



REQUEST FOR PROPOSALS – (RE)BRANDING CONSULTANT, NOVEMBER 2, 2017

The Council of Heritage Organizations in Ottawa | le Conseil des organismes du patrimoine d'Ottawa (CHOO|COPO) is issuing this Request for Proposals (RFP) to retain a branding consultant to develop a new, bilingual brand, including a new organizational name and visual identity.

The new brand will reflect the Council's new vision, mission and strategic directions. It must be effective: striking, engaging, memorable and professional. The visual identity design should also be scalable for a wide range of applications and reflect leading practices viz. accessibility, equity and inclusion.

1. Background

The Council of Heritage Organizations in Ottawa works on behalf of its Members and of Ottawa's heritage community to connect Ottawa with its rich history and heritage. It is also a founding member of the Ottawa Cultural Alliance, which works collaboratively to advance Ottawa's broader cultural sector (arts, heritage, festivals and fairs, music, etc).

For 25 years as a not for profit, charitable, member serving organization, the Council has collaborated and generated opportunities for the heritage sector, including promotions, professional development and shared resources and benefits; and has served as an informed voice and advocate for the community. The Council is supported by the City of Ottawa through a multi-year Purchase of Service agreement.

The 2017 Sesquicentennial/Canada's 150th Anniversary year, also coincides with the 25th Anniversary of the Council. Leading up to this double milestone year, the Council updated its Strategic Plan, Vision and Mission – primarily to focus more of its limited resources on promoting its Members' offerings and advancing their development, such as through strategic training opportunities. The Council has also been enhancing our online presence: a new website has been created to serve as a portal for its Members, Ottawa's heritage community, and all things heritage in Ottawa.

The Council now wishes to develop and launch a new brand identity that is more clear and reflective of our value proposition and strategic direction and services; and meets the needs of a diverse membership, community and the public. This includes changing its name to one that is more concise and effective. It is noted that other Ottawa member/sector serving organizations have renewed their brand and simplified their name/identity over past years, for example (with English text only):

- OCEDCO, OCRI, Ottawa Life Sciences Council > Invest Ottawa
- Ottawa Tourism & Convention Authority (OTCA) > Ottawa Tourism
- Ottawa-Gatineau Film & Television Development Corporation (OGFTDC) > Ottawa Film
- Ottawa Festivals Network > Ottawa Festivals
- Greater Ottawa Chamber of Commerce > Ottawa Chamber of Commerce
- Community Foundation of Ottawa > Ottawa Community Foundation
- Council for the Arts in Ottawa > Ottawa Arts Council
- Arts Ottawa East > AOE Arts Council > also pursuing a new brand

2. Scope of Work

2.1 Brand Research (November 2017)

- Consult with the Council's senior staff and Communications Committee and conduct background research, including up to 10 key informant interviews, to develop the Council's current value proposition - for its members, the heritage community, cultural sector, City of Ottawa/our core funder and the public.
- Present the value proposition to the Committee for input and refine as required.

2.2 Conceptual Development and Testing (November 2017-January 2018)

- Design up to three preliminary concepts (variations on each may be provided), suitable for focus group testing and review/refine with Communications Committee by November 30th.
- Conduct focus group testing of the preliminary concepts, commencing with the Council's Members attending the Gathering of Council at City Hall (on December 4th or 5th) and concluding with an external stakeholders group(s) (eg, City of Ottawa, AOE Arts Council, Ottawa Festivals and Ottawa Tourism) location tbd, in January 2018.
- Include up to three revisions of the concepts.

2.3 Identity Design, Production and Reference Documents (January-February 2018)

- Refine a preferred design concept based on focus groups testing feedback; up to 2 sets of revisions.
- Propose a corporate colour palette (CMYK, RGB, HEX), and design fonts.
- Create a Brand Brief and Style Guide summarizing the rationale for the final brand concept that shows logo use, colour palette, fonts, sample brand applications and any relevant usage restrictions or considerations.
- Produce all final files for internal and external use, to include: vector, jpeg, png formats in black, white and full colour, including transparent background/overlay variations.
- Provide logos and style guide to the Council and its web development/management firm.

2.4 Application of the new visual identity (February 2018)

Assist/advise the Council in applying the new brand identity to create new visual identity templates for online and print, including corporate signage (e.g. banners, panels, tablecloth), website*, e-newsletter, social media, letterhead, invitations, business cards, email signature blocks, business envelopes, report cover, PowerPoint presentation deck, marketing brochure or rack card, nameplate badges and promotional products (e.g. bags, portfolios, pins, pens, USBs, cups).

* The Council's new website has been designed to facilitate re-skinning to incorporate a new brand identity and colour template. This work will be undertaken with our web developer/manager.

The final refined visual identity and some related products (sample signage, brochure) could be showcased on Heritage Day, on February 20, 2018 at Ottawa City Hall.

3. Budget

- The maximum budget for this work (including fees and appropriate expenses) is \$5,000 plus HST.
- It is recognized and appreciated that consultants may provide services at a not for profit or discounted rate and if so, are encouraged to reflect that in-kind contribution in their submissions.

4. Selection

- The Request for Proposals will be evaluated by the Communications Committee of the Council of Heritage Organizations in Ottawa. The criteria for short-listing proposals will align with the submission requirements below. Short-listed applicants will be invited for an interview and asked to provide a brief presentation of their proposal and reply to questions.
- Following the interviews, the Council may select a consultant to undertake the work. The selection will reflect best value for cost (not necessarily lowest cost).

5. Reporting

- The successful consultant will report to the Council's Communications Committee, through its Executive Director and Outreach Manager. A reporting schedule will be developed at the commencement of the work.

6. Submission Requirements

Interested parties are asked to submit:

6.1 Proposal - Maximum 3 page proposal describing your:

- background and relevant expertise;
- connection to Ottawa's heritage and cultural community;
- experience working with not for profit, charitable, member serving organizations;
- proposed methodology and timelines;
- lead project personnel;
- approach to working together; and
- reasons for wanting to be part of our organization's rebrand.

6.2 Samples - At least 3 visual identity samples and 2 samples of corporate materials created in the last 2 years. Links to online portfolios, PDF files or visual files are acceptable.

6.3 Cost breakdown for the work and hourly rate.

6.4 References from work undertaken in the past 4 years (at least 2).

7. Timelines

All submissions must be electronic and e-mailed to Kimberley Lai at: outreach@choocopo.ca

Submissions are Due: no later than Tuesday, November 14, 2017 by 4:00pm EST.

Consultant Interviews: should take place Tuesday, November 21st

Consultant Selection: should be made on Wednesday, November 22nd

Start Up Meeting: should be held Thursday, November 23rd

Any questions may also be e-mailed to outreach@choocopo.ca. Key questions and answers will be shared on November 9th with consultants who have confirmed their interest in submitting a proposal and their questions by email no later than November 8th.

Only short-listed firms will be contacted for an interview.

We thank all applicants for their interest in enhancing the profile of the Council of Heritage Organizations in Ottawa.