**REQUEST FOR PROPOSAL**

Destination Brand Guidelines & Standards

January 30, 2020

Submit Proposals to: Kris Mattera, Executive Director

Basalt Chamber of Commerce

970-927-4031  
 director@basaltchamber.org

Questions: Must be submitted by February 6, 2020

Prospective firms may also arrange a 15-minute conversation

Copy of Proposal: Electronic, in PDF format, sent via email  
 Subject line: RFP response – [FIRM NAME]

Proposal Deadline: February 10, 2020 by 5 p.m. MST

**About**

Founded in 1983, the Basalt Area Chamber of Commerce is a not-for-profit - 501(c)(6), voluntary organization of businesses and professionals joined together for the purpose of promoting the civic and economic progress of our community. The organization provides support to local businesses in the town of Basalt, and the surrounding communities in the mid-Roaring Fork Valley. The area’s economic well-being is related directly to the caliber of work performed by the Chamber.

The Basalt Chamber serves as both a traditional chamber of commerce as well as the main source for destination marketing on behalf of the Town of Basalt and the neighboring area. The town is in the heart of the Roaring Fork Valley, which is 50 miles long, extending from Aspen to Glenwood Springs. It is surrounded by mountains on all sides, including the Elk Mountains home of the Aspen/Snowmass ski resort. The Chamber has been working with the town on the development of a solid brand for the area as a destination. In 2019, the Chamber was a recipient of an Office of Economic Development and International Trade (OEDIT) [Blueprint 2.0 Brand Building for Communities technical assistance grant](https://www.dropbox.com/s/0htue4o7uofo9u3/2018_Blueprint-branding.pdf?dl=0). The final deliverables included marketing research with a clear, unique brand and positioning, initial target audience, key messages and a new visual identification (logo), exclusive

to the community:



**Project Overview**

Now that the Basalt Area Chamber of Commerce has a new logo to help promote Basalt as a destination, the organization needs brand standards, guidelines and templates to execute the new brand. At the end of the technical assistance grant, [OEDIT provided final logos](https://www.dropbox.com/s/awzps3tkubtp8pm/2019_Basalt_Logos_FromOEDIT.zip?dl=0) in a variety of formats and color processes. The Chamber needs a vendor to complete the rest of the elements required to successfully launch the new brand.

The Executive Director has experience as a graphic designer and is well versed in Adobe Creative Cloud. Since being hired, the Executive Director has managed and produced almost all the creative assets required by the Chamber, particularly those tied to tourism. Ultimately this is work that will need to be delegated, which underscores the importance of these brand standards.

**Goal**

Establish a set of brand standards for the destination marketing logo by the end of Q1 2020, with the plan to launch the new logo by Summer 2020. The new mark will be used to help unify Basalt visually.

The selected vendor will have some flexibility in altering the existing logo (minor tweaks) to create a better product. For example: the all black version of the logo presents a few design challenges.

Scope:

* Recommendations for the Chamber’s new logo
  + In light of the new destination mark, the Chamber would like to upgrade its brand, while maintaining a distinction between the logo for tourism and the logo for the organization.
* Brand Guidelines
  + Color palette
  + Logo Usage
  + Typography specifications
  + Visual Style and photography
  + Marketing samples
  + Swag recommendations
* Templates
  + Business Card Template
  + Letterhead and Stationary template
  + Out-of-home (bus ads, lamppost banners, small billboards)
  + Print advertisements
  + Direction on email newsletters (Constant Contact)
  + Digital components (website, digital adverting, social media)
  + Other (based on needs)

**Overall use of the new logo**

The intent of the Where Life Flows logo is to utilize it to promote Basalt as a destination, focused on tourism and economic development efforts. A separate logo will serve the Chamber’s needs as an organization, and the Town of Basalt will continue to leverage the municipalities logo for official Town business.

One example is Carbondale, CO. The destination has one mark (the mountain swoosh), the Chamber and tourism board has variations of that destination mark, and the town itself has its own logo for the municipality. New Orleans is another example, although there is a clear difference between tourism and the chamber.

Chamber’s existing logo:



Town of Basalt’s logo:

A drawing of a face

Description automatically generated

A previously used Basalt destination mark (seen on the lamppost banner around town):



Related brand standard examples:

* [Basalt Chamber brand standard for the current logo](https://www.dropbox.com/s/c04knc4t44fgd7l/Basalt%20Brand%20Guide%20copy.pdf?dl=0)
* [Buena Vista’s brand standards](https://www.dropbox.com/s/6vjaig3ttftk6tz/Buena-Vista-Brand-Guidelines.pdf?dl=0)

**Request for Proposal – Response Details**

Business Information - Provide agency’s name, address, website, and telephone number. Include name, title and email of the individual who will serve as our primary contact. Include a brief description and history of your firm.

Project Approach – Please explain your project approach, style and process you use to develop brand standards for organizations similar to the Basalt Chamber.

Experience – Proposals should include a list describing projects that are similar in scale that your firm has completed. Please include at least one detailed case study with creative samples. Where possible, highlight work for similar organizations. Provide references who can speak to past performance, accessibility, etc.

Schedule and Timeline – Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined in this RFP.

Cost – Proposals must include estimated cost for all work related to tasks and deliverables outlined in the schedule/ timeline. List prices based on the three main areas listed in the Scope section. Feel free to include cost of additional ongoing services tied to branding and the launch of the new mark.

**Timeline and schedule**

1/30 RFP distribution begins

2/6 Vendor Questions deadline

2/7 Vendor Question Response

2/10 RFP due to Basalt Chamber

2/14 Short list-vendor selection and notification

**Additional considerations**

For any product or service in excess of $1,000, the Basalt Chamber of Commerce is required to select a vendor who is a Chamber member in good standing. Firms may submit a proposal; however, the selected vendor must be a Chamber member prior to the start of the project.

The Basalt Chamber reserves the right to cancel this request for services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received, and is the sole judge of the merits to respective responses received. The Basalt Chamber intends to award all tasks included in this RFP to one firm but also reserves the right to contract any task or portion of this work separately.