



Addendum #2
RFQ ED-01-2024

Town of Petawawa Logo Redesign and Branding Guideline

Thursday, November 14, 2024

The following direction is provided to proponents based on questions received since the Addendum issued on November 8th:

Question # 1 - One of the key evaluation criteria for the proposal is "Warranty & Support." The RFP asks for proponents to respond to this statement: "Provide the Vendor's Warranty and Support program. Details of the warranty provided for each component. Description of support services offered post-installation."

Answer # 1 - We should have modified the word Warranty for this specific RFQ as that terminology does not directly apply. Support however, based on the RFQ request will be evaluated based on the proposals as they relate to the proponent's ability and timelines, and unit costs to provide variants logos.

Question #2 - Are you open to agencies that are not necessarily in close proximity to Petawawa submitting a response to the RFQ

Answer #2 - No, we don't feel that the proximity of the business is the deciding factor in awarding the contract to a firm. However, we appreciate understanding our community and demonstrating that in the RFQ.

Question #3 - Are we able to drop off in person around 9 am on Tuesday, Nov 26

Answer #3 - Yes, you may drop the RFQ in person at our municipal offices. Our offices are open 8:30 am - 4:30 pm daily, except holidays, and you can give the package to our receptionist who will date and timestamp the submission.

Question #4 - As a branding survey has been complete and some community engagement, is the Town expecting any additional community or stakeholder engagement

activities, like interviews or focus groups? Or is the preference to minimize these to lower the overall budget?

Answer #4 - There is no further consultation on the main logo anticipated.

Question #5 - Could you clarify what the “integrated plan” is in this sentence: “The Proponent shall document the results of the above-mentioned tasks by compiling all tasks into an Integrated Plan, providing at least three copies.”? Is this a final report you’d like provided to the Town/presented to Council?

Answer #5 - The Integration Plan can be interchanged with the term Execution Plan. The “Plan” on Integration or Execution is part of the RFQ deliverables.

Question #6 - Is there any flexibility in the timelines? The RFQ notes that the logo variations can occur outside the deadline — is the expectation that the current main logo is refreshed/modernized, the brand guidelines are developed, and the main municipal logo files are delivered before the variants are developed after Feb 28? And then once the variants are finalized, the brand guide can be updated?

Answer #6 – Yes, the RFQ is focused on the primary logo refresh and modernization noting that the intention is to create a variant series. The inclusion of variant concepts provides insight into the proponent's creativity and adaptability. Brand guidelines for the primary logo are to be provided by the anticipated February 28th date. Variants and subsequent brand guideline updates would be considered outside of the immediate scope of the RFQ.

Respectfully,



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