

REQUEST FOR PROPOSAL

LOGO DESIGN

Canadian Cheese Society La Société des fromages canadiens

WHO WE ARE

The Canadian Cheese Society represents and promotes artisan, farmstead and specialty cheesemakers coast to coast. It is Canada's only value-chain-based cheese organization. Its membership includes all levels of the value chain from cheese producers and dairy farmers to cheesemongers, retailers, distributors, supporting industry, food writers, academics and cheese enthusiasts alike.

The Society was founded in 2004 as the Ontario Cheese Society. Transformation to the new name and new organization will officially take place January 1, 2011, with the unveiling of a new logo and a revamped website.

The Society objectives are:

- to promote and support the attainment of the common goal of its members, which is to grow and develop the artisan/farmstead/specialty cheese sector;
- to organize networking and educational opportunities for members;
- to provide co-promotion opportunities;
- to advocate the importance of the artisan/farmstead/specialty cheese community to policy makers and the consumer;
- to facilitate professional development opportunities for its members.

Additional information about the Society is available at www.ontariocheese.org.

WHAT WE NEED

We seek proposals for the creation of a new logo design. Three versions are to be created—English, French and bilingual—in colour as well as black and white.

One logo version to state the English name of the Society:

Canadian Cheese Society

The second logo version to state the French name of the Society:

La Société des fromages canadiens

The third logo to be bilingual, bearing both names.

The graphic elements, colour, shape and size of the first two logos will be identical except for the slightly longer name in the French version. The graphic elements, colour, shape and size of the bilingual logo will be as similar as wordage permits.

Whether English, French or bilingual, the Society's logo must have one consistent "look."

That look must be contemporary – one that will last at least five years – and it should favour simplicity over complexity. The logo can be in full colour but it must also work in black and white when need be. It will look great on a billboard but must also work well on a business card.

The look will be appropriate to artisan, farmstead and specialty cheese, that is, hand-crafted rather than industrial. Think pastoral, bucolic, wholesome, healthy and delicious.

The logo will not include the image of a cow as the Society's members also make cheese from the milk of goats, sheep and water buffalo. The logo will not include the image of a mouse.

The logo will not use any contraction or abbreviation of the Society's name.

SCHEDULE

October 10	Issuance of the Request for Proposal (RFP).
October 25	Deadline for inquiries about the logo project.
November 1	Deadline for submission of proposal: <ul style="list-style-type: none">• Cover letter• One or more rough concepts• Fees estimate (including expenses) for the completed project• A minimum of two examples of logos created for other clients• Two professional references
November 15	Society to award contract to one designer, providing feedback and additional direction on design concept.
November 22	Submission by designer of second draft of logo design.
November 29	Society to provide final feedback on design.
December 6	Submission of final design files in colour and black and white, in EPS, PDF, JPEG and TIFF formats.

BUDGET

The range the Society is able to pay is \$500 to \$1,000 CDN. We reserve the right to accept other than the lowest price offer.

The Society will name the logo designer on our website and provide a link to the designer's website for as long as the logo remains in use.

CONTACT

For additional information about this project, please telephone or email by **October 25, 2010**:

Georgs Kolesnikovs	905.837.0102	georgs@cheeselover.ca
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Submit proposals by **November 1, 2010**, to:

Julie Ross
Business Coordinator
Canadian Cheese Society

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