



CITY OF CLEMSON

REQUEST FOR PROPOSALS
REBRANDING

**DEADLINE FOR SUBMISSIONS:
July 29, 2022, 2:00P.M.**

ADVERTISEMENT

CITY OF CLEMSON

The City of Clemson is seeking a creative, qualified graphic designer, design firm, or agency to create a strong visual identity, brand standards, and a brand manual. Their job will be to facilitate an identity/branding redesign with executable milestones culminating in a comprehensive brand package. This will include the assessment of how to incorporate sub brands (departments).

The project will include visual elements, messaging, and brand expression. One objective of the project is to create an eye-catching and modern design logo that has a wide appeal. Public input, and the inclusion of diverse stakeholders, must be included in the development process to ensure that the design reflects the community as a whole. The chosen consultant will provide a style guide for graphics and templates for the necessities of day-to-day operations (e.g. letterheads, memos, report covers, and city apparel).

Proposals should include an approach to the Project and any information deemed necessary. Please refer to the complete RFP for more information regarding the scope and requirements of the Project.

All Proposals **MUST** be received at the Clemson City Hall located at 1250 Tiger Blvd. Suite 1. Clemson, SC 29631 no later than 2:00 p.m. July 29, 2022. Any submission received later than the specified time/date will **NOT** be accepted/considered. Hand-delivered submissions should be delivered to the same above referenced address. No facsimile, email or telephone proposals will be accepted. Proposals must be submitted in a package clearly marked "Rebranding Project for City of Clemson"

Contact Information for this Project:

Allison Gante
agante@cityofclemson.org
864-653-1174

GENERAL INFORMATION

The City of Clemson is 7.5 square miles and is home to approximately 17,000 residents (2020 Census). Clemson is located primarily in Pickens County, with a small portion located inside Anderson County and it also abuts Lake Hartwell. The City surrounds and is intertwined with Clemson University which exists as its own municipality. The City and University are primarily independent of each other, but a strong and symbiotic relationship exists between the two. The City of Clemson is ready for a rebranding project that encapsulates the spirit and culture of the City and distinguishes it from the University.

Currently the City of Clemson's brand is incomplete. The City does not have a true logo, visual identity, brand standards, or brand manual. This leaves City teammates to make decisions about formatting, font selection, logo usage, voice, tone, etc. While teammates do their best, it results in inefficiencies and inconsistencies, which are not beneficial for the community.

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

In total, there are 16 departments within and over 300 individuals employed by the City of Clemson.

This rebranding should also consider the City's vision and values statement as well as the ClemsonNext white paper document.

In March 2020, in response to concerns about rapid growth and change in Clemson, the City contracted with Development Strategies to lead a planning process under the direction of a Steering Committee, and guide Council in determining the best next steps. This strategic planning process—ClemsonNEXT—blended analysis, identification of best practices, and community dialogue through roundtable interviews, surveys, a Virtual Town Hall, and social media outreach. In August 2021, Council adopted a White Paper, which represents the culmination of the ClemsonNEXT strategic planning effort. The full white paper can be viewed at [ClemsonNext.com](https://www.clemsonnext.com).

The City of Clemson vision statement and values are:

The City of Clemson will be recognized nationally for its excellent quality of life for all residents, exceptional core City services, and its sense of community, with an emphasis on our key values:

- *Inclusivity and conscious progression towards equity for all;*
- *Engaged, healthy living across the lifespan;*
- *Environmental sustainability;*
- *Smart, planned growth based on healthy, transit-oriented urban design principles;*
- *Creating a resilient economic environment that supports our residents, businesses and nonprofits;*
- *Safe and secure communities;*

- *Mutually beneficial town-gown relationships;*
- *Cultural, community, and lifelong learning opportunities; and,*
- *Neighborhood integrity and support.*

The City wants to ensure that the vision laid out in the ClemsonNext White Paper and in the vision statement and values are embraced in the rebranding process.

PROJECT SCOPE

A. Brand & Message Development:

The selected firm will create visual elements, messaging, and brand expression that channels voices from the community to capture the uniqueness of the City of Clemson. The selected firm will create a design logo that effectively communicates the identity of the City and messaging that connects with community members in a memorable way. The design logo and messaging should allow for flexibility so that they may be used by all departments and for all programs and services.

B. Deliverables:

- 1) Visual elements guide and graphic standards, including logo and fonts
- 2) Templates for common needs, such as signage, brochures, PowerPoint, report covers, letterhead, business cards, memos etc.

C. Strategic Brand Implementation and Community Engagement:

This task will define the activities designed to effectively establish Clemson’s new brand identity, as well as identify ongoing strategies for communicating, maintaining, and enhancing the brand’s value over the first three years following introduction. The strategies should:

- 1) Prioritize both short and long-term strategies and tactics, including a timeline.
- 2) Employ a variety of communication tools.
- 3) Engage residents, downtown businesses, and local community leaders
- 4) Enable target audiences to connect and interact with Clemson and use feedback to further build Clemson’s brand.
- 5) Provide opportunities for target audiences to become advocates.
- 6) Effectively tell the “Clemson story.”

PROJECT GOALS

A. To deliver a brand that:

- 1) Distinguishes the City of Clemson from Clemson University
- 2) Reflects an updated, impactful, diverse, inclusive, and modernized City of Clemson

3) Resonates with the myriad stakeholder groups served by the organization:

- a) Residents
- b) Existing Businesses
- c) Potential Investors

B. Effectively communicates the City of Clemson's impact on the community

SUBMITTAL

The brand identity for Clemson should convey Clemson's assets and unique qualities in a way that is authentic, succinct, and memorable. It will describe who we are, what we do, and why we do it. The following should be submitted with all proposals.

A. A formal cover letter including:

- 1) Firm profile.** Proposals should provide a complete and concise description of the firm's ability to meet the requirements of this RFP.
- 2) Project understanding.** Proposal should be knowledgeable about the City of Clemson, its amenities, and its relationship with Clemson University and surrounding towns and communities.
- 3) 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 consultant may be included but should be priced separately.
- 4) Project schedule.** Include a proposed schedule for the product delivery broken down by each of the tasks previously listed above.
- 5) Minimum Qualifications.** The selected firm must have experience formulating new brands based on research-driven methodology combined with informational insights provided by stakeholders through a public engagement process. Experience working with municipalities and/or government clients is a plus.
- 6) References.** Include three (3) references and at least two (2) summary samples of completed projects with detailed photographic, print, and digital records.

B. Proposals are due via mail or hand delivered by 2 p.m. on July 29, 2022. Please submit to: Allison Gantte | Assistant City Administrator City of Clemson 1250 Tiger Blvd., Clemson, S.C. 29631. The City of Clemson holds no responsibility for proposals received after the deadline due to delays in the mail. Please note that our mail often does not arrive until after lunch time each day, so any proposal set to arrive on the due date may not be received by 2pm that day.

PROJECT EVALUATION

The following criteria will be used in consideration of proposals:

- 1) Quality and completeness of the proposal.
- 2) Design firm qualifications, demonstrated experience with similar projects, and references.
- 3) Proposed cost for this project and recommended implementation strategies.
- 4) Project approach, detail of proposed methodology, and ability to produce deliverables within anticipated timeline.
- 5) Ability to develop a clean, fresh look that communicates to diverse audiences across multiple platforms.

All firms will be afforded equal opportunity to submit proposals in response to this request and will not be discriminated against in consideration for award on the basis of race, religion, color, sex, gender identity, creed, marital status, ancestry, physical or mental disability, medical condition, sexual orientation, national origin, age, or any other consideration made unlawful by federal, state or local laws.

The City of Clemson reserves the right to accept or reject any or all of the proposals generated from this RFP to the respondent that presents a proposal that best meets the specifications as listed and represents the most beneficial procurement as determined by the City. The City also reserves the right to modify any requirements, terms, or conditions as outlined in this RFP when such modification is in the best interest of the City. Issuance of this RFP does not obligate Clemson to award a contract nor is Clemson liable for any costs incurred by the proponent in the preparation and submittal of the proposal.