

REQUEST FOR PROPOSALS

Community Branding & Strategic Identity Development

City/Town Name

Issue Date: [Insert Date]

Logo / Seal / Image

1. Introduction & Background

The City of [Insert City Name] is seeking proposals from qualified branding agencies to develop and implement a comprehensive community branding initiative. This project will establish an aligned and compelling brand identity that reflects the community's values, honors its heritage, and inspires growth.

2. Project Objectives

The goal of this branding initiative is to create a unified, authentic identity that captures the essence of our community and supports long-term growth. The following objectives outline the desired outcomes of the project and will guide the development of both strategic and creative deliverables. (choose 3-6 then add, edit, and refine as needed)

- **Unify Community Identity:** Establish a cohesive brand that reflects the city's values, heritage, and vision across departments and initiatives.
- **Honor Local History and Culture:** Celebrate the community's unique history, culture, and character through messaging and design.
- **Foster Community Pride:** Create a sense of ownership, connection, and pride among residents, businesses, and stakeholders.
- **Attract Visitors and Tourism:** Position the community as a destination by showcasing attractions, events, and experiences.
- **Support Economic Development:** Improve the community's appeal to new businesses, entrepreneurs, and workforce talent.
- **Enhance Public Perception:** Improve how the community is perceived both internally and externally with a consistent, professional image.
- **Differentiate from Surrounding Communities:** Clearly communicate what makes the community unique and distinct in the region.

- **Improve Internal Communication and Alignment:** Develop messaging that aligns elected officials, city staff, and local organizations with a shared voice and purpose.
 - **Build Trust and Transparency:** Use consistent messaging and visual identity to promote trust in city leadership and civic engagement.
 - **Engage Diverse Audiences:** Ensure branding is inclusive and representative of the community's demographic and cultural diversity.
 - **Establish Brand Guidelines for Long-Term Use:** Provide a sustainable visual and verbal identity system to maintain consistency across print, digital, and physical applications.
 - **Encourage Community Engagement and Participation:** Use brand development as a tool to involve residents, generate excitement, and gather input through surveys, workshops, and events.
 - **Support Marketing and Promotional Efforts:** Equip the city and partner organizations with tools, templates, and messaging to enhance promotions and campaigns.
 - **Promote Strategic Growth and Planning:** Align the brand with broader community planning efforts to support future development and investment.
-

3. Proposal Requirements

Each proposal must include the components listed below to be considered. These materials will help us evaluate your agency's approach, qualifications, and overall fit for this project.

- Letter of interest
 - Firm overview and relevant qualifications
 - Key personnel and their roles
 - Project approach and timeline
-

4. Scope of Work

The selected firm will be responsible for delivering the services outlined in the scope below. Each phase is designed to ensure the development of a well-rounded, impactful community brand. (add, edit, and refine as needed)

- **Research & Discovery:** Conduct stakeholder interviews, community surveys, and competitive analysis to gather insights that will inform brand strategy. Provide a summary of findings to guide messaging and design.
- **Messaging & Communication:** Develop a fully aligned and compelling communication platform to ensure messaging is clear, consistent, and aligned with community values.
- **Visual Identity:** Design visual brand concepts, color palette, typography, and supporting visual elements. Deliver a final brand guide with usage standards for consistent implementation.
- **Launch & Implementation:** Create a strategic rollout plan to announce and promote the branding initiative. Outline key milestones and provide guidance for brand adoption.

- **Additional Recommendations:** Based on project findings, provide prioritized recommendations for future marketing, creative, or communication initiatives. Include estimated budget ranges for optional implementation.
-

5. Experience & References

Proposers should demonstrate relevant experience in community branding and include references from similar projects. This section will help us assess your agency's qualifications and past performance. Please include the following information in your submission:

- Three or more examples of related community branding work
 - Three partner references
-

6. Budget

The City of [Insert Name] has allocated a not-to-exceed budget of \$[Insert Amount] for this initiative. The selected firm should provide a breakdown of fees by project phase and service type.

7. RFP Timeline

The following timeline outlines key dates and deadlines for the RFP process. Please review and plan accordingly to ensure timely submission and participation.

Task	Estimated Completion
RFP Questions Deadline	[Insert Date]
Proposal Submission Deadline	[Insert Date]
Interviews/Presentations (if needed)	[Insert Date]
Firm Selection	[Insert Date]
Project Kickoff	[Insert Date]
Final Brand Launch	[Insert Date]

8. Evaluation Criteria

Proposals will be reviewed based on the criteria below. These factors will guide our selection process and ensure we choose a partner best suited to meet our objectives.

- Relevant experience and qualifications
- Creativity and alignment with project goals

- Understanding of municipal/community dynamics
- Approach to stakeholder engagement
- Value and clarity of pricing
- References and past work

9. Additional Information

Other relevant things to consider regarding this RFP:

- Questions may be submitted by [Insert Date] to the contact above.
- Any updates or clarifications will be posted on [Insert URL or distribution method].

9. Submission Instructions

All proposals must be submitted by [Insert Deadline] and follow the format and delivery guidelines outlined below. Incomplete or late proposals will not be considered. Submit your proposal electronically in PDF format to:

[Contact Name]

[Title]

[City Name]

[Email Address]

[Phone Number]

Late submissions will not be considered.

Thank you for your interest in a partnership with The City of [Insert Name]. We look forward to hearing from you!



UNITED WE BRAND!

UNANIMOUS is a full-service branding agency based Lincoln, Nebraska. We work with clients to develop true brand alignment through strategic marketing, logo design, creative services, engaging websites, and compelling video projects of all sizes. We are known for collaborative partnerships and work with clients nationwide. Our agency prides itself on rhyme, reason, and results.

[See Our Community Branding Work >>>](#)

Want to skip the RFP process? Contact Us!

Email: info@BeUNANIMOUS.com

Visit: BeUNANIMOUS.com

Call: [402.423.5447](tel:402.423.5447)