



Brand Identity Development Services

Request for Proposals

August 2025

RFP#: 2025-08-001

Request for Proposals - Notice to Prospective Consultants

August 12, 2025

You are invited to review and respond to this Request for Proposals (RFP), providing services related to the development of a Brand Identity for an independent project by the Community Business Development Corporation – Central NL (CBDC Central). In submitting your proposal, you must comply with these instructions.

Please note that no verbal information given will be binding unless such information is issued in writing as an official addendum.

In the opinion of CBDC Central, this RFP is complete and without the need for explanation. However, if you have questions, or should you need any clarifying information, the contact person for this RFP is:

Mark Whiffen
Development Officer, CBDC Central
709-489-4496 (Office)
mark.whiffen@cbdc.ca

Please note we require all responses to this RFP to be based on fixed-priced quotes, no estimated quotes will be considered.



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RFP#: 2025-08-001**1.0 Introduction**

CBDC Central invites interested firm(s)/consultant(s) to respond to this Request for Proposals (RFP) to develop a Brand Identity for the Regional Economic Development (RED) Pilot Project. This is a new initiative so there are no existing or past brand standards. This brand is independent of CBDC.

2.0 Contracting Agency

For this contract, Central Community Development Corporation (operating as CBDC Central) will be the contracting agency.

CBDC Central is the service delivery agent for a new regional economic development (RED) project that represents partner municipalities along with the Exploits Regional Chamber of Commerce and Exploits Partnership, a private-sector initiative of the RED project.

CBDC Central is engaged in various aspects of economic development, primary through business development, throughout the Exploits Region. CBDC Central is one of 41 corporations in Atlantic Canada dedicated to assisting small and medium enterprises including start-up, expansion, modernization, and maintenance of business entities in all sectors of the economy through a suite of programs that includes financing, training, and advice.

CBDC Central is a not-for profit organization governed by a volunteer board of directors comprised of community leaders from around the Exploits Region that provides oversight and governance of the affairs of the organization. More information about CBDC can be found at www.cbdc.ca.

The RED pilot project is a unique initiative of CBDC Central, and therefore, CBDC will continue function and operate under the CBDC Network and it's brand identity in Atlantic Canada and the RED project will function under a separate identity.

3.0 Background

In June 2024, a regional economic development pilot project was launched in the Exploits Valley to address the capacity gaps in economic development at the municipal level and to facilitate economic development and planning at the regional level. This project does not replace, but rather compliments, the individual efforts of municipalities on their own economic development initiatives. The project provides planning and coordination at a regional level, to assist with additional capacity when required, and provide capacity where it does not exist but is required. The RED project is responsible for:

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- Development and implementation of a Strategic Economic Plan (SEP) for the Exploits Valley Region
- Coordinate business development support throughout the region.
- Identify and research new opportunities for development within the regions, as well as opportunities for Business Retention and Expansion (BR&E).
- Provide support to organizations and communities within the region for specific development activities consistent with the SEP.
- Provide additional capacity in regional economic planning, project funding applications, project planning, and research.
- Research and provide common policy and planning recommendations across the region.
- Facilitate the collaboration of stakeholders across the region.
- Facilitate the collaboration of projects across the region.

The pilot project is now looking to develop its public facing identity to help implement the objectives of the SEP.

3.1 Engagement Oversight

CBDC Central has appointed Mark Whiffen to liaise with the consultant for ongoing information and project management requirements. For the length of this engagement, the consultant will report to Mark Whiffen on the project deliverables and objectives.

Additional oversight may be provided by the CBDC Central Executive Director, and/or Chair or another designated representative from the municipal advisory committee.

4.0 Project Objectives

CBDC Central is seeking proposals from qualified consultants to provide professional services related to brand development for the regional economic development pilot project.

The selected consultant will work closely with CBDC Central to achieve the following objectives:

- Consultation: Meetings with CBDC to review the project objectives and milestones.
- Design: The service provider will design a brand identity that:
 - Will represent the Exploits Valley Region for the purposes of economic development and investment attraction, and opportunity.
 - Is visually appealing, easy to reproduce across all media types in colour, greyscale, and black and white.

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- Designed allowing for future modification or addition to design elements such colour palette, and font.
- The Consultant should demonstrate in their proposal how their selection of design tools and/or applications is in line with leading practice.
- Development: During development, the service provider must:
 - Provide scheduled touchpoints throughout the project with the project lead from CBDC Central.
 - Present as necessary to an Advisory Committee established by partner communities.
- Launch: To smoothly launch the project brand, the service provider shall provide:
 - Brand identity guide and brand standards document.
 - Copies of the brand logo in all relevant formats.
 - Any additional graphics or designs as necessary.
 - Potentially develop a launch video.
 - Brand will be launched in coordination with an investment attraction website (RFP #2025-08-002)

5.0 Scope of Work

The scope of work for the consultant shall include, but not be limited to, the following:

- Initial Assessment:
 - Conduct a kick-off meeting with CBDC Central to understand the goals, target audiences, and unique selling points.
- Brand Identity Development and Design
 - Develop brand strategy (vision, mission, values, positioning)
 - Design Logo, typography, and visual identity.
 - Produce a brand guidelines document.
 - Propose use cases (i.e. signage, digital, print, etc.)
 - Present drafts to CBDC and/or advisory committee and iterate based on feedback.
- Brand Implementation
 - Provide finalized brand guide package.

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- Provide visual brand graphics in all required forms (logos, typography, colour palettes, etc.).

6.0 Deliverables and Milestones

The following chart provides a breakdown of the key project milestones throughout the engagement.

Project Kick-Off and Discovery	Summer 2025
Engagement of Consultant	August 2025
Initial Assessment	August 2025

Brand Identity Development and Design	Summer/Fall 2025
Develop brand strategy	TBD
Create logo, typography, colour palette	TBD
Develop visual identity standards and use cases	TBD
Develop brand guide document	TBD
Present drafts to CBDC and modify as required	TBD

Brand Implementation	Fall 2025
Provide final brand guide document	October 2025
Provide visual brand graphics in all required forms	October 2025

7.0 Proposal Structure

Table 1: Response Structure	
Introduction	This section should briefly describe the firm, its capabilities, and its experience in handling an assignment of this nature.
Understanding the issue	This section should explain the Consultant's understanding and interpretation of the objectives and requirements of this project. The successful Consultant will have demonstrated a good understanding of the work to be undertaken.
Work plan and methodology	This section should include the consultant's work plan, methodology, and understanding of the objectives and tasks outlined in section 4.0.

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Summary of qualifications and experience	<p>This section must include:</p> <ul style="list-style-type: none"> • A brief résumé of the qualifications and experience of the consulting firm as they relate to this RFP. • A list of key project personnel to be used in the project outlining their roles and responsibilities. • (If applicable) a list of any subcontractors (individual or organization) that the Consultant intends to use when providing services under this RFP. • References for related work to be included as an appendix. Provide at least two reference projects where the company has undertaken work of similar scope and scale.
Pricing	<p>Pricing is to be detailed in a table and should include:</p> <ul style="list-style-type: none"> • All professional fees • Travel costs (if applicable) for face-to-face meetings. • Other costs

8.0 Project Schedule

The project schedule should assume an approximate starting date before August 30th, 2025. The consultant can propose in their response a reasonable project schedule that concludes no later than end of October 2025. RFP# 2025-08-002 (Website Development) is dependent on the completion of this brand project.

9.0 Submission of Proposal and Vendor Information

Proposals must be received by the CBDC Central contact no later than 4:00pm on August 22nd, 2025.

- Proposals should not exceed ten (10) pages. Appendices are acceptable.
- The successful proponent will be contacted within 10 business days of the RFP closing.
- Please submit an electronic version of the proposal in Word and Adobe Portable Document Format (PDF) to the following email address: mark.whiffen@cbdc.ca.

10.0 Proposal Evaluation

CBDC Central will evaluate the proposals. The lowest-priced proposal may not necessarily be accepted. CBDC Central reserves the right to recommend rejection of all proposals and either cancel or re-issue the RFP if necessary.

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The qualifications, commitment, related experience, and knowledge of the project personnel will be key evaluation factors. The experience of the consulting team in undertaking assignments of this nature and magnitude will be a significant factor in proposal selection. The evaluation framework outlined in Table 2 will be used in the selection with special attention given to the methodology, the project management, and the delivery plan.

The Evaluation criteria used to evaluate proposals fall into the following categories as referenced in Section 7:

Table 2: Selection Criteria		
	Factor	Scoring
1.	Consultant experience demonstrates the ability to provide requested services	15
2.	Consultant demonstrates an understanding of the project, its objectives, and metrics for evaluation	20
3.	Completeness and suitability of approach (proposed methodology)	15
4.	Capacity (identification of resources to undertake the project as well as relevant skills and experience by the individual)	15
5.	Pricing	25
6.	The consultant is from Newfoundland & Labrador, then Atlantic Canada	10
	Total	100

Please note: we may choose to interview a shortlist of consultants as part of the evaluation process.

11.0 Language of Proposal Submission

Language of Proposal Submission Respondents are encouraged to submit their proposals in English. French can be accepted, but limited functionality among evaluators may impact score. The project is to be delivered in English.

12.0 Awarding of Contract

The resulting contract will contain such reasonable terms as CBDC Central may require.

The awarding of the contract will be made by CBDC Central, based upon the results of the evaluation of submitted proposals. CBDC Central will notify the successful Consultant in writing via electronic means. Those who are not successful will receive a written notification

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via electronic correspondence as soon as possible once the award of the contract has been accepted and the negotiations have been concluded with the successful Consultant.

13.0 Contact

All inquiries and requests for clarification must be submitted via email. Requests for clarification should be directed to mark.whiffen@cbdc.ca.

CBDC Central will administer the contract for this project. Contact for this RFP is:

Name:	Mark Whiffen
Organization:	Community Business Development Corporation (CBDC) Central
Address:	10 Pinsent Drive, Grand Falls-Windsor, NL A2A 2R6
Email:	mark.whiffen@cbdc.ca
Telephone:	(709) 489-4496

14.0 General Conditions

Verbal information or representations shall not be binding on the Corporation. Only changes, alterations, modifications, or clarifications approved in writing will be binding. To be valid all such changes, alterations, modifications, or clarifications shall be issued in the form of addenda and all such addenda shall become a part of this RFP.

The proposal of the successful Consultant will form part of any resultant contract agreement by attachment and incorporation by reference. Claims made in the proposal will constitute contractual commitments. Any provision in the proposal may be included in the resultant contract as a direct provision thereof. The successful Consultant, as a condition of submitting its proposal, accepts a customized contract that will be negotiated.

Any resultant contract from this RFP will be governed by the laws of Newfoundland & Labrador and shall be issued in the name of the successful Consultant exactly as that successful Consultant's personal or corporate name is stated in the RFP response document. Funds payable for materials delivered under any resultant contract shall be paid only to the Consultant who is so listed as a party to any resultant contract. Only legally registered names of Proponents are acceptable.

The proposal will contain the signature, name, and title of the person authorized to sign on behalf of the Consultant on the proposal submitted in response to this RFP.

The responsibility rests with the Consultant to submit a complete proposal, with proper and adequate detail to substantiate all aspects of its proposal. Incomplete proposals shall be deemed to be non-compliant. A complete proposal should include but not be limited to:

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- Legal name and status: The proposal shall state the correct legal name and legal status of the proposing entity and the correct mailing address.
- Consultant contact: The name, title, telephone and fax numbers, e-mail address and civic address of a representative who may be contacted for clarification or other matters relating to the proposal shall be provided.
- Content: The proposal will be clear, and concise, and must include sufficient detail for effective evaluation and for substantiating the validity of stated claims. The proposal shall not simply rephrase or restate the requirements but rather shall provide a convincing rationale to demonstrate how the Consultant intends to meet these requirements.

The successful Consultant must be licensed to conduct business in its jurisdiction and may be required to produce a certificate of good standing for that jurisdiction.

All terms and conditions will apply to all subcontractors and the Consultant will be responsible for subcontractors' compliance. The Consultant will be responsible for all work done by the subcontractors. The Consultant will be responsible for all damages and will complete any work unfinished by the subcontractors.

The following constitutes the release of payment by CBDC Central for this engagement:

1. 10% released upon signing of the contract.
2. 40% released upon presentation and signoff of completed brand identity draft.
3. 50% released upon successful completion of the project.

15.0 Intellectual Property and Disclosure

All proposals and any intellectual property that is developed as a result of this project, including all data, specifications, concept plans, designs, rationales, presentation materials, economic and technical reports, and related information produced by the Consultant in completing this work submitted shall become the property of CBDC Central. By submitting a proposal, the Consultant hereby grants CBDC Central a license to distribute, copy, print, or translate the proposal for the invitation and completion of the project, including to the members and representatives of ACOA.

All documents submitted by partner agencies shall remain the property of the issuing organization. All information is proprietary and as such shall be treated as confidential. Information obtained by the Consultant as a result of participation in this project is confidential and must not be disclosed without written authorization.