Fraser Valley Regional District

Request for Proposals

RFP Title: FVRD Brand Manual Refresh
RFP Number: 26030
Date Issued: November 19, 2026
Closing Time/Date: December 11, 2026, at 4:00 PM

Fraser Valley Regional District	REQUEST FOR PROPOSALS
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Part A - INTRODUCTION

A.1 RFP Overview

The Fraser Valley Regional District ("**FVRD**") is seeking proposals from qualified proponents ("**Proponents**") in response to this request for proposals ("**RFP**") to modernize and refresh its existing Brand Manual and develop a complementary Communications Style Guide to strengthen the FVRD's brand and visual identity. This refresh will establish an accessible, practical, and scalable framework for consistent visual and written communications across FVRD departments, Electoral Area, facilities, services, initiatives, public notices, digital channels, print materials, signage, and external partnerships. The project must address known accessibility gaps in the current Brand Manual, including typography and colour use, and provide standards, templates, tools, training, and processes that enable staff and external service providers to apply the FVRD brand consistently and accessibly. The project does not include redesign of the existing FVRD corporate logo or website redesign work.

Part B- OBJECTIVES

B.1 Scope of Services

The FVRD anticipates the services will comprise of refreshing the existing Brand Manual and include, without limiting:

i. Review the existing brand manual and assess the current brand identity for its effectiveness across print, digital, and community facing applications. See Schedule C.
ii. Develop standards for retaining, refining, or replacing existing brand elements.
iii. Develop standards for how the brand should work for services, facilities, initiatives, events, projects, campaigns, and partnerships.
iv. Develop a defined package of accessible, editable branded templates. All templates must include user instructions and be designed to preserve accessibility and brand consistency when editing content:
    - Corporate letterhead (Microsoft Word)
    - Report/Briefing-Note (Microsoft Word)
    - Accessible presentation (Microsoft PowerPoint)
    - News release, media advisory (Microsoft Word)
    - Public Notices, Service-disruption notice (Microsoft Word, editable graphic format)
    - Social media posts, stories, and banners (Canva, Adobe InDesign)
    - Posters, postcards, fact sheets, event notice (Canva, Adobe InDesign)
v. At a minimum, develop Accessibility requirements that include final recommendations to support:
    - Web Content Accessibility Guidelines (WCAG);
    - Readable, accessible typography and minimum font size;
    - Accessible document structure for Word, PowerPoint, PDF, and digital content;
    - Guidance for headings, reading order, meaningful links, alternative text, tables, charts, graphs, maps, captions, and multimedia; and
    - Accessible social media and emergency communications practices.
vi. Develop practical standards governing the relationship between the corporate FVRD brand and Electoral Areas, facilities, program, projects, events, campaigns, partnerships,

sponsors, grant funders, contractors, and shared-service initiatives. The standards must include:

- Criteria for determining when a separate visual identity is appropriate;
- Requirements for corporate endorsement and logo placement;
- Co-branding rules for partners, funders, provincial and federal programs, and contractors;
- Recommendations regarding the use, consolidation, retirement, or transition of existing sub-brands or legacy identities; and
- Specific standards for Electoral Area palette use and naming conventions.

vii. Provide, develop and refine core brand foundations. Implement an accessible Communications Style Guide section or stand-alone document that complements the Brand Manual and is suitable for use by Communications staff, departments, elected officials, consultants, contractors, and external partners to support clear, consistent, accessible, mobile-friendly public information, especially during time-sensitive events. At a minimum, the Communications Style Guide shall include:

- Colour palette
  - Accessibility guidelines will be considered for all palettes.
  - Including accessible colour contrast, colour samples, names, colour modes (RGB, CMYK, HEX, PMS) print and digital colour values.
  - Include primary and secondary criteria for colour combination usage by providing standards and examples of poor and good contrast for font and logo examples.
  - Electoral Area specific colour names and palettes that intertwine with overall corporate palette as a controlled accent colour system within the corporate palette. Use of palettes may include webpages, print, digital assets, presentations, signage, and other graphics. There are no Electoral Area design elements currently in use. The Electoral Area palettes should remain subordinate to, and interoperable with, the FVRD corporate identity.
- Visuals
  - Provide, develop and refine the existing mosaic patterns, textures, and other design elements as needed.
  - Create photography, videography style and image usage guidelines for digital and print applications.
  - Update the current Document Design & Layout section in the brand manual.
- Create an updated Look & Feel section that is timeless, modernized, adheres to accessibility guidelines, and reflects the overall brand for the FVRD and its audiences.
- Typography
  - Create and update the typography section that uses accessibility guidelines for all changes.
  - Identify secondary fonts for typography.
  - Establish font hierarchy (if required).
  - Create and update the Spacing & Typography section to use accessibility guidelines for all changes.
  - Include minimum font size that adheres to accessibility guidelines.

        - Provide, develop and refine the existing General Styles section of the Brand Manual by using accessibility guidelines to create and refine a bullet style, numbered lists, web addresses and links, hyphenation settings, and left justify vs full justify sections.
    - Develop guidance and include a section that includes:
        - Plain-language standards for public-facing communications;
        - Guidance for routine, urgent, sensitive, and emergency communications;
        - Inclusive and respectful language guidance;
        - Canadian spelling, grammar, punctuation, capitalization, numerals, dates, times, currency, and measurements;
        - Naming conventions for the FVRD, Board, Electoral Areas, departments, services, facilities, programs, projects, initiatives, Provincial Government, and Federal Government;
        - Capitalization, punctuation, acronyms, grammar, and terminology;
        - Tone of voice;
        - Messaging guidance to support consistency across department communications;
        - A glossary of preferred terminology; and
        - Accessibility guidance for web copy, alternative text, descriptive links, headings, tables, image descriptions, and calls to action.

viii. Prepare a clear, practical, and user-friendly brand manual
    - Delivery in an accessible digital format, an editable version, and a final accessible PDF version
        - Brand Manual in an Accessible tagged PDF and editable source files.
        - Communications Style Guide in an Accessible tagged PDF and editable source document.
        - Colour specifications in Pantone, CMYK, RGB, HEX, and colour-contract reference chart.
        - Typography package with an approved font list, fallback fonts, hierarchy, and usage specifications
        - Templates in editable files in agreed platforms, plus accessible-use instructions.
        - Training video will be a captioned master file, with editable project/source files, transcript, and accessible player-ready format.
        - Asset inventory will include a file list, descriptions, and licence/usage rights.
    - Develop navigation and content structure that supports use by staff, consultants, and partners
    - Logo use examples
    - Colour palettes
    - Typography
    - Visuals
    - Photography, videography style and image guidelines
    - Accessibility requirements (contrast, readability)

ix. Prepare a brand manual video to be used for internal training purposes:
    - Include captions, visuals from the final brand manual; and
    - Provide the brand manual training video in an editable format

x. All materials, including videos, documents, images will be the sole property of the FVRD. The Proponent must disclose all third-party components, including fonts, stock imagery, icons, video, music, plugins, software, and templates. The proposal must identify all initial and ongoing licensing costs, usage restrictions, licence holders, and transferability requirements if applicable. The FVRD must receive perpetual rights to use, reproduce, modify, and distribute all final deliverables for its operational purposes. The Proponent must not recommend proprietary assets that prevent the FVRD from editing or maintaining final materials unless the restriction is expressly disclosed and approved in writing.

(collectively, the "**Services**") all to be provided with consideration being given to a focus on value to the FVRD and Project budget.

Timeline

The proposed deadlines for key aspects of this RFP are as follows (as may be amended by the FVRD at its discretion):

Item	Description	Expected Completion Date
1	Issue of RFP	November 19, 2026
2	Deadline for RFP enquiries	December 7, 2026
3	Submission of proposals due	December 11, 2026, by 4:00 PM
4	Anticipated start of project term	January 2027

Part C - INSTRUCTIONS AND INFORMATION FOR PROPONENTS

C.1 Closing Date and Location

Proposals must be received by 4:00 PM on December 11, 2026 ("**Closing**") at the following address:

Fraser Valley Regional District
Attention: Samantha Piper, Manager of Communications
1 - 45950 Cheam Avenue
Chilliwack, BC V2P 1N6

The time for Closing will be conclusively deemed to be the time shown on the clock used by the FVRD for this purpose.

C.2 Form of Proposal Submissions

Proponents must submit the following copy of their proposal ("**Proposal**"):

i. Electronic submissions are preferred in Adobe PDF format emailed to spiper@fvrd.ca or;
ii. One (1) hard-copy printed submission.

Proponents are requested to deliver proposals in a sealed envelope clearly marked with the RFP Number, RFP Title and Proponent's name and address. Faxed Proposals will not be received or considered. Email Proposals will only be received in Adobe PDF format and emailed to spiper@fvrd.ca

C.3 Mandatory Requirements

Proponents must include in their proposals the following information:

i. Completed and signed Form of Proposal set out in Schedule A;
ii. Proponent's Experience: list of three completed or current work project requiring services comparable to the services sought in this RFP, including a brief description of the work, approximate contract value and references (with phone numbers) for each work project that the FVRD may contact as set out in Schedule B;
iii. Outline the understanding of the current brand manual limitations, accessibility objectives, style-guide requirements, and expected outcomes while listing key project risks, assumptions, dependencies, and proposed mitigations.
iv. Costs: details costs for the Proponents provision of the Services in Canadian Dollars, inclusive of all costs, expenses and charges, but exclusive of GST and Provincial Sales Tax; list pricing by a fixed fee by phase and deliverable that includes hourly rates by role, taxes, optional services priced separately, and any assumptions and exclusions.
v. Methodology: the Proponent's approach to the refresh, accessibility review, concept development, testing, revisions, training, and implementation.
vi. List accessibility expertise and relevant credentials, examples, accessibility testing tools, quality-assurance process, experience with WCAG, accessible PDFs, Microsoft Office accessibility, captions, alternative text, and digital content.
vii. Provide names, roles, qualifications, availability, and relevant examples for each team member on the project team. Identify who will do the accessibility review.
viii. Provide relevant work samples for at least three comparable projects; one example of an accessible brand manual; one example of a Communications Style Guide; and at least one local government, or similarly complex organization project.
ix. Provide a work plan and schedule that includes a detailed timeline for a January 2027 start time, meetings, draft submissions, FVRD review time, revision cycles, and proposed final completion date.
x. Sufficient detail to allow the FVRD to determine the Proponent's position from the documents received, such as details of the Proponent's team, their roles and responsibilities and reporting relationships, understanding of the Project and proposed work plan for carrying out the Services.

C.4 Information Meeting

A Proponent's meeting will not be held.

C.5 Enquiries

All enquiries and notices related to this RFP, including any requests for information and clarification, are to be directed in writing to the contact person ("**Contact Person**") indicated below.

Contact Person:	Samantha Piper, Manager of Communications
Address:	1 - 45950 Cheam Avenue Chilliwack, BC V2P 1N6
Email:	spiper@fvrd.ca

Enquiries and responses will be recorded and may be distributed to all Proponents at the discretion of the FVRD. Clarifications, comments, revisions or any other information regarding this RFP obtained by a Proponent from any source other than from the Contact Person is not authorized and should not be relied upon.

Part D - TERMS AND CONDITIONS OF RFP

D.1 General

The terms and conditions in this Part D will apply to this RFP. Submission of a Proposal in response to this RFP indicates acceptance of all the terms and conditions contained herein and included in any addenda issued by the FVRD for this RFP. Proposals that contain provisos which contradict or alter any of the terms and conditions of this RFP will be disregarded and deemed to have not been written in the Proposal.

D.2 Proposal Validity

Proposals will be open for acceptance by the FVRD for at least 90 days after the date of Closing.

D.3 Addendum

All subsequent information regarding this RFP, including changes made to this document, will be posted on BC Bid and FVRD Tenders & RFPs webpage, for Proponents to access. It is solely the responsibility of the Proponents to check BC Bid and FVRD Tenders & RFPs webpage from time to time to ensure that they have all amendments to this RFP in the form of addenda and to ensure that they have obtained, read, and understood the entire RFP including all addenda that may have been issued prior to Closing.

D.4 Evaluation and Selection Method

The evaluation of the RFP will be conducted by a committee formed by the FVRD and may include, at the FVRD's sole discretion, employees, consultants and contractors.

Proposals will be evaluated on the basis of the overall best value to the FVRD based on quality, service, performance, price and any other criteria set out herein including, but not limited to:

i. Financial terms including but not limited to hourly and weekly rates and payment terms;
ii. Financial capabilities of the Proponent;
iii. Corporate and technical capability of the Proponent to provide the Services;
iv. Relevant experience and performance of similar projects;
v. Understanding of the assignment, FVRD context, and accessibility objectives;

vi. Methodology, and workplan;
vii. Demonstrated accessible design, accessible documents, and style guide expertise;
viii. History of past performance and dealings with the FVRD; and
ix. References and value-added services.

D.5 Acceptance and Rejection of Proposals

This RFP shall not be construed as an agreement to purchase goods or services. The FVRD is not obligated to enter into an Agreement (defined herein) with the Proponent who submits the lowest priced Proposal or with any Proponent.

D.6 Late Proposals

Proposals will be marked with their receipt time at the Closing Location. Only complete Proposals received and marked by the Closing Time will be considered to have been received on time. Late proposals will not be considered or evaluated and may be returned to the Proponent.

D.7 Amendment or Withdrawal of Proposals

Proponents may amend or withdraw their Proposal in writing any time prior to Closing. Upon Closing, all Proposals become irrevocable. The FVRD will be under no obligation to receive further information after Closing, whether written or verbal, from any Proponent.

D.8 FVRD's Rights and Reservations

The FVRD reserves the right to:

i. Reject any or all Proposals;
ii. Reject any Proposal that is incomplete, that contains erasures or corrections that are not signed by an authorized signatory of the Proponent or that fails to comply with the mandatory requirements of this RFP;
iii. In the event that only one proposal is submitted, to return the Proposal unopened;
iv. Modify the terms of this RFP at any time in the FVRD's sole discretion;
v. To require clarification of the information set out by one or more of the Proponents in respect of the Proposals submitted; and
vi. Communicate with, meet with, or negotiate with any one or more of the Proponents respecting their Proposals or any aspect of the proposed work.

D.9 Cancellation of RFP

The FVRD may cancel this RFP at any time prior to or after Closing. In the event the FVRD cancels this RFP, the FVRD shall have the right to seek to procure the same services or similar services at any time, and through any means the FVRD deems appropriate. No Proponent shall acquire any rights or interests in any subsequent procurement process undertaken by the FVRD.

D.10 Waiver of Non-Compliance

The FVRD may waive any non-compliance with the RFP and may elect to retain for consideration Proposals which are non-conforming, which do not contain the content or form requested by this RFP or which have not strictly complied with the process for submission set out herein.

D.11 Proponent's Costs

Each Proponent is solely responsible for its own costs and expenses associated with its participation in this RFP, including but not limited to, conducting investigations, attending briefings, preparing and delivering its Proposal, communicating with the Contact Person prior to Closing and during Proposal evaluation, and for any subsequent processes or negotiations with the FVRD that may occur.

D.12 Limitation of Liability

By submitting a proposal, each Proponent irrevocably agrees that the FVRD shall not be liable to any Proponent or any person whatsoever, for any claims of any nature (in contract, in tort, or otherwise), for any costs, expenses, compensation, damages, or anything whatsoever, including without limitation, costs and expenses associated with the Proponent's preparation and submission of their Proposal, their participation in this RFP, for loss of revenue, opportunity or anticipated profit, arising in connection with its Proposal, this RFP, any subsequent processes or opportunity, any contract, or any matter whatsoever.

D.13 Negotiation

The FVRD reserves the right to negotiate with the preferred Proponent, or any Proponent, on any details, including changes to specifications and price. If specifications require significant modification, all Proponents shall have the opportunity to adjust their Proposals or re-submit altogether, as determined by the FVRD in its sole discretion.

D.14 Errors and Omissions

While the FVRD has used considerable efforts to ensure information in this RFP and otherwise provided directly in association with this RFP is accurate, the information is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the FVRD, nor is it necessarily comprehensive or exhaustive. Nothing in this RFP is intended to relieve Proponents from the responsibility for conducting their own investigation and forming their own opinions with respect to the subject matter of this RFP.

D.15 Conflict of Interest

Proponents shall disclose any potential conflict of interest and existing business relationship they may have with the FVRD, its elected or appointed officials or employees.

D.16 Confidentiality

All Proposals become the property of the FVRD and will not be returned to the Proponents, except as expressly provided for herein. All Proposals will be held in confidence by the FVRD unless disclosure is otherwise required by law.

D.17 No Lobbying

Proponents and their agents are not permitted to contact any member of the FVRD Board or staff with respect to this RFP, except as expressly provided for herein. Proponents will not offer entertainment, gifts, gratuities, discounts, or special services, regardless of value, to any employee or elected official of the FVRD. The FVRD reserves the right to disqualify any Proponent from participation in this RFP that acts in contravention of this requirement.

D.18 Contract Award

This RFP should not be construed as an agreement to purchase goods or services. By submitting a Proposal, the Proponent agrees that should it be identified as the preferred Proponent, it will enter into negotiations, if required, for the purpose of concluding a Contract.

If a written Contract cannot be negotiated and executed by both parties within 90 days of notification of the successful Proponent, or such longer period as the parties may mutually agree, the FVRD may, at its sole discretion at any time thereafter, terminate negotiations with that Proponent, enter into negotiations with any other Proponent or terminate the RFP process and not enter into a Contract with any of the Proponents.

At its sole discretion, the FVRD may divide any Contract for goods or services between two or more proponents.

D.19 Definition of Contract

Notice in writing to a Proponent that it has been identified as the preferred Proponent and the subsequent full execution of a written contract will constitute a contract for the goods and/or services contemplated by this RFP, and no Proponent will acquire any legal or equitable rights or privileges relative to the goods or services until the preferred Proponent and the FVRD have both executed a written Contract.

D.20 Form of Contract

The Contract will comprise a form of written agreement based on the FVRD Consulting Agreement, as may be amended by mutually agreed supplementary conditions.

Schedule A – Form of Proposal

Name: _____

Address: _____

Name and title of Representative: _____

Telephone: _____ Email: _____

Form of Business Organization

☐ Sole Proprietorship

☐ Partnership Date of Establishment _____

☐ Corporation Date of Incorporation _____ Business No. _____

We hereby offer to perform the Services required by this RFP for the stipulated price as allocated in the following full schedule of fees and rates for disbursements, expenses, and other standard charges in Canadian Dollars exclusive of GST and Provincial Sales Tax:

Phase/Deliverable	**Fixed Fee**	**Notes**
Project initiation and work plan		
Existing brand and accessibility audit		
Brand strategy		
Visual identity and accessibility standards		
Brand Manual		
Communications Style Guide		
Templates		
Training video		
Post support		
Other items:		
Proposed Price for Goods/Service		
G.S.T.		
P.S.T.		
TOTAL		

I/We the undersigned authorized representatives of the Proponent, having received and carefully reviewed the RFP, including without limitation, the General Conditions and Specifications (if any), submit this Proposal in response the RFP.

Dated this ___ day of _____, 20__.

_____ _____

Signature of Authorized Signatory Signature of Authorized Signatory

_____ _____

Name & Tile/Position: Name & Title/Position:

Schedule B – Proponents' Experience and References

Proponent Name: _____

Experience:

Dates: _____

Project Name: _____

Responsibility: _____

_____

References: _____

(incl. telephone)

Experience:

Dates: _____

Project Name: _____

Responsibility: _____

_____

References: _____

(incl. telephone)

Experience:

Dates: _____

Project Name: _____

Responsibility: _____

_____

References: _____

(incl. telephone)

Schedule C – Current FVRD Brand Standards Manual

Link to the current Brand Standards Manual: https://cloud.fvrd.ca/index.php/s/n9Uq9LrqUm6PEGw