

NOTICE FOR REQUEST FOR QUALIFICATIONS (RFQ) FOR CITY OF AZUSA CITY BRANDING AND GENERAL PLAN UPDATE

Responses to RFQ Questions

1. Is there an incumbent for this RFP?

No. This Request for Proposal (RFQ) is open to all to submit qualifications. After the short list is created, consultants will be invited to provide a proposal.

2. To help us shape best response could you let us know your ballpark budget all of the services listed please?

The budget is undetermined at this time.

3. Meetings will be in-person or remote?

Both. Most meeting between staff and consultant will be online and some in-person depending on the meeting. The community outreach meeting will have a combination of in-person and online. Consultants should be prepared to provide translation services at any of these meetings.

4. Are you looking for creative concepts as part of the pitch?

At this time, we are looking at consultants' qualifications. Thereafter, a short list will be developed and a proposal will be requested from those on the short list. Qualified consultants to complete the work will then be invited for an interview where they will be asked to provide creative concepts.

5. Will the staff team make themselves available for strategic brand workshop?

Yes, City staff will be a part of the strategic brand workshop.

6. Are you planning a website refresh with the new branding?

Yes. This will be a part of the brand roll out and implementation.

7. How will you measure success? For example, is there a metric or goal you're looking to meet at the particular time?

At this time, we are looking for consultant's qualifications. We do not have measures in place to evaluate the new branding and general plan update.

8. Are there brand guidelines/standards for the current brand?

No. The current City seal and logo do not have a brand identification guide. The selected consultant would be responsible for creating and including brand identification guidelines for the City Seal including providing Adobe Illustrator and EPS files. Furthermore, the consultant would be responsible for creating a new City logo with inspiration from the City Seal and other icons such as the Explore & More, Azusa Walks etc. The new brand should be accompanied with brand identification guidelines.

9. Can you please elaborate more on what you mean by “corresponding materials” in this section of the RFP... “Through this effort, the City seal would remain, but a new logo and tagline would be developed, as well as other corresponding materials.” Are you thinking website, city banners, signage, print materials, etc.?

Some of the other corresponding materials include but are not limited to:

- Brand Identification Guide
- Brand Implementation Action Plan
- Examples of the brand (City vehicles, street signs, etc)