



## **BID NOTIFICATION**

### **BID 20232 – Guilford County Branding Project**

Published: November 26, 2024

Expiration: December 19, 2024

Guilford County Purchasing Department is soliciting proposals from qualified firms to provide consultation services for the development of a forward-looking brand identity including a color palette, tagline, logo, call to action, and brand narrative, to include key messaging, that captures the essence of the Guilford County community and the Guilford County government. Guilford County has completed a portion of the research phase of this project which identified key themes related to community and sense of place that will complement our county mission, vision, and values. The next phase of this project contains two (2) key sections. The first is Written Brand Development. The second is Visual Identity Development and Final Brand Buildout. The County invites all interested and qualified firms who meet the requirements in the RFP to submit a response. Guilford County reserves the right to award individual sections of the project to multiple Providers but strongly prefers a single qualified Provider who can complete both sections of the project.

A **MANDATORY** Pre-Proposal ZoomGov Meeting will be held on Tuesday, December 3, 2024, at 10:00 A.M. You may join the ZoomGov Meeting from your computer, tablet or smartphone.

During the bidding period questions will be taken until 2:00 P.M., on Tuesday, December 10, 2024. All questions pertaining to this RFP must be emailed to the Guilford County Purchasing Department at [DG\\_Purchasing@guilfordcountync.gov](mailto:DG_Purchasing@guilfordcountync.gov).

All bidding documents, drawing and specifications are available for viewing on Guilford County's Vendor Self Service automated bidding system at: <https://guilfordcountync.munisselfservice.com>

Participation of minority-owned and women-owned businesses is encouraged.

Guilford County reserves the right to reject any or all bids and to waive informalities.