

Wyoming Business Council
Main Street Logo and Brand Design
Request for Proposals, August 2022



MAIN STREET

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Project Information

SUMMARY

The Wyoming Business Council is accepting proposals to design a new logo and develop a brand guide for Wyoming Main Street. Proposals are due by 5:00 p.m. MT, August 31, 2022. They may be submitted via email to kayla.kler@wyo.gov or mailed to/dropped off at 214 West 15th Street; Cheyenne, WY 82002.

PURPOSE

The purpose of this Request for Proposals (RFP) is to solicit competitive proposals from proposers who can offer logo design and brand guide development to meet the Wyoming Business Council's needs and expectations, as described within this RFP.

STAKEHOLDERS

Project stakeholders include the Wyoming Business Council staff, as well as community and local Main Street leaders, which rely on the Council's expertise, knowledge, and services.

AUDIENCE

The Wyoming Main Street logo and brand should be distinct and communicative, and will serve as the identifier of the program and movement with audiences such as:

- Local government
- Community organizations
- Wyoming Legislature and state agencies
- Downtown business and property owners
- Sponsors
- Partner organizations

Proposal Considerations

SCOPE

This project includes creating a logo to reflect Wyoming Main Street, as well as a brand guide to identify usage and guidelines of the logo.

GOALS

Developing a new Wyoming Main Street logo will help communicate with audiences and create a more unique identity for the Wyoming Main Street program.

PROPOSAL REQUIREMENTS

Preference will be given to companies and individuals with ties to or an understanding of the Main Street approach. Companies or individuals submitting a proposal must be located within the state of Wyoming.

CONTENTS OVERVIEW

Logo Examples – Please provide at least two (2) examples of past work with clients to develop a logo and/or brand guide.

Summary of Experience – Summary including experience and qualifications for design work. Identify your understanding of the Main Street approach or specifically Wyoming Main Street.

Timeline – Include an estimated timeline of logo development from selection, development, review, and launch.

Budget – Detail the budget required for this project.

References – Please provide two (2) references related to your work in logo design or developing a brand guide.

EVALUATION CRITERIA

Experience and Expertise. Candidate has successfully completed similar projects and has the qualification, personnel, and ability to complete this project in a timely manner.

Aesthetic Skills. Candidate has the in-house talent to design a visually appealing logo and brand guide.

Budget. The candidate has proposed a realistic budget for design and development, expenses, and technical support and maintenance.

Timeline. The candidate has proposed a reasonable timeline, including stages for initial ideas, review, and implementation.

EVALUATION PROCESS

Initial proposals will be reviewed based on the evaluation criteria stated and three (3) finalists will be chosen and notified of their selection by Thursday, Sept. 1, at 5 PM. Finalists will be asked to expand upon their initial proposal through an oral presentation the week of Sept. 12. After the conclusion of oral presentations, a final selection will be confirmed.