



## **Request for Proposals for Logo and Brand Style Guide**

*Proposal Deadline: 2 p.m. MST, Wednesday, October 23, 2019*

The City of Pocatello, a municipal corporation of Idaho, requests proposals for design of a logo and accompanying brand style guide for the City. The expected timeline is three logo options to be presented to the City Council by December 12, 2019 and a full logo and style guide to be completed and presented to the City by February 20, 2020.

Questions regarding this RFP should be directed to City of Pocatello Public Information Officer Logan McDougall at [lmcdougall@pocatello.us](mailto:lmcdougall@pocatello.us) no later than 5 p.m. MST, Friday, October 18, 2019.

Electronic submission of proposals is preferred and should be submitted to [lmcdougall@pocatello.us](mailto:lmcdougall@pocatello.us) with “Proposal for Logo and Brand Style Guide” in the subject line. If submitting a hard copy, two copies must be delivered by the proposal deadline to: City of Pocatello Mayor’s Office c/o Logan McDougall, 911 North 7<sup>th</sup> Ave., PO Box 4169, Pocatello, ID 83205-4169.

### **Introduction**

The City of Pocatello is requesting proposals for a logo and an associated brand style guide. The organization that is selected will be asked to work in collaboration with the City of Pocatello Public Information Officer and Mayor’s Office.

The City of Pocatello is funded by taxpayers and as such, the City is committed to the most efficient use of those dollars. The proposed contract period for services is from the date of City Council approval through February 28, 2020.

### **City Background**

Located in eastern Idaho, Pocatello is home to more than 54,000 people. Pocatello is home to Idaho State University and many recreational opportunities in town and in the surrounding area including skiing, hiking, mountain biking, and more. Our business sector spans high-tech (ON Semiconductor) to manufacturing (SME Steel) and agricultural (Great Western Malting).

In 2017, the city adopted a new flag for Pocatello. The flag is a symbol that defines the spirit of the city of Pocatello and its residents. Below is an image of the flag and its accompanying symbolism:



*Central to this design are the three mountain peaks most prominent to Pocatello—Scout Mountain, Kinport Peak, and Chinese Peak. In addition to representing the natural beauty of Pocatello, the peaks symbolize industry, recreation, and education. The compass rose is a directional emblem symbolizing Pocatello’s central role as a transportation and trade hub for rail, road, and air. In addition to its ties to transportation, the rose also points to our past, present, and future. The color gold represents the region’s agricultural ties and prosperity of the city. The lower white portion of the compass star is suggestive of the snowy peaks that frequent our mountain views. The form also creates an abstract arrowhead to acknowledge the area’s Native American history. The design conveys upward motion, signifying positive hope for the future. The blue symbolizes the sky and blue line near the bottom of the flag symbolizes the Portneuf River.*

For more information on the City of Pocatello, visit:

- City of Pocatello website: [pocatello.us](http://pocatello.us)
- Visit Pocatello website: [visitpocatello.com](http://visitpocatello.com)

### **City of Pocatello Mission and Value Statements**

In September 2019, the Council approved a mission statement and value statements for the City. They are:

- Mission Statement
  - Pocatello is a vibrant community promoting a high quality of life through innovation, growth, respect, inclusiveness and pride in who we are.
- Value Statements
  - We serve with patience, humility and respect.
  - We promote and engage in open dialogue.
  - We treat fellow employees and citizens with compassion and empathy.
  - We act with integrity, honesty and fairness.
  - We commit to creativity and embracing possibilities.
  - We lead with conviction and passion.
  - We demonstrate pride in our community.

## **Background on City of Pocatello Brand**

The logo currently in use by the City of Pocatello was developed over 25 years ago and has served the City well. A style guide to accompany the logo was not produced (or has been lost) resulting in various departments using variations of the logo. Consequently, there is little to no brand consistency amongst the departments.

## **Scope/Deliverables**

The selected company will host a meeting with City department heads for discussion of the rebranding effort and to hear their comments and concerns. This meeting must be held between November 11 and November 15, 2019.

Primary Logo – In order to maintain brand consistency, the logo must incorporate the Pocatello flag or elements from the flag.

- Three logos, including tagline, will be presented to the City Council December 12, 2019 with one selected to move forward with the style guide.
  - Each must include a standard primary logo, a reverse primary logo, and one-color logo, and one-color logo with no tagline. As well as:
    - Permitted color versions for standard
    - Permitted color versions for reverse 1-color
    - Permitted logo usage examples
- All working art files become the property of the City of Pocatello. Other materials produced under the scope of the project will be available to and provided to the City upon request.

Following selection of a logo by the City Council, a brand style guide (and accompanying design files) will be developed that includes:

- A Pocatello “Bug”
- Pocatello Tagline
- Secondary logo for use on City assets, vehicles, etc.
  - Again, the logo must incorporate the Pocatello flag or elements from the flag.
- Logo Permitted Color Versions
  - Permitted standard 1-color logo colors
  - Permitted reverse 1-color logo colors
  - Permitted one-color logo
  - Permitted one-color logo with no tagline
- Examples of prohibited logo usage for standard primary logo, reverse primary logo, one-color logo, and one color logo with no tagline

- City of Pocatello logo variations for the following departments
  - Fire
  - Pocatello Regional Airport
  - Pocatello Regional Transit
  - Police
  - Zoo Idaho
  - Others as determined
- Brand Color Palette
  - Primary and Secondary
- Typography
  - Headline and body fonts for print materials
  - Headline and body fonts for website/online materials
- Business Papers/Items
  - Business Card front and back
    - Alternate designs for:
      - Fire
      - Pocatello Regional Airport
      - Pocatello Regional Transit
      - Police
      - Zoo Idaho
      - Others as determined
  - Envelope
  - Letterhead including layout and templates
  - Memorandum including layout and templates
  - Nametags
  - Email Signature
  - Mayor's Newsletter
    - 2-page 8.5"x11" front and back, black and white
- Photography usage guidelines
- Brand design concepts including
  - Print and online advertisements
  - Sign concepts
  - Vehicle design
  - Police and Fire vehicle design
  - Promotional materials
  - City building signage

- Design Templates
  - Flyer
  - Trifold Brochure
  - Rack Card
  - Poster
  - Three variations of digital and presentation design and motion graphic solutions
    - Widescreen and 4:3 ratios

## **Proposal Requirements**

- Provide an overview of your company's structure and capabilities.
- List all services that will be provided by your firm's in-house staff and what will be provided using an outside consultant(s).
  - If outside consultants are utilized, please provide a description of the business, their role, and capabilities.
- Detail your approach for logo design and writing the style guide.
  - Provide any relevant case studies for similar projects.
- Submit a schedule for completion including critical milestones already identified by the City with a start date of November 8, 2019.
- Submit at least three (3) references (including a contact name and primary contact phone number) that have utilized your services in the past five years for similar work.
- Please submit a collection of three logo designs your company created for a city or large organization.
- Please submit a collection of three style guides your company created for a city or large organization.
- Answers to the following questions:
  - What experience does your company have on these types of projects?
  - Who will be primary contact during the project?
  - How will revisions to the logo or style guide be handled before and after adoption by the City Council?

## **Anticipated Schedule**

The project is anticipated to begin November 8, 2019. The initial presentation of three logos will be made December 12, 2019. Following Council direction on the logo, the style guide will be created and presented to Council for formal adoption February 20, 2020.

## **Ideal Candidate**

The company will have extensive experience in branding and marketing as well as working with city governments or other large organizations.

## **Budget**

The City Council has allocated a total of \$90,000 to the project.