



Scope of Work (SOW)
Image and Branding Services
Foundation for Puerto Rico
2022-0627

1. Introduction

Foundation for Puerto Rico (FPR) invites all interested suppliers to submit a proposal for the design of a new **Image and Branding** for the community of Cubuy in Naguabo to be promoted as a tourism destination. Local community leaders of Cubuy want the road PR-191 south in Naguabo to be recognized as the second main entrance to El Yunque National Forest and a sustainable / eco-friendly destination.

The Supplier will be directly responsible for ensuring the accuracy, timeliness, and completion of all tasks assigned under this contract. The scope of work presented is based upon circumstances existing at the time of solicitation. Foundation for Puerto Rico reserves the right to modify or delete the tasks listed and, if appropriate, add additional tasks prior to and during the term of the contract.

2. Overview

To work with FPR's Community Planning Team and community leaders and members of Cubuy in Naguabo and lead the Image and Branding efforts for the creation of a distinctive brand for the Cubuy as tourism destination.

3. Staff Requirements

The Supplier shall have or will secure, at its own expense, all personnel required in performing the services under the contract. FPR expects the Selected Supplier to provide competent and fully qualified staff that are authorized or permitted under federal, state, and local law to perform the scope of work under the contract. The FPR reserves the right to request the removal of any staff not performing to standard. No personnel may be assigned to the resulting contract without the written consent of FPR.

4. Tasks

Image and Branding services should include:

- Image and branding strategy that helps identify the vision, mission, and values of the destination
- Brand purpose (What, How and Why)
- Elevator pitch (How to communicate the brand in a quick and easy way)
- Proof points (Reasons to believe in the brand / Evidence that they are who they say they are)
- Tone
- Target audience
- Brand archetype
- Brand architecture

Visual branding guidelines:

- Logo, mark (Including thumbnail style mark)
- Slogan
- Color palette
- Typography (Primary and secondary)
- Iconography
- Patterns
- Newsletter Template
- Social Network Headers
- Schwag/ Goodies
- Template designs for road and interpretive signs

5. Proposal Content:

- ✓ Background of the company and specialty
- ✓ Confirmation that all tasks can be completed
- ✓ Timeline to complete the work and deliverables

6. Deadline and Delivery Methods:

Your proposal must be received by **July 15, 2022, by 5pm AST.**

Email to veronica.montalvo@foundationpr.org

7. Questions:

Questions related to this SOW should be sent over to veronica.montalvo@foundationpr.org with the subject line ***RPIC – Image and Branding Services - Questions.***

Questions will be received up until **July 11, 2022.**

8. Timeline:

- June 27, 2022 – SOW is published
- July 15, 2022 – Deadline to submit proposals
- July 18-22, 2022 – Evaluation process
- July 25, 2022 – Selection of supplier
- July 26-29, 2022 – Onboarding meetings with FPR/Cubuy
- August 22, 2022 – Submission of options to receive feedback
- September 9, 2022 – Submission of all final products