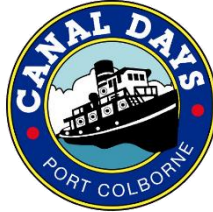


Canal Days Marine Heritage Festival



Request for Proposal (RFP) – Logo Design & Style Guideline

1. About the Canal Days Marine Heritage Festival

For those with a taste for adventure the Canal Days Marine Heritage Festival offers activities and attractions to enliven the senses. Tall ships and historic vessels gather in Port Colborne each Civic holiday weekend for a four-day celebration of history and heritage. Nestled at the junction of the Welland Canal and the Lake Erie north shore, Port Colborne is a working marine community, with rich nautical history and welcoming hospitality. Canal Days encompasses the entire community, with activities at a dozen different venues. The Marina is host to the Lighthouse Tours and H.H. Knoll Lakeview Park is host to Ontario's largest outdoor classic car and kite show. The Seaway Park Kid's Zone has live pony rides, inflatables, kid's activities and you can ride the train across the bridge. At the Port Colborne Historical and Marine Museum, the history of the Welland Canal is on display and heritage artisans can be seen working their trades. Festival guests can ride the free Canal Days shuttle to the Vale Health & Wellness Centre for an indoor craft show, or the Roselawn Centre for an afternoon of Jazz. Festival food and shopping kiosks fill downtown, and the Market Square concert venue features top-notch entertainment nightly. On Sunday night thousands of spectators line West Street along the Canal to watch a spectacular fireworks display. Last year, more than 400,000 people visited the festival over four days. A source of great community pride, Canal Days is Port Colborne's signature event. The countless local volunteers who work tirelessly over 4 days make this event Niagara's premier summer festival.

2. About the Current Canal Days Marine Heritage Festival Logo

The current logo was created in 1989 as the official logo of the Museum's Annual Canal Days and as a symbol of our Marine Heritage Event. Since 1989 it has been used by all participants in Canal Days as the official logo. The festival name *Canal Days Marine Heritage Festival* and current logo have been trademarked.

3. Request for Proposal & Project Overview:

The Corporation of the City of Port Colborne and the Canal Days Marine Heritage Festival Committee of Council are accepting proposals to design the festival's new logo and develop an associated branding/style guide. A key component to the creation of a new logo for a

historic event ingrained in the municipality's culture is to have a full understanding of the festival, its history, and its future.

This logo will be launched at the 39th Annual Canal Days Marine Heritage Festival, August 1-4, 2017, in preparation for the 40th Anniversary August 3-6, 2018. This logo will be incorporated into the festival's website, social media platforms, marketing materials, brochures, banners, signage, clothing, merchandise, and all other materials required.

4. Design Requirements & Deliverables:

The logo may be text or image based, work with a range of media (print and web), be readily scalable, and work well in both colour and greyscale. Consideration will also be given to bilingual (French) options.

The scope of the project will extend from concept to completion. Design scope will include:

- Creation of Logo:
 - Final logo files must be delivered in PNG, JPG, TIFF, EPS, and AI with the following variations:
 - Standard logo for use on white/light backgrounds (all backgrounds should be set to transparent)
 - Standard logo for use on dark backgrounds
 - Horizontal and vertical variations (if appropriate for design)
 - The colour palette for the logo design must be provided in RGB, CMYK
 - Should the logo include typeface, font information must be provided. All files should have all typeface outlined. All type must include the English and French versions of the text simultaneously.
 - Style guide
 - Colour treatments
 - Templates (if applicable)
- Designer to provide two (2) concepts for review of the Canal Days Marine Heritage Festival Committee of Council. Three rounds of revisions will be included on the chosen design.
- A Canal Days Marine Heritage Festival Usage Guideline should accompany the final submission, clearly demonstrating and explaining the design elements (logo, typography if appropriate, brand attributes, colour palette, etc.).
- Assist the Corporation of the City of Port Colborne with the Trademark application and provide any documentation required.
- Designer to be available for brand consultation until Canal Days 2018, August 3-6, responding to questions of usage and/or clarification on style guide.

5. Budget:

The Corporation of the City of Port Colborne and The Canal Days Marine Heritage Festival Committee of Council have allocated a maximum of \$2,000 in addition to a comprehensive Request for Proposal – Logo Design & Style Guideline for Canal Days Marine Heritage Festival 2

Partnership Package (outlined below) for the 39th Annual Canal Days Marine Heritage Festival for the initial design and production of the Canal Days Marine Heritage Festival logo and style guide. This budget also includes the ongoing consultation until the 40th Annual Canal Days Marine Heritage Festival, August 3-6, 2018. Additional design work beyond those items outlined in the scope are subject to additional negotiations/compensations.

Partnership Package items include:

- Four (4) tickets to the Mayor's Summer Festival Luncheon;
- Six (6) passes to the Sponsors Lounge at the 39th Annual Canal Days Marine Heritage Festival for Saturday, August 5, 2017 & Sunday, August 6, 2017;
- Four (4) Backstage passes for meet-and-greets with Market Square artists on Friday, August 4, 2017 & Saturday, August 5, 2017.
- Four (4) tickets for the Fireworks Reception on Sunday, August 6, 2017.
- Six (6) tickets on the Empire Sandy Morning Cruise on Monday, August 7, 2017;
- Traditional & Social Media Recognition as the logo designer(s)

6. Proposal Guidelines and Requirements

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. **Submissions will be accepted until Friday, May 12, 2017 at 3:00 pm.** Proposals received after May 12, 2017 will not be considered. The proposal must be signed by an authorized officer or agent of the company submitting the proposal.

Proposals should include:

1. Proof of qualifications (resume, client recommendations etc.);
2. All staff/subcontractors that will be a part of the development team;
3. Case studies, samples of, or links to, previous work;
4. A maximum of three references;
5. Two (2) logo design outlines/proofs/concepts; and
6. A proposed process or work plan for the logo design and an associated budget breakdown.

Proposals must be submitted electronically, no later than Friday, May 12, 2017 at 3:00pm to Michelle Cuthbert, Marketing, Community Relations & Communications Coordinator, at michellecuthbert@portcolborne.ca via DropBox, Zip File, or alternate method.

Please direct any questions regarding this Request for Proposal to michellecuthbert@portcolborne.ca. No meetings or phone calls will be accepted.

Expected timeline for rollout of the logo is at the 39th Canal Days Marine Heritage Festival – August 4-7, 2017. **The successful designer/contractor will be selected no later than Friday, May 26, 2017.** Only those selected will be notified.