



## TOWNSHIP OF SOUTH FRONTENAC

### MEDIA RELEASE



For Immediate Release

September 15<sup>th</sup>, 2020

### South Frontenac Requesting Proposals from Branding Consultants

Following through on one of South Frontenac's strategic actions, the Township will be updating its brand to better represent our community and Council's new vision of South Frontenac as a *Natural, Vibrant and Growing* community, and *A Progressive Rural Leader*.

The updated brand will reflect what South Frontenac is about and what it is striving to be – leveraging the community's natural assets and rural lifestyle. The exercise will result in a new visual identity and messaging that will inform everything from the Township's marketing and communications to its signage and vehicle decals.

While a brand is often associated simply with a logo or graphics, the Township's approach to branding will be much broader and will consider the many ways people come to know about South Frontenac and *how* and *what* they think of the community. To ensure success in this endeavour, **the Township is requesting proposals from qualified branding and creative design firms for the renewal of its community brand and positioning strategy.**

To ensure the consultant's work reflects the community and the Township's vision, Council will be appointing a steering group made up of local community members and branding experts at the September 15<sup>th</sup>, 2020 Council meeting. This group will assist with choosing a consultant for the project and will provide feedback and insight at various stages throughout the process.

For creative firms interested in this initiative, [Request for Proposal documents](#) can be obtained online through our website, or at [Biddingo.com](#). Proposals must be submitted to the Office of the CAO no later than **3 p.m. on Monday, September 28<sup>th</sup>, 2020.**

Submissions and inquiries can be sent via email to [communications@southfrontenac.net](mailto:communications@southfrontenac.net), in person, or by mail to: 4432 George St., Box 100, Sydenham ON, K0H 2T0.

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Natural, Vibrant and Growing - A Progressive Rural Leader