

The Children's Aid Society of Hamilton

Request for Proposal – Addendum #1

RFP #21-02

Rebranding

Issue Date:	July 19, 2021
Closing Date and Time:	August 9, 2021, 1:30 pm
Addendum Date:	August 4, 2021

ADDENDUM #1

Questions and answers related to Appendix A Society Information and Requirements, Section 2.2 Description of Services

Q – Does the new logo and tagline need to be created in French?

A – Yes. Feedback from stakeholders (internal and external) only needs to be in English, however the logo and tag line needs to be provided in both English and French.

Q – Can you elaborate on who the agency external stakeholders would be?

A – Agency stakeholders include (but are not limited to):

- Foster and kin families
- Volunteers
- Community partners
- Clients
- Members of the community

Q – Can you elaborate on the branding sub-committee?

A – The branding sub-committee will be comprised of approximately 8 staff from across the agency, with representatives from both front-line and management and service and non-direct service areas.

Q – Templates and brochures – what brochures/marketing material does the agency currently have and how many templates are needed?

Examples of existing brochures can be found at [\(link\)](#). There is not a set number of templates needed, rather guidance on how the organization can ensure consistent branding is applied to all agency materials such as:

- Presentations
- Business cards
- Letterhead
- Signage
- Email signatures

Q – Can you elaborate on the online branding guide?

A – We would require a guide to cover our brand identity including:

- Logos: full logos, secondary logos, icons
- Colour palette
- Typography
- Other imagery
- Voice and tone