



**Request for Proposal to Provide Branding and  
Graphic Design Services**

April 7, 2022

Contact:

Aly Swindley

[aswindley@ketchumidaho.org](mailto:aswindley@ketchumidaho.org)

Telephone: (208) 727-5081

P.O. Box 2315

191 5<sup>th</sup> Street West

Ketchum, ID 83340

**SUBMITTAL DEADLINE**

The City of Ketchum, Idaho will accept proposals at City Hall, 191 5<sup>th</sup> Street West, Ketchum, Idaho 83340, or electronically at [aswindley@ketchumidaho.org](mailto:aswindley@ketchumidaho.org) until April 15, 2022 at 5:00 pm MST.

## I. STATEMENT OF PURPOSE

The City of Ketchum (“**City**”) is requesting proposals from branding and graphic designers to create a brand for marketing and merchandise purposes for the newly purchased Warm Springs Preserve property in Ketchum, Idaho (“**WSP**”).

---

## II. SUBMITTAL REQUIREMENTS

To be considered, please provide an electronic submittal to [aswindley@ketchumidaho.org](mailto:aswindley@ketchumidaho.org) by April 15, 2022, at 5:00 pm MST.

Proposals should include the following sections:

1. Qualifications
  2. Experience with branding and graphic design (i.e., logos, merchandise design, brand guidelines, etc.)
  3. Staff levels (include size and experience of staff, identify relevant/direct graphic design experience)
  4. Costs for services, which should include:
    - a. brand elements flat rate
    - b. detailed listing of hourly costs by activity
  5. References
- 

## III. SCOPE OF WORK

The City seeks to engage a professional graphic designer (“**Graphic Designer**”) to create a brand profile for the Warm Springs Preserve. To date, the Warm Springs Preserve logo has been a simple type face. Going forward, the WSP needs a full profile for a variety of uses, including the master planning process, marketing materials, merchandise, and donor recognition board.

- Merchandise may include stickers, t-shirts, dog collars, leashes, travel mugs, etc.
- Logo and merchandise design & specs must be completed no later than May 9, 2022.
- The City will hire a separate firm for the master planning of the park itself (landscape design, restoration projects, etc.). The Graphic Designer is expected to coordinate design elements with the planning firm to produce a cohesive design relative to donor recognition throughout the facility, including donor recognition wall, benches, picnic tables and general signage. The master planning process will be implemented in phases through 2023.

The Graphic Designer’s responsibilities shall include, but not be limited to, the following:

- Create all the elements of brand and logo including main logo and alternates.
  - Define a primary and secondary color pallet.
  - Produce color choices, recommendations, and example uses of all.
-

- Assist in sourcing merchandise and producing the needed files to spec.

---

#### IV. ADDITIONAL INFORMATION

1. Any and all costs associated with the preparation of a response to this RFP are the responsibility of the parties responding to this RFP. City will not reimburse any parties responding to this RFP for any costs incurred prior to award.
2. City reserves the right to reject any or all offers and to negotiate final terms and conditions of the proposal and resulting agreement.
3. The selected Graphic Designer must be current on all taxes and in compliance with all licensing requirements for operating a business in Ketchum, Idaho.
4. City shall not be bound by oral explanations or instructions given at any time during the competitive process or after award.
5. Only information which is received in response to this RFP will be evaluated. Reference to information previously submitted shall not be evaluated.
6. Each proposal shall state that it is a firm offer which may be accepted within a period of 10 days.
7. All responses, inquiries or correspondence relating to or in reference to the RFP, and all other reports, charts, displays, schedules, exhibits, and other documentation submitted by the parties responding to this RFP shall become the property of City when received.
8. Proposals will be evaluated according to completeness, content, experience with similar projects and cost.
9. Parties responding to this RFP are cautioned that this is a Request for Proposals. It is not a request to contract, and City reserves the right to reject any and all offers when it is deemed to be in the best interest of the City.

---

#### V. INQUIRIES

Inquiries can be directed to Aly Swindley at [aswindley@ketchumidaho.org](mailto:aswindley@ketchumidaho.org).