

**CITY OF MUSKEGON
MUSKEGON, MICHIGAN**

REQUEST FOR PROPOSALS FOR AN INCLUSIVE REBRAND

August 28, 2023

City of Muskegon
933 Terrace St
Muskegon, MI 49440

REQUEST FOR PROPOSAL: Inclusive Rebrand

BACKGROUND

The City of Muskegon continues to undergo an urban revival. We are reclaiming our waterfront from past industrial uses, revitalizing urban core neighborhoods, and reinvesting in a new downtown after demolition of a 1970's era shopping mall. Our vision to be a national destination for waterfront living and commerce has reached a new level. Currently over \$1.6 billion dollars is being invested along the lakeshore with more projects in the planning stages. 2023 marks another key turning point in Muskegon's economic sustainability. The deep-water port of Muskegon Lake and Lake Michigan are two crowning natural resource jewels critical to helping revitalize and refresh our beautiful waterfront community.

The city's branding initiative underscores our city's mission statement and equity vision statement.

MISSION: Muskegon, The Premier Shoreline City Offering a Vibrant, Affordable and Ethnically Diverse City Where Citizens Feel Safe, Enjoy Their Neighborhoods and Have Access to Their City Government.

EQUITY VISION: Muskegon is an ethnically diverse city where we embrace differences and value relationships, access to city services and programs is universal, and people are engaged in community building. The diversity of our community is reflected in city businesses, events, boards, commissions and staff.

The current City of Muskegon logo was created several decades ago and currently no brand guidelines, brand story or brand kit exist. To that end, the city would like to pursue development of a brand. The current logo includes a sailboat, a musical instrument, and the iconic Hackley Administration clock tower, all colored purple and light blue (see in Appendix A).

In 2015, the city embarked on a rebranding journey and collaborated with the marketing consultant firm, Revel Inc located in Muskegon, MI. The city selected Revel Inc based on their previous work in the community, and the city never conducted a formal bidding process. Creative design options were developed by Revel and then presented to staff, staff edits were made and then the community was asked to give their feedback in order to inform the selection of a final version. The process of achieving a consensus design became a challenge. Ultimately, no consensus logo was selected. Appendix B includes the previous logos created for the City of Muskegon that were never used. These logos can provide insight into the city's branding history, how it has changed over time, and the branding strategies to move forward.

The City of Muskegon uses the current logo, random various colors and fonts, and the Watch Muskegon brand kit (see Appendix f) for city material.

Currently, the City of Muskegon is beginning a rebranding initiative with a clearer objective. The aim is to create an inclusive brand which embodies the essence of the City of Muskegon's mission and reflects our equity statement.

PROJECT OBJECTIVE

The City of Muskegon is seeking a creative agency to develop an inclusive brand for its rebranding initiative. The selected agency's objective will be to develop a comprehensive rebranding strategy for the City of Muskegon. The agency will be responsible for building a brand kit that addresses the following goals:

- Improve Muskegon's image
- Stimulate economic development
- Unite the community through an inclusive process
- Develop a comprehensive citywide brand strategy and roll-out plan
- Create a dynamic new brand identity
- Demonstrate Muskegon's connection and community

SCOPE OF WORK

The chosen agency will develop a rebranding kit and launch plan for the City of Muskegon with an inclusive process that highlights the City of Muskegon's history and residents.

Rebrand Kit Should Include:

- Development of a City of Muskegon logo and logo variations
- Use of our West Michigan's Shoreline City tagline
 - Note this is also our website URL
- Sub logos for individual departments (see appendix C for example from Lancaster, CA)
 - Unique logo and badge creation for the City of Muskegon Police Department (see appendix D for current logo and badge) and
 - Updated digital versions of Muskegon Fire Department logo and assets
- Brand Assets and Patterns
- Brand Story and Persona
- Color Palette Creation
 - Design a versatile color palette with high contrasting hues to provide the City with greater flexibility in creating branded material
 - Ensure that colors are high-visibility to adhere to literacy accessibility
- Brand Guidelines
 - Ensure the brand guidelines detail how the existing City of Muskegon brands (Trinity Health Arena, Western Market, Farmers Market) should work together (see Appendix E)
 - Ensure the brand guidelines detail how the city should use the Watch Muskegon brand assets alongside the new branding
 - Use standard, easy-to read fonts to improve literacy accessibility and ensure web fonts are selected

Campaign Launch

- Design template for stationary items such as business cards, nametags, etc.
- Integrate the brand into the city's website
- Formulate a launch plan to roll out the rebranding campaign effectively in the following fiscal year (July 1, 2024 – June 30, 2025)

Community Input Process

- Incorporate community feedback and engagement in the rebranding process to ensure inclusivity. Engage with stakeholders in the beginning of the rebranding process, prior to design, to determine major themes and tones to be used in the brand kit.
- Work alongside the City of Muskegon's Community Engagement team to gather intentional input from residents, business owners, youth, and organizations from all areas of the city.

RFP SCHEDULE

RFP Posted: August 28, 2023

Proposals Due: Proposals are due by 2:00p.m. local time on Tuesday, September 12, 2023. They must be sealed and delivered to: Muskegon City Hall, City Clerk's Office, 933 Terrace Street, P.O. Box 536, Muskegon, MI 49443. Proposal envelopes should be marked "Inclusive Rebrand."

PRE-PROPOSAL QUESTIONS

Please direct all questions to Deborah Sweet deborah.sweet@shorelinecity.com

REQUESTED INFORMATION TO BE SUBMITTED

Corporate Information

- Years in operation
- Number of staff and years of experience for each
- Summary of your organization and structure
 - Include your major areas of expertise. Examples: web development, videography, SEO etc.
- Outline of other services your company provides
- Equivalent information for any additional partners in the bid

Additional Information

- A list of up to three similar projects which the firm has completed in the past, including the completion date and the contact persons for each project.
- A description of any information, materials, or services which the firm would expect the City to supply or perform to complete the plan.
- Establish a time-line or work plan including a schedule of proposed meetings with a detail on the amount and level of assistance needed from city staff to complete the plan.
- A complete cost estimate including a "Not-to-Exceed" cost. All costs associated with the successful completion of this plan must be included in the submitted proposal.
- The firm shall provide a description of the brand kit, community input, and campaign launch that will be expected upon completion.
- Provide a preliminary overview of your approach of working with the City of Muskegon
- Describe how you would intend to approach and deliver a brand that reflects the city in terms of diversity, inclusivity, and acceptance.

AGENCY SELECTION CRITERIA

Award shall be made to the qualified vendor whose proposal is determined to be the most advantageous to the city, taking into consideration the evaluation criteria set forth in the request for proposals, by the City Commission. Agency selection will be the sole responsibility of the City of Muskegon and will be undertaken at the sole discretion of the City of Muskegon in accordance with the selection criteria below.

- Agency approach and client services.
- Relevant experience in branding campaigns.
- Proposed pricing.

The City's purchasing policy is established to ensure purchasing activities that are fair and equitable, maximize purchasing value for public funds, and to maintain a procurement system of quality and integrity throughout the procurement process. These policies and procedures are intended to ensure that all city funds are expended in accordance with sound business practices, recorded in compliance with acceptable accounting procedures, and meet the requirements of federal and state agencies that may assist in the financing activities of the City of Muskegon.

LOCAL PREFERENCE

The City Commission may give preference to local vendors as follows.

- Vendors located in the City of Muskegon may be awarded purchases or contracts when the lowest qualified local bid/price is within 2% or less of the lowest qualified non-local bid.
- An additional 0.5% difference in bid amount (for a total of 2.5%) will be considered for those qualified vendors located in the City of Muskegon which are not-for-profit and provide social services to City of Muskegon residents.
- Vendors located in Muskegon County may be awarded purchases or contracts when the lowest qualified local bid/price is within 1% or less of the lowest non-local bid.
- For purchases under \$1,000, local vendors shall be solicited unless valid reasons determine this is not in the best interest of the City.

DISADVANTAGED CONTRACTOR GOALS

The City Commission establishes goals for disadvantaged contractor participation in each trade as follows.

- 14% minority owned businesses
- 7% female owned businesses

A Disadvantaged Contractor Affidavit listing all disadvantaged contractors that were contacted to participate on the project as sub-contractors must be submitted by each bidder. The affidavit must clearly state why each potential subcontractor was not considered for inclusion in the project. A disadvantaged contractor refers to businesses that are owned and controlled by minorities, women, and other socially and economically disadvantaged persons.

CANCELATION OF BIDS OR REQUESTS FOR PROPOSALS

A bid, request for proposal, or other solicitation may be canceled, and any or all bids or proposals may be rejected in whole or in part when it is in the best interest of the city, as determined by the Division Head and supported by the City Manager. Each solicitation issued by the city shall include this notification.

INSURANCE REQUIREMENTS

Vendors and contractors will be required to carry adequate insurance coverage.

Appendix A | City of Muskegon Logo Variations



Appendix B | Past Draft City of Muskegon Designs



MUSKEGON
MICHIGAN



MUSKEGON
MICHIGAN



MUSKEGON
MICHIGAN



MUSKEGON
MICHIGAN



Appendix C | Sub Logo Examples

Sub-logos



PUBLIC
WORKS



CITY
CLERK



PARKS,
RECREATION
& ARTS



HUMAN
RESOURCES

Appendix D | City of Muskegon Police Department



Appendix E | Existing City Department Logos



Appendix F | Watch Muskegon Brand Kit

WATCH MUSKEGON

brand guide prepared by **revel** 

Preferred Usage

Horizontal
Full color type
Dark blue background

Use this whenever possible.

The logo is displayed horizontally in a bold, sans-serif font. The word "WATCH" is in blue, "MUSKE" is in orange, and "GON" is in green. The entire logo is set against a dark blue background.

Alternate Usage

Vertical
Full color type
Dark blue background

For use when you don't have
available horizontal space.
Vertical banners for example.

The logo is displayed vertically in a bold, sans-serif font. The word "WATCH" is on the top line in blue, "MUSK" is on the middle line in orange, and "EGON" is on the bottom line in green. The entire logo is set against a dark blue background.



Alternate colorways

- A. Full color
- B. Full color on black
- C. Full color on white
- D. Grayscale on black
- E. Grayscale on white

The full color option (A) is preferred, but there may be situations that call for alternate colorways. The Watch Muskegon logo should only be used against these color backgrounds.

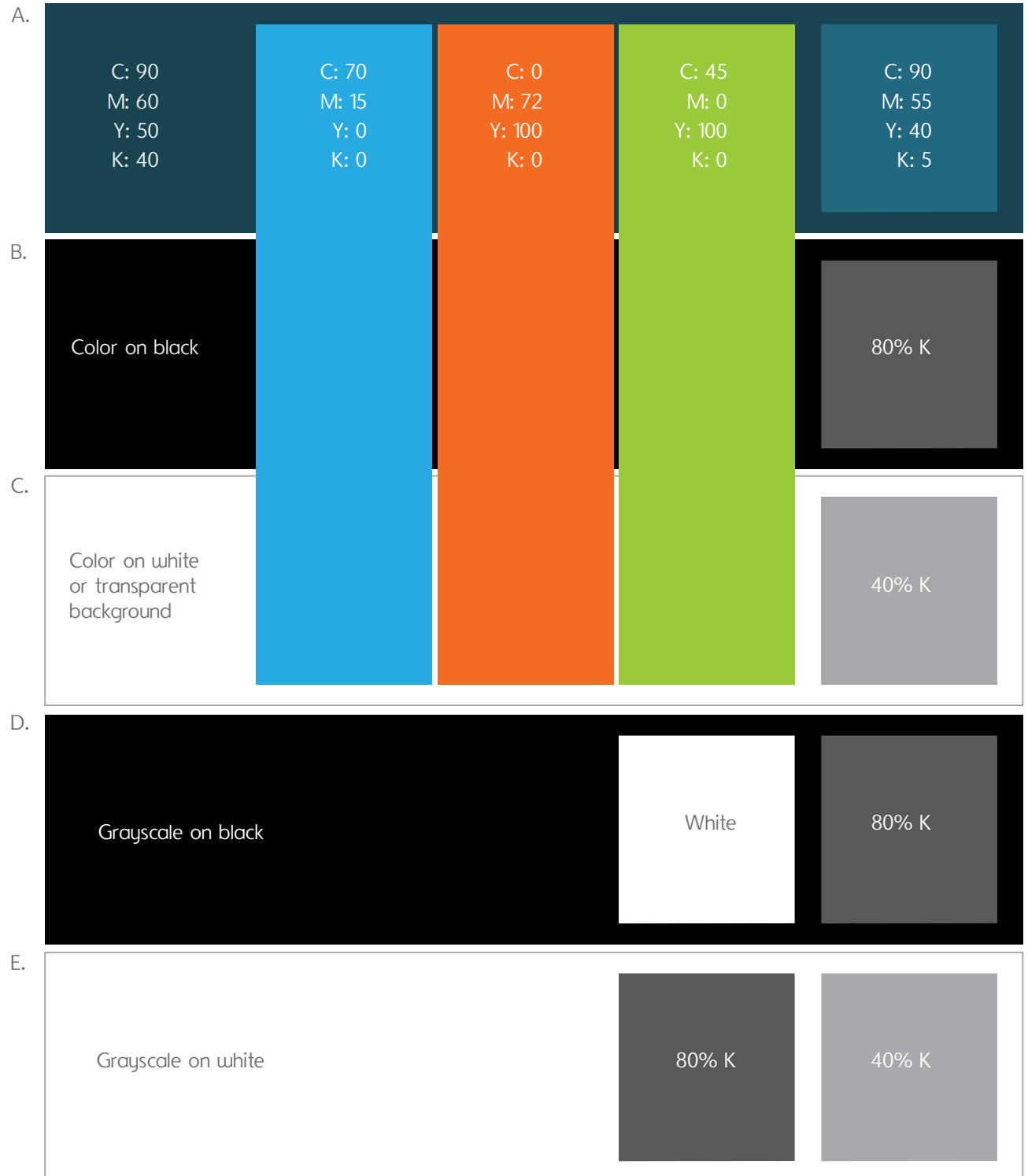
When used against a transparent background, such as window sticker, option C should be used.



Colors

The Watch Muskegon logo colors vary slightly according to the color mode and the background color it's placed on.

- A. Full color on dark blue
- B. Full color on black
- C. Full color on white
- D. Grayscale on black
- E. Grayscale on white/transparent



No-No's

To maintain the integrity and consistency of the Watch Muskegon brand, please don't do these things.



WATCH MUSKEGON

Do not use against conflicting color backgrounds.



WATCH MUSKEGON

Do not alter the chosen color palette.



WATCH MUSKEGON

Do not distort the logo.



WATCH MUSKEGON

Do not use the words "Watch Muskegon" without highlighting the words "Watch..Us...Go."



WATCH MUSKEGON

Do not use alternate fonts.

Fonts

When possible, the Gotham font family should be used to remain consistent in brand material. Gotham Ultra should be used for callout areas like headlines.

When Gotham is not available, acceptable substitutions include Arial and Helvetica.

Gotham Ultra

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789

Gotham Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789