



Woodstock  
Art Gallery

449 Dundas Street Woodstock ON N4S 1C2 519-539-6761  
waginfo@cityofwoodstock.ca woodstockartgallery.ca

## THE WOODSTOCK ART GALLERY

### REQUEST FOR PROPOSALS (RFP) WAG REBRANDING

October 2020



Enriching our community by  
inspiring participation in the visual arts.

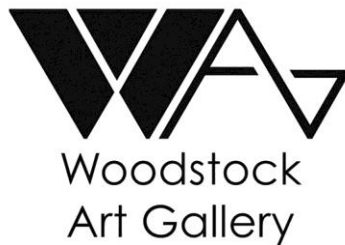




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## Overview

The Woodstock Art Gallery (WAG) is seeking a graphic design professional to develop a new logo, style guide and additional branded content.

In 2016, the WAG marked a major milestone with the celebration of its 50<sup>th</sup> anniversary. As we work towards our sixth decade, we are launching a rebranding initiative to reposition the Gallery for the future and better reflect our important role in the community.

The purpose of this RFP is to identify a shortlist of three candidates to design a logo. Logo submissions will be evaluated by a Rebranding Committee, which will select the final candidate to develop a style guide and other branded content.

## Organization Background

**Vision:** Enriching our community by inspiring participation in the visual arts.

**Mission:** Providing opportunities for people to express, experience, and learn creatively through art.

**Mandate:** Serving our region through our developing collections, exhibitions, education, and public programs, we are a leading resource for creativity.

### Core Values:

- Serving the Public Good
- Leading through Excellence
- Ethical & Transparent
- Inspiring & Innovative
- Inclusive & Inviting
- Responsible Social Engagement

### Brief History:

- 1966: Founded by the Oxford County Art Association. Housed in the downstairs of the Woodstock Public Library.
- 1983: moved to a refurbished manse located next door.
- 1992: separated from the Library and became a department of the City of Woodstock.
- 1995: achieved Cultural Property Category "A" Designation.



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- 2009: received a \$3.38M Build Canada grant to renovate the first two floors of an historic building in the heart of downtown Woodstock.
- July 2011: moved to its present location 449 Dundas Street.
- April 2014: City of Woodstock established a new governance structure appointing the Woodstock Art Gallery Advisory Board and charging its members with the duty to guide the Gallery's operations.
- February 12, 2015: completion of significant renovations to the second and third floors.
- June 7, 2016: launch of 50<sup>th</sup> anniversary celebrations.
- November 2016: completion and adoption of 5-year Strategic and Business plans.
- Oct 2018: Press conference and unveiling of commemorative plaque installed at highway 401 exit 232 acknowledging it as the site of Jack Chambers' iconic painting 401 Towards London No. 1 (1968–1969). This is part of the larger exhibition project facilitated by artist Gary Spearin.
- November 2018: Naming of the Toyota Motor Manufacturing Canada Arts Education Studio and retirement of the capital campaign for the third floor expansion
- November 2018: Retirement of the Friends of the Woodstock Art Gallery
- November 2019: Establishment of the Woodstock Art Gallery Fund Investment Policy. The fund was spearheaded by unprecedented \$250,000 donation from the estate of Bruce Flowers.

The Woodstock Art Gallery (WAG) is a centre that inspires, engages and enriches the lives of all community members through innovative programming and activities that explore relevant topics addressed in contemporary and historical art. The recently renovated WAG occupies 3 floors of the former historical John White Building located in the heart of downtown Woodstock opposite Museum Square. The WAG is Oxford County's largest municipal public gallery with a permanent collection of over 1600 works. The WAG celebrates works of art representing local, regional, national and international artists.

On the first floor, the Dr. Leonard Reeves Gallery features historical works from Woodstock's renowned Florence Carlyle along with her contemporaries. The second floor Main Gallery and Community Gallery exhibits throughout the year the work of both emerging and established artists, as well as touring and guest curated exhibitions. The WAG conducts a range of education programs in its dedicated studio space on the third floor.

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In addition, the Gallery provides numerous volunteer opportunities, and membership benefits. The Gift Shop features unique items made by local artisans. Offered in partnership with the Toronto International Film Festival Film Circuit Group (TIFF), the WAG presents a popular film series from September to June.

**Structure:**

Under the umbrella of the City of Woodstock Corporation, the Woodstock Art Gallery is part of the Culture Department.

**Impact of COVID-19:**

The COVID-19 pandemic created a profound impact on the operations of the Woodstock Art Gallery. As part of the Province of Ontario Declared Emergency on March 17, the Gallery was closed to the public. Since April 20, 2020 the development of virtual programming and the overall maintenance/ housekeeping of the building has been the focus. The Woodstock Art Gallery reopened with a number of safety protocols in place along with reduced hours for the public on August 11, 2020.

## Scope of Services

A Rebranding Committee consisting of WAG staff, an advisory board representative and a certified registered graphic designer will evaluate submitted proposals and select three candidates.

The shortlisted candidates will receive a \$1000 stipend to design a new logo for the Gallery.

Following a period of public voting, logos will be evaluated by the Rebranding Committee. The designer of the selected logo will be paid \$5000 for delivery of the following materials and/or templates:

- brand guide (approx. 4–6 pages outlining basic brand parameters)
- letterhead
- business card template
- retractable banners (two banners approx. 34" x 81")
- sidewalk sign (one sign approx. 24" x 36")
- email signature template



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- media release template
- PowerPoint template
- social media templates (one each for Facebook, Instagram and Twitter)
- MailChimp email banner template

An agreement will be distributed to each of the three candidates outlining deadlines, requirements, how the work will be credited, ownership and the timeline for payment. The agreement will also outline the work the designer of the selected logo will be asked to complete.

## Project Outline

Interested designers are asked to submit an application through the WAG's [online application form](#) by **November 13, 2020 at 5:00pm**.

1. November 2020 – Three candidates selected by the Rebranding Committee based on the criteria below will be paid a \$1000 stipend to develop a logo.
2. December 2020 – In order for the designers to be able to do their research and gather background information, the Committee will allow for a 1-hour discovery session for each of the three candidates.
3. January 2021– Logo designs submitted to WAG.
4. February 2021 – Logos presented in the Gallery foyer for community input over spring 2021.
5. June 2021 – Weighing the input from the community and considering the selection criteria below, a logo will be selected by the Rebranding Committee.
6. July to October 2021 – Working in consultation with WAG staff, the designer of the selected logo is paid \$5000 to develop branded materials/templates.
7. November 7, 2021 – New logo/branded material is unveiled in tandem with opening of Fall 2021 exhibitions.





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## Selection Criteria

The Rebranding Committee will use multiple criteria to select a shortlist of three designers. Designers chosen to create a logo will be evaluated based on the following considerations:

- Experience in graphic design, specifically pertaining to the development of logos and other branded materials.
- Experience within the arts, culture and museum sector.
- Quality of work demonstrated in portfolio.

The final logo and candidate will be selected by the Rebranding Committee based on the criteria outlined below:

- Overall quality and composition of the design
- Design is consistent with the Woodstock Art Gallery's mission, vision, core values and mandate
- Feedback from public voting on proposed logo designs

## Proposal Requirements

Proposals shall include the following information:

1. *Expression of Interest:*  
Provide a one page letter indicating your interest in developing the WAG's new logo and detailing your relevant skills and experience.
2. *Resume/CV:*  
Outline your education, work history, professional qualifications and accomplishments.
3. *Portfolio:*  
Provide a link to your website or online portfolio with samples of your previous work. Optional: Upload three relevant samples of similar work.
4. *References:*  
Provide three (3) significant and relevant industry references with contact information, and a description of the scope of services provided to the reference. \*Note that WAG will contact references without prior notification to the designer.



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## Submission Instructions

Please submit proposals through the WAG's [online application form](#) by **November 13, 2020 at 5:00pm.**

The expression of interest, resume/CV and references must be uploaded to the online form as Word or PDF files.

## Key Dates

The projected major milestones of this project are as follows (all times Eastern Time):

| Date                        | Milestone  |
|-----------------------------|--|
| October 14, 2020            | RFP distributed                                    |
| October 30                  | Deadline for questions related to RFP              |
| November 13, 2020 – 5:00pm  | Deadline for submission of online application form |
| Week of November 23, 2020   | Shortlist determined by Rebranding Committee       |
| Week of December 7, 2020    | 1-hour discovery sessions for designers            |
| January 8, 2020             | Logo submission due                                |
| February 13 – June 19, 2021 | Public exhibition and voting                       |
| Week of June 21, 2021       | Rebranding Committee selection                     |
| June 28, 2021               | Finalist contacted by Rebranding Committee         |
| July – October 2021         | Development of branded materials/templates         |
| November 7, 2021            | New logo and branded material unveiled             |

\*The WAG reserves the right to cancel or alter the RFP process as described in this document at any time.





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## Contact Information

Please direct all questions or inquiries regarding this RFP via email to:

Robin De Angelis  
Cultural Communications/Facility Rentals Coordinator  
Woodstock Art Gallery  
[rdeangelis@cityofwoodstock.ca](mailto:rdeangelis@cityofwoodstock.ca)

## Standard RFP Terms and Conditions

This RFP process will be subject to the terms and conditions presented in  
*Appendix A – General Terms and Conditions for the RFP Process.*

## Standard Privacy Terms and Conditions

*Appendix B – Privacy Terms and Conditions* outlines the provisions that will apply  
in the event WAG makes personal information available to a vendor.

## Statement About Accessibility Formatting

*Appendix C – Statement about Accessibility Formatting* outlines the formatting  
required to ensure the submission of the final Strategic Plan report is compliant  
with the Accessibility for Ontarians with Disabilities Act (AODA).



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## Appendices

### **Appendix A – General Terms and Conditions for the RFP Process**

Submission of a proposal indicates acceptance by the consultant of the terms and conditions specified in the RFP. The consultant is deemed to have familiarized themselves with the requirements of the City of Woodstock and the Woodstock Art Gallery as well as the specific requirements of the project. The consultant shall not claim any misunderstanding of the project requirements and shall include all assumptions made in preparing estimates.

The Woodstock Art Gallery reserves the right to reject any or all proposals, and to determine in its own judgement the organization best qualified to undertake the contract. The City is not liable for any costs incurred by the respondents in the preparation of their proposals or for time spent on the consultant selection process.

The successful consultant will be required to enter into a formal Agreement with the Woodstock Art Gallery for the contract. The Woodstock Art Gallery reserves the right to negotiate the terms and conditions of the Agreement.

Proponents are required to state their legally registered company name and indicate if they are a sole proprietorship, partnership or corporation. Failure to comply may result in the disqualification of the bid submission.

The company name stated on the submission shall be the proponent's registered business name, including the registration number issued by the Ontario Ministry of Consumer and Business Services, or by Industry Canada, whichever is applicable. In any case, the proponent's name stated on the submission form shall be in accordance with the Ontario Business Name Act and the Ontario Business Corporations Act.

### **Appendix B – Privacy Terms and Conditions**

All responses to this RFP will be treated confidentially in compliance with the provisions of the Municipal Freedom of Information and Protection of Privacy Act.

The information contained in this RFP will be utilized by the proponent solely for the purpose of preparing a submission response. Any use of the information for



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any other purpose is not authorized by the City of Woodstock and/or the Woodstock Art Gallery.

### **Appendix C – Statement About Accessibility Formatting**

In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 Integrated Accessibility Standards, the City of Woodstock requires content created for the municipality that is to be posted on our website to be provided in a format which is compliant with WCAG 2.0 Level AA requirements. As required under Section 14 of the regulation, any content published on our website after January 1, 2012 needs to be compliant with the WCAG requirements by the timelines set out in the Act. It is the vendor's responsibility to produce the required documents in an accessible format. Inaccessible documents will not be accepted or posted on our website.