. What research currently exists as it applies to branding & positioning that we could potentially leverage? Are we able to survey/interview/focus group different stakeholders to ensure we get their POV of Lanark?

The Economic Development Strategic Plan and the Tourism Strategy would be good places to start. We do not envision consultations with the public as part of this process but consultation with County council and staff would be important.

2. What varying stakeholders will be involved in the approval process? We want to ensure this is outlined in the overall recommendation and schedule.

County council

County staff (Executive Management)

We may want to consult the local municipalities within Lanark County as well.

3. Within the RFP it communicates that the brand needs to work across the varying applications (e.g., print, website, media, etc.) - are there expectations to develop these assets within the identified scope? If so, could more information be provided around the specific assets required?

Ideally we would like to end this process with a “manual” that provides clear guidelines for consistency of brand implementation.

4. When developing a new brand, we typically provide other assets including - business card, stationary, PPT/Word template, social media images, etc. - are we okay to include our recommended required assets?

Yes

5. Is there currently a marketing launch strategy to support the new brand? Is that something you would require under this scope of work?

We do not require this under the scope of work.

6. For the website, would we provide the front-end assets only, under the new brand & positioning?

Yes.

7. What challenges do you foresee within this overall process?

None are anticipated.