Willow Glen
Business Association

2012-2013
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WILLOW GLEN
Business Association

Logo Redesign Project for Downtown Willow Glen

SCOPE OF WORK: Graphic rebranding of Downtown Willow Glen. Vendor to create new logo for Downtown Willow Glen Business District and integrated marketing positioning statement (tagline) consistent with marketing strategy overview provided. (See attached.)

New design must be able to function in full color and BW/one color. Graphics will be used in print and on-line advertising; on website; on exterior signage along Lincoln Avenue; on various print applications including letterhead, business cards, vinyl event banners, T-shirts, posters; etc. Vendor must deliver graphics in appropriate file formats for these applications. Vendor must exhibit a working knowledge of the design process from project initiation through planning, design and the final fabrication of products in varied materials and applications.

As part of this project, the Vendor shall provide project management through the stages of planning and design. This includes at least one on-site visit to Willow Glen and meetings as necessary with Strategic Marketing Committee.

Cost estimate bid should detail costs of • project management • initial design • application of design to letterhead package and street signage • delivery of required file formats such as vector/.ai, jpeg, and .png. Design should made available CMYK and RGB formats with spot color equivalents.

The Willow Glen Business Association will have full ownership/rights of selected graphics upon payment to Vendor.

PROJECT BUDGET: Please provide quote

REQUIREMENTS: Vendor must submit a detailed cost estimate bid, short description of relevant experience, three references and a sample portfolio of graphic identity work.

BID PROPOSAL SUBMISSION DEADLINE: _____

PROPOSALS TO BE SUBMITTED ONLINE TO: Valerie Merklin, Exec. Director, Willow Glen Business Association, Strategic Marketing Committee valerie@downtownwillowglen.org

Willow Glen Business Association
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