

REQUEST FOR QUOTE – Collateral Graphic Design

Overview

The Squamish Chamber of Commerce requests quotes for graphic design to create various marketing collateral. The Chamber is looking to update existing collateral with fresh design and content. . Applications will be considered from both individuals and organizations.

Background

The Squamish Chamber of Commerce (SCC) is a non-profit, member driven organisation with the goal of driving business and economic development in the Squamish region. As the voice of business in Squamish, the SCC is dedicated to enhancing the quality of life in the community by actively supporting business, economic growth, and diversification. Services and programs include networking, training, advocacy, buy local programming and other business development programs.

Project Initiative

The Squamish Chamber is looking to update several existing pieces of collateral with a new and fresh look. Content requirements will be provided for each piece, along with style guidance. Specifically, the Chamber is looking for:

1. “Why Join the Chamber” – One-page flat sheet that can be printed and used digitally (Example found here: <https://www.squamishchamber.com/membership/why-join/>)
2. “Benefits of the Chamber” - Compact Version of Item #1
3. “2022 Advertising Calendar” – Multi page document that is shared digitally (current example will be shared)

Considerations

Brand values:

- Content should complement Squamish’s brand values (for more information, see <https://squamish.ca/assets/Squamish-Brand-Overview-web.pdf>).
- The Chamber has previously edged towards the red in the brand guidelines, although we are open to evolving. Previous examples of style:
 - www.squamishchamber.com
 - <https://cloud9marketing.ca/blog/portfolio-item/squamish-chamber-campaign/>
- Reflecting our young and entrepreneurial community, we are looking for a fresh and youthful style (as opposed to a more corporate style).

Timeline



All quotes must be submitted electronically by Monday, December 13 at 12pm. The proposals will then be considered by the Chamber.

Please detail your timeline for providing drafts and a final version. Ideally, we are looking to complete this project in 2021.

Submission Guidelines

Quotes should be submitted to admin@squamishchamber.com with the title "Collateral Graphic Design Quote"

Please provide:

- A brief outline of your overall experience, including samples or portfolio work
- Names and experience of all who would work on the project. The Chamber is committed to supporting local businesses, including freelancers.
- Cost per deliverable, including hourly rates
- Two client references that you have supplied work for.

The Chamber reserves the right to accept or reject any proposal that does not meet the above outlines criteria.

Sincerely Yours,

The Squamish Chamber of Commerce Team

