



**Request for Proposals (RFP):
Development of a Downtown Gloucester Brand Guide**

I. Introduction

Discover Gloucester, the official 501(c)6 non-profit Destination Marketing Organization (DMO) for Gloucester, MA, is seeking proposals from experienced Brand Marketing firms to develop a comprehensive Brand Guide for Gloucester's downtown district. This project is in support of the city's larger initiative to revitalize and promote the unique cultural, historical, and commercial offerings of downtown Gloucester.

II. Project Overview

The successful agency will be tasked with creating a Brand Guide that encapsulates the essence of downtown Gloucester, reflecting its rich maritime heritage, vibrant arts scene, and diverse business community. This guide will serve as the foundational document for all future marketing and promotional efforts for the downtown area. The selected entity will be tasked with outreach of downtown stakeholders as part of the process, and will lead a kick off workshop to share the Brand Guide and educate downtown merchants on uses of branded resources.

III. Scope of Work

The selected firm/ designer will be responsible for:

- Conducting research to understand the history, culture, and current market position of downtown Gloucester.
- Engaging with City officials, local businesses, community leaders, and stakeholders to gather insights and perspectives.
- Developing a unique brand identity, including:
 - Vector logo
 - Color scheme
 - Typography
 - Imagery guidelines
 - Tagline and related suggested copy
- Creating a comprehensive Brand Guide document that outlines the usage of all brand elements.
- Develop and present a Media Toolkit for City offices, Discover Gloucester, and downtown stakeholders to use Brand Guide.

IV. Budget Considerations

Discover Gloucester has allocated a budget of \$14,000 for this project. Proposals should provide a detailed budget breakdown that falls within this range, including any additional costs

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that may be incurred during the project. Refreshments and venue for the kick-off event will be covered by Discover Gloucester.

V. Project Timeline

Outreach and Brand Guide development should take place between February-May 2024 with all project outcomes due and invoices due no later than May 31st, 2024.

VI. Proposal Requirements

Proposals should include:

- Company background and experience in brand development, particularly in the tourism or downtown revitalization sectors.
- Case studies or examples of previous work.
- Detailed project methodology and timeline.
- Team composition and qualifications of key personnel.
- Proposed budget with a breakdown of costs.
- References from past clients.

V. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in brand development and marketing.
- Understanding of the tourism and downtown revitalization sectors.
- Creativity and originality of past work.
- Clarity and feasibility of the proposed methodology.
- Budget and value for money.
- References and reputation.

VI. Submission Details

Questions due by February 2nd (Contact Information in section VII). Proposals must be submitted by February 9, 2024 to tess@discovergloucester.com. Late submissions will not be considered. Selection will be made by February 16, 2024 and applicants notified.

VII. Contact Information

For any queries related to this RFP, please contact:

Tess McColgan, Executive Director

tess@discovergloucester.com

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