

Request for Quotation
Branding Project for Valley Voices
Communication Team – for release April 28, 2022

What we need:

- new professional visual branding, including logo, for Valley Voices
- meeting Harmony Inc standards (see note 1)
- eye catching, appealing and representative for recruitment of new members
- belonging to us and be totally “owned” by Valley Voices
- suitable for multiple uses, including but not limited to digital uses (high and low resolution), pamphlets, bookmarks, business cards, banners, name tags, clothing
- Deliverables:
 - jpg, pdf, png formats
 - varying file sizes, including ability to be enlarged to poster size
 - B&W and colour versions
 - RGB and CMYK list of colours used

Who we are:

Valley Voices is an *a cappella* chorus that welcomes all women. Based in Kentville, Nova Scotia, our members come from communities throughout the Annapolis Valley and beyond.

We belong to Harmony, Incorporated – a non-profit international organization of women, with chapters in Canada and the US from California to Newfoundland who enjoy singing unaccompanied four-part harmony. Membership offers women an opportunity to improve their vocal technique, enjoy friendship, traveling, education and performing. Each spring we compete in our area contest with other chapters from the Atlantic Provinces.

As well as being a competing chorus, Valley Voices is a performing chorus and entertains at events sponsored by service clubs and other organizations, churches, nursing homes, outdoor events, malls and special functions such as community festivals.

Women of any age with a love of singing are welcome to join us. Formal music training is not required. We meet Tuesdays from 7:00 to 9:30 pm at the Kentville United Baptist Church (downstairs) on the corner of Main and Webster Streets.

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Current media presence

<https://www.valleyvoices.org/> our main webpage

<https://www.facebook.com/Valley-Voices-Barbershop-Chorus-202114553165837> Valley Voices Barbershop Chorus. This is the public page that can be followed by anyone interested. There is also a private group on Facebook for members only.

<https://www.harmonyarea1.ca/choruses> Other groups in our Harmony Inc. Region

<https://nscf.ca>

Timelines:

- April 28, 2022 – RFQ posted to website and circulated to interested vendors
- April 29 - May 13, 2022 – question period – responses to any questions to be posted to website
- May 13, 2022 – RFQ responses due
- May 14-21, 2022 – Communication Team meets to review responses
- May 24, 2022 – Communication Team recommends a vendor to the Board and membership
- May 25, 2022 – Notify vendors; begin work with chosen vendor

RFQ requirement	Description	Percentage Ranking
Understanding of work	Response touches on all requirements	55%
Quality	At least three previous jobs given as reference	20%
Delivery date	Preference to quick delivery	5%
Price	Lowest price	10%
Local business	Located in Annapolis Valley / Nova Scotia	10%

Please submit questions / quote by May 13, 2022 to:

Brenda Main, Communications Team Lead
fierybrook@gmail.com

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Note 1 – from <https://www.harmonyinc.org/members/marketing-and-pr-resources/>

Harmony, Inc. logo for use

From our Corporal Manual: The Official Emblem of Harmony shall be a treble clef intertwined with a bass clef, with a globe centered in the middle. The design shall be black, with gold countries on the globe. No chapter or individual may use the Official Emblem in any way for financial profit without authorization by the International Board of Directors. The stand-alone logo of Harmony, Inc. is a registered trademark, effective February 2014 in Canada, and August 2016 in the United States.

How can the logo be used?

Members can use the logos for things like programs, certificates, letters, tshirts, etc. But if they are going to be used for anything that will make money, they must get permission by [emailing the VP of Finance](#).

Explanation of file types

The PNG files have a transparent background and the JPG files have a white background. Depending on what the logo will be used for, choose which will work best. If you are using these for printing, whether on paper or shirts, the 'no glow' logos work best. If used in a slide show or to project on a screen the other logos with the shadow effect will work just fine. The shadow effect does not always look so good in printing, especially if it is reduced in size.