



REQUEST FOR PROPOSAL - VISUAL IDENTITY AND BRAND GUIDELINES

April 30, 2019

SYPE Background and History

SYPE stands for Saskatchewan Young Professionals and Entrepreneurs. SYPE began in 1999 as the Saskatoon Junior Chamber of Commerce by a group of dedicated youth and business people in Saskatoon. In 2002 the organization was renamed Saskatchewan Young Professionals and Entrepreneurs (SYPE) to create a unique Saskatchewan brand and identity. In 2004 the SYPE Regina chapter was founded.

SYPE is a non-profit, membership based organization made up of young, energetic people, working together to connect, engage and inspire the next generation of leaders in our province.

Scope of Services

Saskatchewan Young Professionals and Entrepreneurs (SYPE) is seeking the creation of a new visual identity and accompanying brand guidelines.

SYPE is turning 20 years old in 2019 and is looking to refresh its visual identity. The successful proponent will create a new visual identity and accompanying brand guidelines that will include the following deliverables (“the Services”):

- Up to two additional iterations of the logo (over and above the logo submitted in the proposal)
- Logo usage guidelines (including logo variations, sizing, spacing, placement and colour usage scenarios)
- Logo file in full colour and black and white in a standard formats (including AI, EPS, SVG, JPG and PNG)
- Logo rationale
- Colour palette expressed in Pantone, RGB, CMYK and Hexadecimal (including primary, secondary and tertiary colours)
- Font(s) (one or two fonts and accompanying use cases for headings and paragraph text)

Proposal Process

Proposals must include:

- One (1) to two (2) full colour logos and the black and white versions of the same logos
- Rationale behind the logo design
- Portfolio of past branding work (optional, but preferred)

Any questions you may have about the contents of this RFP must be sent by email to marketing.regina@sype.ca by May 10, 2019 at 11:59 p.m.. All questions will be answered by May 13, 2019 at 11:59 p.m.

Proposals will be accepted until 11:59 p.m. on May 22, 2019. An electronic version of the proposals must be sent by email to marketing.regina@sype.ca.

Selection of Contractor

Following the closing of the submission period, SYPE, at its sole discretion, will select three proponents as finalists. Each finalist will be contacted for an in-person or video interview no longer than 30 minutes to discuss the rationale behind their proposal.

Following the interviews, SYPE, at its sole discretion, will select the winning proponent (“the Contractor”) to be the sole provider of the Services laid out in this RFP.

Remuneration

The selected proponent will receive a total of \$2,000.00 including inclusive of all taxes, fees, and expenses completion and delivery of all stated deliverables.

Agreement Terms and Conditions

All submissions to this RFP and any ensuing contract(s) are subject to the agreement terms and conditions as stated in Appendix A.

Timeline

Milestone	Dates (by 11:59 p.m. of day)
Submission of clarifying questions	May 10, 2019
Responses to clarifying questions	May 13, 2019
Closure of submission period	May 22, 2019
Notification of finalists	May 26, 2019
Interviews with finalists completed	May 31, 2019
Selection of winning proposal	June 3, 2019
All logo revisions complete	June 10, 2019

APPENDIX A: PROPOSAL AND AGREEMENT TERMS AND CONDITIONS

1. Indemnity

The Contractor shall indemnify and save harmless SYPE, its directors, officers, members and sponsors from and against any losses, liens, charges, claims, demands, suits, proceedings, recoveries and judgments (including legal fees and costs) arising from or related to the Contractor's performance or non-performance of its obligations under the Agreement, including payment obligations to its approved subcontractors and suppliers and others.

2. Liability

The Contractor covenants to assume the cost and liability associated with any loss or damage resulting from any and all acts or omissions of the Contractor, its agents, employees or other representatives.

3. Release

The Contractor hereby releases and forever discharges SYPE for any personal injury or death or property damage or loss incurred or occasioned by the Contractor its agents, employees or other representatives while performing its obligations under the Agreement, and the Contractor covenants to indemnify and save harmless SYPE in respect of such damage or injury.

4. Personnel and Performance

- a. The Contractor shall be responsible for its own staff resources and for the staff resources of any subcontractors and third-party service providers;
- b. The Contractor shall furnish, at its own cost and expense, all materials and equipment necessary to carry out the terms of this Agreement;
- c. Personnel assigned by the Contractor to perform or produce the Services or any part of it may, in the sole discretion of SYPE, be required to sign non-disclosure agreements satisfactory to SYPE before being permitted to perform such services.

5. No Assignment

The Contractor shall not assign any part of the Services which may be awarded to it under the Agreement.

6. Ownership of Documentation

All information, plans, designs, specifications, reports, photographs and all other documentation prepared by the Contractor in the performance of the Services under this Agreement, whether they be in draft or final format, shall be the property of the SYPE.

7. Announcements

No announcement with respect to this Agreement or any submitted proposals will be made by the Contractor without the prior approval of SYPE. The foregoing will not apply to any announcement by the Contractor required in order to comply with laws pertaining to timely disclosure, provided that the Contractor consults with SYPE before making any such announcement.

8. Amendments

No modification or amendment to this Agreement may be made unless agreed to by the parties hereto in writing.

9. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the Province of Saskatchewan and the laws of Canada applicable therein.

10. Incurred Costs

- a. SYPE will not be liable for, nor reimburse, any potential Proponent or Proponent, as the case may be, for costs incurred in the preparation, submission or presentation of any Proposal, for interviews or any other activity that may be requested as part of the evaluation process or the process for the negotiation or execution of an agreement with SYPE, as the case may be; and
- b. The rejection or non-acceptance of any or all Proposals shall not render SYPE liable for any costs or damages to any proponent that submits a Proposal.

11. Intellectual Property Rights

Each Proponent warrants that the information contained in its Proposal does not infringe any intellectual property right of any third party and agrees to indemnify and save harmless SYPE, its directors, officers, members and sponsors, if any, against all claims, actions, suits and proceedings, including all costs incurred by SYPE brought by any person in respect of the infringement or alleged infringement of any patent, copyright, trademark, or other intellectual property rights in connection with their Proposal.