



Addendum #1
RFQ ED-01-2024

Town of Petawawa Logo Redesign and Branding Guideline

Friday, November 8, 2023

The following direction is provided to proponents based on questions received to date:

Note: The concept logo was created by staff. This was done based on public survey engagement and committee consultation. All such relevant documentation will be shared as part of our collaboration with the successful proponent.

Question # 1. Can changes be made to the concept logo?

Answer # 1. Yes, we want to refine the image for best reproduction as an independent logo and for the variation use.

Question #2. Does the braided rope in the concept design in the horizontal mockup need to remain?

Answer #2. No. The braided rope may be something else or removed altogether.

Question #3. On a scale of 1 to 10, how married to the design are you (1 being we don't care, 10 being "just tweak"). This gives me an idea how much creativity you require.

Answer #3. A tweak of the original design concept. See the Note reference. The design needs to blend with the variant logos. The variant logo portion is where graphic designers will have more creativity.

Question #3. - Number of variations - Just to confirm you want the following logos:

- Main "Town Logo"
- Container Market Logo
- Trails Logo
- Civic Centre logo

Answer #3 – We provided the 12 logos we currently use for reference. We provided crude examples of the variants for reference. Quotation should include four (4) variant designs for consideration, but they do not have to be the same ones in the example.

Question #4 – For the RFQ does each logo need to be provided in four formats

Question #4 – No the variant logos should be shown in the format (horizontal, cameo or other) that best suits the adjoined image.

Question #5 – Will your organization complete a Brand survey to help guide the designs?

Answer #5 – We will work with the successful proponent to ensure that they have the context and information they need to successfully complete the project.

Question #6. Is there a budget for this project?

Answer #6. This is an RFQ. We are seeking your best proposal as we may proceed to award based on the submissions. This project is outside the scope of the approved budget, however, if the quotation comes within purchasing thresholds, the RFQ may be awarded based on unspent dollars available, or we may seek to negotiate with a proponent. Refer to RFQ ED-01-2024 Section 23.

Respectfully,



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