

NOTICE
REQUEST FOR QUALIFICATIONS
City of Reading Branding

The City of Reading will retain a consultant to provide guidance and assistance in the creation of a brand for the City of Reading. The City desires to approach this project from one of the two below options:

Option 1 Deliverables – Basic Branding:

- 1) 1-day Branding workshop with City staff
- 2) Positioning statement
- 3) Internal Brand statement
- 4) Logo Development w/ three (3) rounds of revisions
- 5) Tagline
- 6) Formalized Brand Guidelines
- 7) Key Marketing Messages

Option 2 Deliverables – Comprehensive Branding:

- 1) 2-day Branding workshop with City staff and external stakeholders
- 2) Positioning Statement
- 3) Internal Brand Statement
- 4) Research Competitive and Current State
- 5) Logo Development w/ three (3) rounds of revisions
- 6) Tagline
- 7) Key Marketing Messages
- 8) Multi-piece Collateral Design & Copywriting
- 9) Messaging Architecture
- 10) Expanded Brand Style Guidelines
- 11) Rollout Plan

The City of Reading will select two (2) firms from those who respond to this Request for Qualifications for interviews. Final selection will be made from one of the two interviewees.

The following factors, listed in order of importance, will be considered by the City of Reading during the evaluation of the business partners submitting statements of interest:

- Specific experience of the individuals listed for each position that constitutes the proposed project team with emphasis on their background in working in a similar role on other branding projects.
- Review of the consultant's overall design experience, abilities, project concept and approach.
- Quality of the team's ideas and suggestions. (Interview portion)
- What will the team do to ensure project is completed within budget?

To be eligible for the work, please submit five (5) copies of a statement of interest on or before 3:00 PM on June 22, 2016, to: Tammi Reinhart, Purchasing Coordinator, City of Reading, 815 Washington Street, Room 2-45, Reading, Pa 19601. Questions regarding this request can be directed to tammi.reinhart@readingpa.gov. The statement of interest shall, at a minimum, include the following:

- Resumes of key people working on the project stating their specific role in the project and project descriptions must include client contact information and emphasize areas of expertise)
- References for similar projects (a minimum of 5)
- A list of any sub consultants that will be used for this project and their role/responsibility.
- Estimated completion schedule for each option
- Statement of current and anticipated workload for the proposed project team
- Cost range for each option