

# Rebranding for North Bay Village

## Background

North Bay Village and its Heart of the Bay Task Force are requesting quotes from qualified consultants for re-branding identity and campaign development services.

We recently conducted a small survey to understand the direction the branding should take. Residents gave us feedback on iconic areas or elements of North Bay Village, the colors that represent the Village, and other branding-related feedback. We are hoping to use these survey results to feed into a rebranding for the Village.

## Scope of Work

- Branding Style Guide to include updated Village Seal, Font Package, Color Palette, and Word Marks with Icons for use without the Village Crest
- Templates / Assets (Social Media frames, Office Documents -Letterhead, PowerPoint, Memo Sheet)
- Tagline for North Bay Village