



## **REQUEST FOR PROPOSAL (RFP) Branding Logo Design**

The California Walnut Board (CWB) and California Walnut Commission (CWC), headquartered in Folsom, California, conducts marketing activities on behalf of the California walnut industry in the United States. The CWB/CWC is seeking proposals for the development of a new brand identity for California Walnuts. Significant marketing investment has been made over the past 18 months in the United States to increase demand. The CWC/CWB currently lack a consumer identity (i.e. logo) that is easily recognizable at a retail level.

The Request for Proposal (RFP) guidelines, selection criteria and background information can be obtained from:

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California Walnut Board & Commission  
101 Parkshore Drive, Suite #250 Folsom, CA 95630  
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**All inquiries and requests must be made in writing, in English. All final proposals must be received in Folsom on or before Tuesday, April 18, 2017.**