



## REQUEST FOR PROPOSALS REBRANDING INITIATIVE

The City of Essex Junction is seeking a qualified graphic designer, design firm, or agency to develop a long-standing, clearly recognizable brand identity and brand style guide. The project will include visual elements, messaging, and guidance on incorporating sub-brands for departments. One objective of the project is to create a logo that has a wide appeal and reflects the community as a whole. The chosen designer or firm will also provide a style guide for graphics, templates to meet the necessities of day-to-day operations (e.g., letterheads, memos, report covers, and city apparel), signage, and banners.

Proposals are to be submitted by 4:00 PM (local time) on May 5, 2025, at the City Office, 2 Lincoln Street, Essex Junction, Vermont, 05452. Proposals shall be marked to the attention of Ashley Snellenberger, Communications and Strategic Initiatives Director. Digital proposals may be submitted via email to [asnellenberger@essexjunction.org](mailto:asnellenberger@essexjunction.org), but the City assumes no responsibility for formatting or transmission errors.

The complete RFP may be obtained, without charge, on the City of Essex Junction webpage at [www.essexjunction.org/news/invitation-to-bid](http://www.essexjunction.org/news/invitation-to-bid), at the City Office, or by calling (802) 878-6944. Please direct all questions regarding this request for proposals by April 28, 2025, to Ashley Snellenberger, Communications and Strategic Initiatives Director, at [asnellenberger@essexjunction.org](mailto:asnellenberger@essexjunction.org) or 802-878-6944 EXT 1601. All answers to questions received will be posted to the City's website by April 29, 2025. The City of Essex Junction, through its Authorized Representative, reserves the right to waive any informalities in or reject any and all proposals, in whole or in part, or to accept any proposal deemed to be in the best interest of the City of Essex Junction.

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Authorized Representative (Print Name)

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Signature

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Date

*The City of Essex Junction is an equal opportunity employer and is committed to equal opportunity in its contracting process. Auxiliary aids and services are available upon request to individuals with disabilities.*

## GENERAL INFORMATION

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The City of Essex Junction is located in Chittenden County, Vermont. The City is a forward-thinking, growing, high-quality-of-life small city in the Greater Burlington metropolitan area. With a population of 10,590 spread across 4.6 square miles, interlaced with sidewalks and primarily residential streets, the City has a neighborly, tree-lined, and family-friendly feel. The community prioritizes investments in education, health and wellness, and recreation. It was incorporated as a Village within the Town of Essex on November 15, 1892, and became Vermont's 10th city on July 1, 2022, after Village residents voted to separate from the Town of Essex. The City operates under the council-manager form of government with five elected City Council members and an appointed city manager. The City has nine departments that employ 61 full-time and 13 part-time employees.

The City of Essex Junction is seeking a qualified graphic designer, design firm, or agency to develop a long-standing, clearly recognizable brand identity and brand style guide. Currently, the City of Essex Junction's brand includes a logo that was created in 2004 and was previously used as the Village logo (see Appendix A). The City does not have brand standards or a brand style guide. This leaves City departments to make decisions about formatting, font selection, logo usage, voice, tone, and other elements. Currently, three departments —the Brownell Library, the Essex Junction Fire Department, and the Essex Junction Recreation and Parks (EJRP) — have individual identities and separate logos. The City would like the designer to provide guidance on incorporating sub-brands for departments that use the City logo, as well as advice and ideas on how to build a connection between the Brownell Library, Essex Junction Fire Department, and EJRP and the City's brand without overhauling their existing logos or losing their individual identities/missions.

While a rebrand will result in a refreshed look, the project will ultimately define the City's brand and ensure departments have the tools they need to create effective and strategic communications. The guidelines and key messages developed through this project will serve as the foundation for all future marketing, communications, and engagement projects.

This rebranding should also build upon the City's Community Vision and Strategic Plan. In 2023, the City conducted a Community Vision and Strategic Plan project that explored the future direction of the City of Essex Junction, looking out to 2030.

Through the strategic planning process, the community helped identify a preferred future and six strategic pillars that represent the major themes or topic areas reflecting Essex Junction's preferred future.

The City's preferred future forecasts a future where the City of Essex Junction becomes known for its inclusive and welcoming ethos. As a result, the population is both economically and ethnically diverse. The economic approach is community-led while having a strong focus on adapting and growing as a community. Community connectivity is significant in relation to amenities, activities, and engagement as well as practicality via cycle lanes, trails, and public transportation. Walkability and cycling are encouraged, and there are passive and active green spaces within the city. Inclusivity and equity are demonstrated via affordable housing, vertical development, incentives, and new businesses. There is investment in the public good and shared amenities and resources that create desirable living conditions. There is a focus on community vitality across the City with vibrant amenities and activities. The enviable location is attractive to people wishing to move to the city due to its amenities, character, sense of

community, and proximity to the airport, Burlington, and the landscape of Vermont. These strategic pillars include Housing and Density, Public Services and Facilities, Economic Development, Transportation and Connectivity, Environment, and Community Engagement. With these six pillars, 18 key actions were also identified, representing the building blocks that help define the action for the strategic pillars. The six pillars and 18 action items have been ranked in order of importance for action and implementation over the next five years. The full report can be viewed at [www.essexjunction.org/news/vision-and-strategic-action-plan](http://www.essexjunction.org/news/vision-and-strategic-action-plan).

## PROJECT GOALS

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To deliver a brand that reflects a growing, diverse, and inclusive community, one that resonates with the City's history as a village and effectively communicates the City of Essex Junction's impact on the community, serving stakeholders, including current and potential residents, employees, committees, businesses, and community organizations. Public input must be incorporated into the development process to ensure that the design accurately reflects the community as a whole.

## PROJECT SCOPE

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### Brand & Message Development

The selected designer or firm will create visual elements, messaging, a brand tagline, and guidance on incorporating sub-brands for departments. The selected firm will create a logo that effectively communicates the identity of the City and messaging that connects with community members in a memorable way. The logo and messaging should allow for flexibility so that they may be used by all departments and for all programs and services. The chosen consultant will also provide a brand style guide and templates to meet the necessities of day-to-day operations (e.g., letterheads, memos, report covers, and city apparel).

The chosen designer or firm will conduct research on the City of Essex Junction as the foundation for developing the brand and messaging. This may include collecting information from stakeholders, reviewing the Community Vision and Strategic Action Plan, and analyzing the branding strategies of regional communities.

### Deliverables

1. Conduct research with the community and staff to determine values and identity.
2. Development of a City of Essex Junction logo, logo variations, and tagline
  - Create authentic and relevant logo mock-ups and taglines that effectively communicate the City's identity. The design process will consist of two rounds:
    1. In the first round, five logo mock-ups will be created for review by the City Council, Committee, and staff. They will narrow these down to three logos.
    2. In the second round, the three selected logos will be presented to stakeholders for their review and feedback. Following this, the Council will choose the final design.
  - The City may make up to five revisions during the two rounds of the logo design process.

- Additionally, create three different taglines associated with the logos from the second round.
  - Incorporate sub-brands for City Departments that use the City logo. Connect the Brownell Library, EJ Fire Department, and EJRP logos with the City's branding while maintaining their identity and mission.
  - Create a color palette for print and web. Design a versatile color palette with high-contrast hues to provide the City with greater flexibility in creating branded materials. Ensure that colors adhere to accessibility for online and print.
  - Establish fonts for print and web. Fonts should be easy to read, accessible, and readily available for use in both print and online contexts.
  - Provide high-resolution (600 dpi min) EPS file format layered images of the final approved logo(s) and tagline, as well as flattened JPEG and PDF formats.
  - Content to be created in full color, single color, and black and white.
  - The logo should have variations suitable for both vertical and horizontal usage. Chosen concepts can be utilized easily and effectively across multiple platforms and mediums, including signage, print, digital marketing, and the City's website.
  - The City will retain copyrights to all images, logos, designs, colors, fonts, and templates created by the qualified designer/firm.
3. Templates for common needs, such as brochures, PowerPoint, report covers, letterhead, business cards, memos, etc. Designs for road and building signage, as well as street lamp banners.
  4. Brand Style Guide. This guide should include the correct usage of the logo, sub-brands, colors, fonts, and templates.
  5. The designer/firm will be available for brand consultation for up to 12 months, responding to questions regarding usage or clarification on the style guide.

## **PROPOSAL SUBMISSION AND TIMELINE**

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The selection committee will select a designer or firm from the proposals received. This process will include a review of proposals, references, and other information as necessary. The City may conduct interviews with potential designers or firms if applicable. In making this selection, the City reserves the right to request from any responding entity clarification of its proposal or to supply any additional material deemed necessary to assist in evaluating the proposal within the timeline requested by the City.

To be considered, interested parties must submit by the deadline a proposal package that includes the following:

- Letter of interest. It should provide a complete and concise description of the designer's or firm's ability to meet the requirements of this RFP.
- Summary of qualifications, experience, and availability. It should summarize the qualifications and relevant experience of all team members who will participate in this

project.

- Proposed approach to the process, including a proposed schedule for product delivery. If there are any proposed changes to the scope of work outlined in the RFP, please provide an explanation for these changes.
- Proposal budget. Include a summary of costs and fees based on the deliverables previously noted above. Provide a budget for each individual task as an independent project and an aggregated budget for the entire project. All overhead costs, including travel and vehicle mileage, should be included in the basic fee. Any optional services recommended by the designer or firm may be included but should be priced separately.
- References and examples of work. Include three references and at least three samples of completed projects. Examples of previous work with municipalities are preferred but not required.

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### **Interviews To Discuss Proposals**

If deemed necessary, a short list of qualified designers or firms may be selected from those who submitted proposals for informal oral presentations. Oral presentations, if requested, will take place at the City of Essex Junction offices and may be done in person and/or remotely.

All proposals submitted become the property of the City of Essex Junction and are considered public documents. Preparing, submitting, and presenting a proposal is the sole expense of the designer. Proposals must remain valid for at least 60 days.

### **Timeline**

- Issuance of RFP: April 15, 2025
- Deadline for Questions: April 28, 2025
- Proposal Due: May 5, 2025
- Review of Proposals: Week of May 5, 2025
- Staff Recommendation to City Council: May 14, 2025
- Notice to Proceed with Project: May 15, 2025

## **PROJECT EVALUATION**

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The following criteria will be used in consideration of proposals:

- Quality and completeness of the proposal. 10 pt
- Designer or firm qualifications, demonstrated experience with similar projects, and references. 15 pts

- Proposed cost for this project. 25 pts
- Project approach, ability to produce deliverables, and proposed timeline. 25 pts
- Demonstration of Innovativeness and Creativity 25 pts

### **The City of Essex Junction Rights**

The City of Essex Junction reserves the right to modify or issue changes to the original RFP. Any change will be distributed to all those who originally issued the RFP. The City of Essex Junction also reserves the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities, or to cancel the RFP in part or in its entirety if it is in the best interest of the City of Essex Junction. This solicitation of proposals in no way obligates the City of Essex Junction to award a contract.

### **Equal Employment Opportunity**

The designer or firm shall comply with the applicable provisions of Title VI of the Civil Rights Act of 1964 as amended, Executive Order 11246 as amended by Executive Order 11375, and as supplemented by the Department of Labor regulations (41DFR Part 60). The designer or firm shall comply with all the requirements of Title 21, V.S.A., Chapter 5, Subchapters 6 and 7, relating to fair employment practices to the extent applicable. A similar provision shall be included in any and all subcontracts.

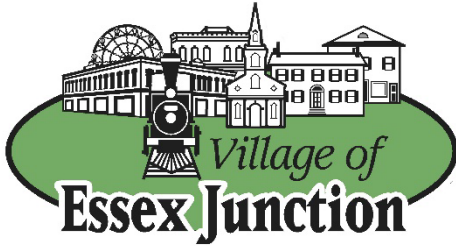
### **Insurance**

The designer or firm shall meet the insurance requirements of the City's Purchasing Policy. Also, all contracts for services shall contain indemnification and hold harmless language as required by the City's Purchasing Policy.

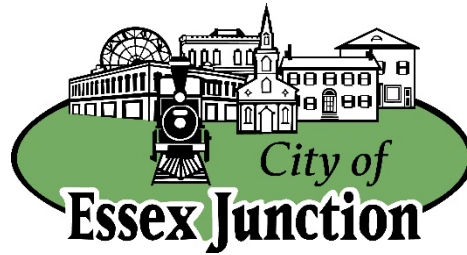
# APPENDIX A

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Village of Essex Junction Logo



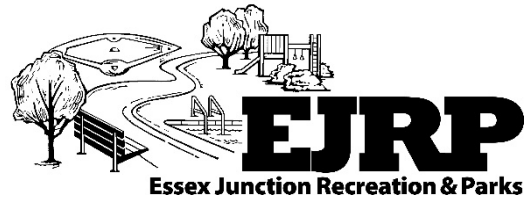
City of Essex Junction Logo (current)



Brownell Library Logo



Essex Junction Recreation & Parks Logo



EJ Fire Department Logo

