



Conserving the land, water and scenic character of Leelanau County

Request for Proposal for Logo Refresh

The Leelanau Conservancy “The Conservancy” is seeking a qualified designer, branding firm or agency to refresh our visual identity and create, test, and launch a fresh logo that conveys our mission—to conserve the land, water, and scenic character of Leelanau County—and stays true to our distinctive brand.

Background

Our current logo has served us well for 35 years. However, we have grown a lot since then, and it is time for an update that is relevant and represents who we are today, yet continues to reflect our traditional, personal, and authentic brand values. We are open to new ideas and concepts, but we would like the refreshed logo to maintain some of the trusted elements of our current brand (such as color and shape) with a timeless and classic design that is easily recognizable. Our land conservancy is committed to preserving natural spaces for all people, and we would like the new logo to convey this commitment to our stakeholders. It should be versatile enough to work digitally, in print, and on infrastructure like the wooden road signs at our natural areas. Please submit your proposal that includes your portfolio, timeline, and pricing.

Scope of Services and Deliverables

The selected designer or agency will refresh the Conservancy’s visual identity and style to advance a unified and cohesive look across all Conservancy materials. The scope of the project will extend from initiation to the implementation phase and will include meetings with a small working group of staff, board and committee members throughout this process, both virtually and at our office in Leland, MI.

The deliverables should include:

- Research and Discovery
 - Including sessions with small working group, market research and competitive analysis
- Content Audit
- Visual Identity Refresh, including:
 - Final logo files, fonts, and color palette for print and digital
 - Complementary design elements, fonts, and color schemes
 - Updated brand standards/style guide and usage guidelines to maintain brand consistency across platforms, including:

- Brand identity template for business card, envelope, letterhead, email signature, presentation deck, and kiosk signage
- Implementation Plan
 - Proposed rebranding campaign strategy for rollout and implementation
 - Proposed plan for updating website, ads, marketing materials, and signage

Proposal Content

- **Name and Background:** including your contact information of all parties, including subcontractors.
- **Profile:** please tell us about your agency or business, the size, make up and qualifications of staff. Please include anyone who will be working on this project and describe their relevant experience and qualifications.
- **Proposal:** please include a detailed approach, workplan, and timeline of your proposed process for this project.
- **Portfolio:** please send us current examples relevant to branding and logo/design work.
- **Budget:** please provide your proposed budget for this project.
- **References:** Please provide 3 references.
- **Additional Services:** if you believe there should be any additional services included in this project that are not in this RFP, please provide information here.

Proposals must be submitted via email to Claire Wood at cwood@leelanauconservancy.org by October 6th. 2023.

Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated knowledge, skills and experience in branding design
- Appropriateness of price

Timeline

October 6, 2023: Deadline for proposals

Week of October 16 2023: Final selection announced, project commences

March 15, 2024: Proposed project completion

