

BUTLER COUNTY BRANDING CREATIVE REQUEST FOR PROPOSAL

**PRESENTED BY
BUTLER COUNTY BRANDING TASK FORCE (BCBTF)**

Butler County Commissioners
Butler County Port Authority
Butler County Visitors Bureau

Issued: November 15, 2016



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PROJECT SYNOPSIS

In the past 15 years, Butler County has seen substantial positive growth, development and change in our business community, our tourism industry and our resident population.

In order to better reflect our changing county and to continue to remain relevant to our residents, business community and our visitors as well as the future development of the County, the Butler County Commissioners, Butler County Port Authority and the Butler County Visitors Bureau have launched a bold initiative called Project Spark.

Phase 1 of Project Spark is currently nearing completion and will conclude with a final brand platform including brand pillars, brand characteristics and brand story. This framework outlines a cohesive voice and direction that will continue Butler County's forward thinking attitude and guide marketing, promotional, public relations and community outreach efforts with the goal of positioning the county as one of the leading counties in the country.

Following the completion of Phase 1, Phase 2 (Brand Creative Development) and Phase 3 (Brand Implementation Development) will be conducted to bring Project Spark to life. This RFP is specifically for Phase 2.

BACKGROUND

Butler County, Ohio founded in 1803 is one of Ohio's oldest counties yet one of the fastest growing today. As the birthplace to four governors and home to thriving industry, education, arts and sports, Butler County comprises both small, rural settlements and flourishing cities. Its county seat is Hamilton, where the first fort was built on the bank of the Great Miami River. It is named for Richard Butler of Pennsylvania, a major general in the American Revolutionary War. Butler died in 1791 fighting American Indians in northern Ohio. His army marched out of Fort Hamilton, where the city of Hamilton now stands.

Butler County is located in Ohio's southwestern corner. Located between the cities of Cincinnati and Dayton on Interstate 75, Butler County is within 600 miles of 64% of the nation's population. It is within a one-day drive to 20 major metro markets including Atlanta, Charlotte, Chicago, Detroit, Nashville, Milwaukee, Pittsburgh, St. Louis, Toronto and Washington DC. Its western boundary lies on the Indiana border. The county is generally rural, although urban areas cover twelve percent of Butler County's 467 square miles.

The county's largest city is Hamilton, the county seat, with a population of 62,486 people in 2014. Middletown and Fairfield are the next two largest cities, with populations of more than forty thousand people in 2014. An estimated 374,158 people resided in Butler County in 2014. The county averages approximately 798 people per square mile. Butler County is one of 88 counties in Ohio and its 2014 population of 374,158 ranked 8th in the state.

INVITATION

The Butler County Branding Task Force (BCBTF), comprised of the Butler Commissioners, Butler County Port Authority and Butler County Visitors Bureau, is requesting proposals from qualified firms to develop brand creative elements for Butler County as a desired county for business, tourism and residential audiences. These brand creative elements will reflect the brand platform developed as part of Phase 1 of Project Spark. Resulting deliverables will be used in a variety of traditional and online mediums as part of the county's marketing, promotional, public relations and community outreach efforts.

BRAND CREATIVE PROCESS OUTLINE

The Butler County Branding Task Force (BCBTF) has outlined the brand creative proposal and development process below.

Part A

- Designers, freelancers and agencies with logo creation experience are welcome to submit a proposal to design a logo that translates the Project Spark Phase 1 brand platform into a visual identity for Butler County.
- Those submitting a proposal must meet the RFP requirements outlined in the Submittal Criteria and Deliverable Guidelines sections. (As noted, suggested Butler County logos concepts are not part of the RFP submission process.)
- The BCBTF will assess proposals.
- A maximum of five (5) individuals/design firms/agencies will be selected by the BCBTF to proceed to Part B.

Part B

- Each of the selected firms, upon acceptance of offer and signed agreement, will be compensated in the amount of \$2,000 upon submission of up to three (3) logo concepts.
- The BCBTF will review submitted concepts and select up to five (5) total to proceed for broader community and stakeholder feedback and evaluation.
- The BCBTF will make a final selection on one (1) chosen logo concept.

Part C

- The final chosen individual/design firm/agency will be compensated in the amount of \$5,000, upon acceptance of offer and signed agreement (in addition to the \$2,000 already paid for logo concept submissions) upon completion of final logo files and logo usage guidelines and collateral materials noted in the Deliverable Guidelines section of this RFP.

SUBMITTAL CRITERIA

For consistency of evaluation, each proposal submittal must contain at least the following elements:

1. **Firm Experience:** A resume of experience and other credentials that illustrate your qualifications and abilities to undertake the project. Provide at least three (3) examples of work in the last three (3) years, including a short description of the strategy behind each logo and images of logo work in use.
2. **Agreement of Concept Guidelines:** Agree to submit concepts that echo the Brand Platform established in Phase 1 of Project Spark and to agree to submit concepts that meet minimum requirements outlined below.
3. **References:** A list of references providing names, organizational names, addresses and phone numbers of previous clients. This section should also contain details about type and size of projects.
4. **Project Team Composition:** A team description including resumes for all team members. Identify the capacity in which team members will be used, and identify a Project Manager for ongoing contact. Only include descriptions and resumes of people who will have continuous or substantial involvement in the project.
5. **Approach to the project:** A project approach description, which embraces the outlined proposed Scope of work. Scope of work elements may be expanded to provide further detail or modified to reflect specific procedures unique to the Firm.
6. **Statement of Project Collaboration:** A statement confirming the firm's willingness to collaborate with Phase 1 firm and BCBTF to refine and adjust logo concepts if needed.
7. **Number of Proposals:** Please submit five (5) copies of the proposal.

PROPOSAL SELECTION CRITERIA

The criteria are generally listed in order of relative importance from the highest to the lowest weighted factors. Proposals will be evaluated on criteria including, but not limited, to the following:

1. The quality and clarity of the proposal as well as the presentation materials that will be considered a reflection of the team's ability to produce work that will reflect direction provided by Phase 1 of Project Spark.
2. Demonstrated experience on logo and brand creative projects within the past three (3) years.
3. Qualifications of the personnel assigned to the project, demonstrating experience in the software, hardware and technical knowledge required to produce vector-based files.
4. Satisfactory reference checks relating to past work relationships

DELIVERABLE GUIDELINES

Part A

- Deadline for proposal submission is 5 p.m., November 30.
- Proposals must be submitted in hard copy form.
- Proposals must include samples of minimum three (3) previous logo projects with explanations of intended strategy, not logo concepts for this project.

Part B

- If firm is selected, submit or develop one (1) to three (3) logo concepts that reflect the brand strategy, have visual impact and high design integrity.
- Logos must also meet the following minimum criteria: be submitted in 4-color and black versions, work at multiple sizes (large and small), work in a variety of media (print, online, apparel, out-of-home, etc) and reproduce well from vector-based files.
- Logo concept(s) must be flexible and customizable for different organizations and groups. (i.e., logo must allow for lockup iterations for various Butler County departments, organizations, assets and partnerships, yet still produce a cohesive look and familial relationship between all logo versions.)
- For evaluation, logo concepts must be submitted in the following formats:
 - Files in EPS and JPG formats
 - Four-color version on white background
 - Four-color version on dark background
 - Black-only version
 - One supplemental partnership logo sample for each original logo concept

Part C

- If firm is selected, three rounds of logo and collateral asset revisions will be within the scope of the contract.
- Final deliverables will include the following:
 - Logo iterations (original and partnership derivative logos) for up to 10 different organizations or entities.
 - Files in EPS and JPG formats
 - Four-color version
 - Grayscale version
 - Black version
 - Reversed out version
 - Logo usage guidelines to include approved color palette (PMS, CMYK, RGB, grayscale), examples of correct & incorrect usage, sizing guidelines, clear zone guidelines, minimum size, and font recommendations.
 - Organizational collateral designs & files including, but not limited to, business cards, letterhead, envelopes, etc.

TIME SCHEDULE

The BCBTF will adhere to the following time schedule, which should result in a selection of a person/firm. If deemed necessary by the committee, this schedule may be updated and agencies will be notified.

- Issue RFP November 15, 2016
- Submission of prospective agency partner questions via email to Tracy Kocher, tkocher@GetToTheBC.com by 5 p.m., November 21, 2016
- Answers to prospective agency partner questions will be delivered to all agencies via email by noon, November 23, 2016
- Deadline for submittal of proposals by 5 p.m., November 30, 2016
- Selected firms for Part B notified by 5 p.m., December 14, 2016
- Phase I data and materials will be distributed to selected firms.

TERMS AND CONDITIONS

The BCBTF reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal. The BCBTF reserves the right to request clarification of information submitted, and to request additional information from the respondent. The BCBTF shall not be responsible for any costs incurred by the respondent in preparing, submitting or presenting its response to the RFP. If no single proposal satisfactorily meets the criteria above, the BCBTF may choose to award this contract to more than one agency partner, or to award only part of this proposal, whichever is in the BCBTF's best interest.

SUBMISSION INFORMATION

All proposals must be submitted in hard copy form.

Interested firms should submit proposals to:

Butler County Visitors Bureau
Attn: Mark Hecquet
8756 Union Centre Boulevard
West Chester, OH 45069