



REQUEST FOR PROPOSALS
Branding, Naming and Visual Identity Development
Marina

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January 2026
RFP-2026-001

Request for Proposals

Branding • Naming • Visual Identity Development

Hector Quay Visitor's Marina

Issued by: Town of Pictou, Nova Scotia

RFP No.: January 2026-001

Issue Date: January 23, 2026

Closing Date and Time: Friday, February 13, 2026 at 12:00pm, Atlantic Time

Submission Method: email - michelle.young@townofpictou.ca

1. Overview

As an asset of the Town of Pictou, the Hector Quay Visitors Marina has been a gateway for local and transient boaters, and a gathering place for residents and visitors where they can enjoy community events and marina amenities such as a visitor information centre, board walks, recreational activities, vendors and more. As part of the Waterfront Development Plan, The Town of Pictou has embarked on an exciting redevelopment project to transform the Hector Quay Visitors Marina into a first-class marine facility.

The project focuses on enhancing the marina's capacity and services, making it a top destination for boaters in the region; expanded berths and amenities, including fueling station, water and electrical upgrades, and sewage pump-out. No other public marina between Sydney and Charlottetown will offer this level of services. The redevelopment will also create a vibrant public space, expand vendor opportunities and adding placemaking features that invite people to linger, connect, and enjoy the waterfront.

The Town of Pictou is seeking proposals to develop a refreshed brand identity for the municipal marina currently known as the Hector Quay Visitor's Marina.

A central requirement of this project is to develop a full branding kit that reduces ongoing visitor confusion and brand overlap with the Hector Heritage Quay (Ship Hector and interpretive centre site). Additionally new name options will be explored as part of this project. The Town also notes that adopting "Pictou Marina" as the primary name is not feasible due to an existing private marina already using that name.

The successful proponent will support the Town through a brand strategy, a naming process, and development of brand assets and guidelines suitable for tourism audiences, transient boaters, and local community users, with a scalable identity system designed to extend across other future waterfront and recreation assets, and initiatives under a shared waterfront brand strategy.

2. Project Goals and Objectives

Proposals should address the following objectives:

2.1 Brand identity and application

- Create a cohesive visual identity that reflects the marina's role as a visitor gateway and waterfront hub. The marina brand identity must be a flexible, repeatable system that can extend to other waterfront and recreation assets, and other initiatives over time, supporting a shared Town brand strategy.
- Develop messaging that is clear, welcoming, and can be used consistently across digital platforms, signage, print, and partner channels.
- Deliver brand tools that Town staff and contractors can easily use for ongoing communications, wayfinding, and promotion.

2.2 Naming and clarity

- Explore naming opportunities including sponsorship based or significant community value
- Develop a shortlist of viable names that clearly differentiate the marina from Hector Heritage Quay and the existing private marina.
- Provide a recommended name supported by rationale and audience testing insights (scaled to budget).

3. Scope of Work

Proponents should include a clear workplan, deliverables, and timeline that cover, at minimum, the following phases.

Phase 1: Discovery

- Stakeholder interviews with Town staff and key partners
- Review of current marina visual materials, signage, and digital presence
- Audience considerations: transient boaters, tourists, local residents, event attendees, tour operators
- Reference Pictou Waterfront's brand strategy (vision, mission, values, personality, positioning statement, differentiators).
- Become familiar with the Town of Pictou's current community branding and identity program.

Phase 2: Visual Identity & Messaging

- Primary logo and secondary mockups
- Simple sub marks or icons for small format uses

- Color palette with accessibility considerations, including grey scale and b/w versions
- Typography system (print and digital friendly)
- Key messages and short description copy for common uses (website, signage, partners)
- Tone of voice guidance
- Tagline options (optional, but encouraged)

Phase 3: Naming exploration and recommendation

- Develop naming strategy and criteria (distinct, memorable, accurate, easy to say, visitor friendly)
- Explore alternative naming options such as “naming rights”; this may include sponsorship naming rights (corporate) or honorary (individuals, families or donors who are not corporations).
- Creation of a long list and shortlist of names
- Preliminary screening considerations (for example, quick searches for obvious conflicts)
- Presentation of 3 to 5 top recommendations with pros and cons
- Final recommended name and rollout considerations

Phase 4: Brand guidelines and file handoff

- Brand guide (PDF) that includes usage rules and examples
- Recommendations on application, wayfinding and promotion using new branding
- Final files delivered in standard formats suitable for print and web

Phase 5: Application examples

Provide a set of applied mockups and templates. Suggested items:

- Marina sign concept(s) - welcome sign, wayfinding style (not full engineering drawings)
- Rack card and business card
- Uniforms - ballhats, shirts
- Social media post templates
- Web homepage banner or hero concept

4. Constraints and Requirements

Proposals must reflect these requirements:

- The new name and brand must clearly differentiate from Hector Heritage Quay.
- Deliverables must be usable by municipal staff and vendors with clear guidance.
- Brand assets should work across signage, print, digital, and partner channels.
- Brand scalability and its ability to support consistent future applications across the broader waterfront and other town assets such as recreational facilities/assets
- Accessibility and legibility are priorities for all uses

5. Deliverables Summary

At minimum, the Town expects:

1. Discovery summary and brand audit highlights
2. Brand strategy and messaging toolkit
3. Visual identity system (logo suite, colors, fonts, supporting elements)
4. Brand guidelines document
5. Naming shortlist and final name recommendation with rationale
6. Production ready file package (organized, editable source files plus exports)
7. A set of real-world application mockups and editable templates

Optional add-ons may include:

- Light audience testing for name options
- Sign family and wayfinding framework recommendations

6. Project Schedule

Provide a proposed schedule that includes milestone dates for:

- Kickoff
- Naming concepts presentation
- Name selection
- Visual identity concepts presentation
- Final brand package delivery

Town's preferred completion window: 12 weeks from time awarded

7. Budget

Proponents must submit a detailed fee proposal including:

- Total cost
- Breakdown by phase and deliverable
- Hourly rates (if applicable)
- Optional add-ons priced separately
- Any anticipated expenses (travel, printing, workshops)

Budget: \$10,000

8. Proponent Qualifications

Proposals should demonstrate:

- Proven experience in naming and branding projects, ideally for destinations, tourism assets, waterfronts, or municipalities
- Strength in practical brand systems (not just a logo)
- Ability to facilitate stakeholder engagement and decision-making
- Understanding of tourism marketing and visitor wayfinding considerations

9. Submission Requirements

Please include:

9.1 Proposal content

- Company overview and team members who will work on the project
- Relevant project experience and 2 to 4 case studies
- Proposed approach and work plan
- Deliverables and timeline
- Fee proposal and payment schedule
- Any assumptions or items excluded

9.2 References

Provide 2 to 3 references for comparable work, including contact name, organization, email, and phone number.

9.3 Portfolio

Include examples of brand guideline documents and applied branding systems where possible.

9.4 Format & Deadline

Please submit an electronic version of the proposal in Adobe Portable Document Format (PDF) to the following:

michelle.young@townofpictou.ca

10. Evaluation Criteria

The Town anticipates evaluating proposals based on:

- Understanding of the project and the naming challenge (25%)
- Quality of methodology, workplan, and deliverables (25%)
- Relevant experience and demonstrated results (20%)
- Team capacity and project management approach (15%)
- Value for money and clarity of fees (15%)

The Town may shortlist proponents for an interview or presentation.

11. Terms and Conditions

Confidentiality

- Material and information provided to the consultant by the Town must be kept confidential. This includes reports as well as information collected during facilitated sessions and interviews. All information and documentation are to be treated as confidential and not to be released unless permission is granted by the Town; unless they are identified as public documents.

Costs incurred by the Proponents

- All costs and expenses incurred in the preparation and submission of a proposal shall be borne by the consultant. There shall be no direct or indirect payment for the preparation of a submission or to attend interviews in response to this Request for Proposal.

Freedom of Information

- All documents, including submissions of proposals to the Town, become the property and a record of the Town as such are subject to the Nova Scotia's Freedom of Information and Protection of Privacy Act and the Nova Scotia Municipal Government Act. By submitting a proposal, the proponent is agreeing to public disclosure of its contents as required under these Acts.

Other

- The Town reserves the right to accept or reject any proposal, to negotiate scope and fees, and to cancel this RFP at any time.
- All work products, including final brand assets and source files, will become the property of the Town of Pictou upon full payment, unless otherwise negotiated in writing.
- Proponents must identify any third-party licensed elements.
- All submissions will be treated in accordance with applicable municipal procurement and privacy requirements.

12. Communications

All communication regarding this RFP must be directed to:

Michelle Young
Community Development Officer
Town of Pictou
michelle.young@townofpictou.ca