

Request for Proposal (RFP) for Brand Refresh

Amendment #1

Issue Date June 13, 2024

The following amendment replaces the budget and deliverable detail in the original RFP issued June 12, 2024. All other elements, dates and deliverables remain the same.

Any questions please contact Project Manager Dee Enright at dee@jebbca.com

Project Budget:

An amendment has been made to the project budget to clarify as follows:

The total budget for the **Required Minimum Deliverables** identified below is **\$18,000 plus HST**. Submissions that exceed the project budget for these elements will not be considered.

Required Minimum Deliverables

- Minimum of three options for name and visual identity with one to be chosen and developed.
- New brand name and tagline (if applicable)
- Visual identity assets (logo, color palette, typography, etc.)
- Comprehensive brand guidelines document
- Design of a Trade Show booth based on the brand refresh.
- Design elements for <https://meetingsandconventionspei.com/> including colour schemes, typography and logo usage and placement.
- Brand Guidelines should include logo and design elements for
 - <https://www.facebook.com/meetinpei>
 - <https://x.com/MeetInPEI>
 - <https://www.instagram.com/meetinpei/>
 - <https://www.linkedin.com/company/meetings-conventions-prince-edward-island/>
 - https://www.youtube.com/channel/UCQj5GFL_-f1CZ8kjpAmT8nA

Additional Elements

The following elements, while not an exhaustive list have been identified as priorities for updates based on the brand refresh.

- Refresh in alignment with new brand for existing programs :
 - Big Fish in a Small Pond,
 - Come Early Stay Late,
 - Show your Badge,
 - RFP Templates

- Develop a visual identity for the new local ambassador program Bridge the Connection (program logo and key visuals)
- Website updates to reflect the brand refresh.
- High level Implementation and roll-out plan

Please include in your proposal which, if any, of the additional elements you may be including as added value.

For all other additional elements please provide an estimate, as well as your hourly rates.

We recognize that the estimate for additional work may need to be adjusted based on a full brief. Those companies shortlisted, or if no shortlist, the successful proponent will be provided additional information to determine the scope of work.

Meetings and Conventions PEI may or may not proceed with the additional elements at their discretion.