

## **Request for Proposal**

**RFP 2017 – 025**

### **Clarifications, Questions and Answers**

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**For**

**Toronto Realty Agency**

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**November 14, 2017**

## RESPONSE TO QUESTIONS ON RFP 2017-025

Please find below answers to the questions received from RFP proponents. This document is being distributed to all the firms invited to provide a response for this RFP, and is being posted at Build Toronto's web site.

Response to RFP Questions		
	Question	Answer
1	3.2 Scope of Work – the RFP mentions that each respective “part” of the work is due Feb. 28th and Apr. 27th respectively, “to allow for the necessary approvals and roll-out.” Does this mean the successful proponent is asked to deliver their first draft for review by that date? Or is this a final submission date for each part?	<i>The dates included in the RFP are the dates the materials need to be finalized. This means that all reviews will need to be completed before this date.</i>
2	3.2 Scope of Work – under Key Brand Assets, is it possible to provide more information around what is expected for the Website Visuals. Will the successful proponent be providing recommendations on where to apply the new visual branding only? Or will the proponent be expected to redesign the website's homepage, interior pages, etc.?	<i>The successful proponent will be expected to provide both recommendations for how to implement and apply the new brand to a new website, as well as identified key assets following agreed upon recommendations. The exploration of a work plan around identifying what these are is the project team's expectations of the successful proponent. However, early examples of web assets are: home page header, page backgrounders, logo placement, the use of developed brand icons throughout, etc. The implementation of the web assets will be the responsibility of the web development team, in partnership with the project team.</i>
3	3.2 Scope of Work – under Key Brand Assets, the successful proponent is asked to design a list of various Branded Templates. Is the list of templates provided intended to list a few templates as examples? Or will all of these pieces (and potentially more) require design?	<p><i>The key brand assets listed within the RFP Scope of Work (and listed again below) are all brand assets that <u>will</u> require a redesign. We anticipate the successful proponent will make further recommendations over and above this list that may be designed at this stage or a later date.</i></p> <p><i>Must include at a minimum:</i></p> <ul style="list-style-type: none"> <li>● <i>Business Cards</i></li> <li>● <i>Electronic Email Signature</i></li> <li>● <i>Website Visuals</i></li> </ul>

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		<ul style="list-style-type: none"> <li>○ Recommendations for and/or development of visual overhaul for the current Build Toronto website. This would involve working with the existing web team to apply the new visual brand identity to develop content specifically for the new website.</li> <li>● Social Media Visuals               <ul style="list-style-type: none"> <li>○ Twitter homepage and profile imagery</li> <li>○ Instagram profile imagery</li> </ul> </li> <li>● PowerPoint Presentation Template</li> <li>● Branded Templates: Letterhead, Agenda, Cheque Requisition, Memo, Minutes, Labels, Envelopes, Guides for Reports (Cover Page, etc.), Policies, Note Pads, Press Release, Binder Covers, Minutes, Sign-In Sheets, Board Reports, Facsimile, etc.</li> <li>● Printed Folders</li> <li>● Thank You Cards</li> <li>● In-Office Visuals and Signage – specifications to be provided for existing signage to be suggested and replaced. Production and installation costs are outside of this scope, but design is to be included.</li> </ul>
4	3.2 Scope of Work – under Key Brand Assets, the successful proponent is asked to design “In-Office Visuals and Signage.” How many different visuals/signage pieces will we be required to design?	As part of this RFP, the successful proponent will be required to design wall signage on the wall behind the front reception desk and signage for the elevator lobby before you enter the offices/reception desk.
5	3.3 Future Phases of Work – how exactly would you like the successful proponent to provide their firm’s per diem rates for any incremental work? Would it be preferred to provide hourly rates per position or in another fashion?	We would ask the respondent to provide the firm’s per diem rates by providing hourly rates.
6	Section 3, 3.1, RFP Timelines: Our senior team are not available on November	The project team would like to organize the RFP Interviews within these two dates in order to meet

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	29th/30th. Is there any flexibility on the timing for interviews for selected respondents?	<i>the necessary project timelines. If there are circumstances that do not allow for meeting on either of these dates, they will be discussed on an individual basis. However, at this point, the project team cannot confirm that another date will be possible.</i>
7	Section 3.2, Phase 2 Visual Brand Identity: From a brand identity perspective, are there any comparable organizations and/or brands (local or global) that you admire and/or aspire towards?	<i>Based on the research conducted so far, there is no other like agency with this type of a mandate, structure and portfolio. This provides opportunity for a visual brand and positioning standpoint.</i>
8	<b>Brand Style Guide.</b>  How many pages? Digital (web-based) or pdf?	<i>The page number of the brand style guide will be based on the recommendations of the successful proponent based on industry standards and the brand itself and what is required to outline to ensure future design work is “to brand”. The project team would prefer a concise document that is easily digestible. At this stage, a PDF, rather than a web-based-only document would be preferred.</i>
9	As you have asked for fixed costs including all listed deliverables, outside costs and expenses, could you further detail and clarify the key brand assets?  In particular, the following: <b>Social Media visuals.</b> How many?	<i>Twitter: Homepage banner and profile image. Instagram: Profile image</i>
10	Are they photographic or graphic?	<i>This will depend on the direction of the brand</i>
11	What are your expectations here?	<i>The project team’s main objective is to ensure brand consistency over a number of platforms/media for a new agency. This is why a number of priority assets were listed so that the new brand visually speaks from the same voice right out of the gate.</i>
12	<b>Website visuals.</b>	<i>There is an existing corporation website that the project team, with its web development team, will be</i>

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	Are we reskinning the website or providing proposed visual directions for typical pages?	<i>reskinning. The successful proponent will be expected to provide both recommendations for how to implement and apply the new brand to a new website, as well as identified key assets following agreed upon recommendations. The exploration of a work plan around identifying what these are is the project team's expectations of the successful proponent. However, early examples of web assets are: home page header, page backgrounders, logo placement, the use of developed brand icons throughout, etc. The implementation of the web assets will be the responsibility of the web development team, in partnership with the project team.</i>
13	Does the in-house web team have design capability and experience?	<i>The work will be completed with a web development team with the experience of and capability to implement design elements.</i>
14	Are we art directing, overseeing and collaborating with the web team throughout the process through to the launch?	<i>As part of the Scope of Work outlined in this RFP, the successful proponent is to submit recommendations and priority asset development (as listed in the RFP). The successful proponent will not be overseeing the implementation of the design for the web unless additional scope of work is created.</i>
15	<b>In-Office visuals and Signage.</b>  What do you mean by In-office visuals?	<i>As part of this RFP, the successful proponent will be required to design wall signage on the wall behind the front reception desk and signage for the elevator lobby before you enter the offices/reception desk.</i>
16	How many each of In-office visuals and signage?	<i>Please see above, two in total.</i>
17	Are you looking for Wayfinding system?	<i>The project team is not looking for a wayfinding system.</i>
18	Can you provide a detailed list?	<i>Please see above.</i>
19	<b>Branded Templates:</b>  MSWord or InDesign?	<i>MS Word.</i>

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20	Can you provide a definitive list as “etc” is very open ended.	<i>These are the main branded templates we require as a minimum as part of this RFP. If there are others outside of this list, they can be treated as outside of scope and budget.</i>
21	How many different types of envelopes?	<i>One, a number #10 envelope. All other sized envelopes can be used with a branded label. Labels are included in the list of branded templates.</i>
22	Can you clarify what you mean by Guides for Reports?	<i>Report template that will include style for a cover page, a table of contents and headers and footers.</i>
23	You ask for mapping to be included in the Brand Style Guide. In our experience, the development of brand mapping is part of the strategic phase of a brand to clarify brand positioning. It is not typically included in a Style Guideline. Can you clarify?	<i>The mapping ask as part of the brand style guide in this RFP refers to an actual map being used as part of the brand. For instance, if you take a look at the Build Toronto brand, you will see the use of a map on the website, as part of its existing brand. If there is a recommendation for a map to be used, the project team would like this to be part of the style guide.</i>
24	You specify no more than 12 pages for our RFP Response excluding necessary attachments. What do you mean by or what do you consider necessary attachments?	<i>The necessary attachments could be, for example, more detailed experience, project background and information, to better demonstrate the experience and expertise of your firm and the resources, to support your RFP submission.</i>
25	You do not ask for case studies or actual visual examples to be included in our response. Do you require this?	<i>The project team would be interested to see past examples of brand work completed for clients in similar industries – either real estate or government agencies.</i>
26	Would you like references to be included?	<i>If the respondents have references that they would like to feature, please feel free to add them in the response.</i>
27	Phase 1 — can you confirm phase 1 was a previous RFP created and completed?	<i>Phase 1 was a previous RFP and work is currently underway. Expected completion date is November 27, 2017.</i>
28	Key Brand Assets:  <b>Business Cards, Email signature</b>	<i>A template for both business cards and email signatures is required so that it can either be applied to each staff member and provided to the printer (as in the case of</i>

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	is just a template required? or the forming of all cards/signature for each member of the company?	<i>business cards) or filled out by each employee (for email signatures).</i>
29	<b>Website Visuals</b> Do you require just design of the website or the development as well?	<i>The successful proponent will be expected to provide both recommendations for how to implement and apply the new brand to a new website, as well as identified key assets following agreed upon recommendations. The exploration of a work plan around identifying what these are is the project team's expectations of the successful proponent. However, early examples of web assets are: home page header, page backgrounders, logo placement, the use of developed brand icons throughout, etc. The implementation of the web assets will be the responsibility of the web development team, in partnership with the project team.</i>
30	Will you require a developer to set up the platform, develop and implement the design, while your internal team outputs the various pages with content?	<i>Please see above. The project team will work with a web development team to set up the platform and implement the design as recommended by the successful proponent.</i>
31	Are you changing your current platform (wordpress etc) in your overhaul?	<i>No, the expectations is to use the same platform which is wordpress.</i>
32	Will the content change on your website? Will you require new imagery (photos, graphics, etc.)?	<i>Yes, the content will change on the website. The graphic design recommendations will come from the successful proponent. However, imagery with respect to the business of the Agency (such as project photography, aerials, etc.) will be coordinated by the Agency in partnership with the web development team.</i>
33	<b>Social Media visual</b>  Is the banner and profile imagery all you require? Is there a list of required elements?	<i>Twitter: Homepage banner and profile image. Instagram: Profile image</i>
34	any digital ads for these platforms?	<i>No, not part of this RFP.</i>

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35	PPT how many pages do you expect to require?	<i>A sample will be provided within the kick-off meeting, which is fully functioning, but requires a brand overhaul.</i>
36	how much content/image will be required for each page?	<i>A sample will be provided within the kick-off meeting, which is fully functioning, but requires a brand overhaul.</i>
37	Do you have a sample to refer to?	<i>Yes, a sample will be provided within the kick-off meeting.</i>
38	<b>Branded Templates</b> What format do you require this in? Word, PPT? or indesign? Printed?	<i>MS Word for most branded templates. The Powerpoint is in PPT. The business cards can be in Indesign or whatever workable format is preferred by the successful proponent so that they can be populated. The Thank You cards and Printed Folders can be in PDF for ease of sending to the printer.</i>
39	Agenda/Memo/Minutes - single pages? Can you provide samples of each for reference? (how do they differ)	<i>Yes, single pages. All existing templates will be provided at the kick-off meeting. If you head over to the Build Toronto Board Reports, you can see existing Agenda's.</i>
40	Report Guides - how many pages for an average report?	<i>On average, you can expect 10 pages.</i>
41	Etc. - what does this include? Can you list all you need?	<i>These are the main branded templates we require as a minimum as part of this RFP. If there are others outside of this list, they can be treated as outside of scope and budget.</i>
42	Are print quotes required?	<i>Print quotes are not required.</i>
43	<b>In Office Visual and Signage</b> How many signs?	<i>As part of this RFP, the successful proponent will be required to design wall signage on the wall behind the front reception desk and signage for the elevator lobby before you enter the offices/reception desk. There are two in total.</i>
44	Does this include wayfinding?	<i>The project team is not looking for a wayfinding system.</i>
45	Can you list what signage you need?	<i>Please see above.</i>