

1. How flexible will the branding need to be? Will it be utilized specifically for the storytelling purpose proposed in the document, or will it need to evolve throughout the organization's growth in the following years?

*Build Baton Rouge seeks to develop a new brand identity to serve us into the indefinite future.*

2. Does the branding need to feel "governmental"? How accessible does this organization need to feel for the audience?

*Please refer to (Re)Visioning Redevelopment: East Baton Rouge Redevelopment Authority 2019 Strategic Visioning Initiative for more context about the underlying purposes and rationale for the rebranding.*

3. What colors are you interested in? What colors does your team absolutely hate?

*Build Baton Rouge looks forward to the counsel of the selected branding team regarding specific aspects of the final brand identity.*

4. Is there any imagery you want to be incorporated if done right? Houses, fleur de lis, tree, etc.

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding specific aspects of the final brand identity.*

5. Where will the logo be used? Logos must be legible from 40 px to 40 feet, so simplicity and clarity are key.

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding specific aspects of the final brand identity.*

6. How many versions of the logo do you need?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding specific aspects of the final brand identity.*

7. Due to the nature of being "quasi-governmental" does the website need to be HTML or can other platforms, such as Wordpress, Squarespace, Wix be used?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for a website solution in accord with the goals articulated in the RFP.*

8. How organized is the historical imagery and content? Will this be an additional line item for the team to work on - aggregating and organizing?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online resource access in accord with the goals articulated in the RFP.*

9. Please define "user-friendly online content hub".

*A website that contains access to relevant content presented in a user-friendly format.*

10. Do you need an events calendar?

*If the question is regarding whether an events calendar is needed in the creating of our online resources, Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website design and content in accord with the goals articulated in the RFP.*

11. Is there a reservoir of blog content that needs to be posted? If yes, how many and when will we receive it by?

*Build Baton Rouge has cultivated content on its social media sites and its weekly email newsletter. This is freely available and can be provided upon request.*

12. Will we have shared access to the same database/cloud server for content?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online resource management in accord with the goals articulated in the RFP.*

13. How many headshots are needed (roughly the number of employees)?

*Build Baton Rouge intends to feature photos of all employees on its website. We look forward to the counsel of the selected consultant regarding options for staff profiles in accord with the goals articulated in the RFP.*

14. What is your ideal length for video?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for content development in accord with the goals articulated in the RFP.*

15. Will the requested "resource center" be open to the public along with any linked videos, content and documents? If not, are you looking to protect this information behind some form of login or information capture (such as name and/or email)?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online resource access in accord with the goals articulated in the RFP.*

16. In the "resource center", do you have specific meta data or a list of attributes users will be able to use for the "advanced search?" And these attributes/fields be input and assigned manually by BBR personnel or will you be looking for the site/search module to index content automatically?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online resource access in accord with the goals articulated in the RFP.*

17. What specific "tracking functionality" are you hoping to implement in the "resource center?" For example — tracking the number of downloads/views, associating specific visitors/names with content interactions, viewing user behavior on specific pages/sections, etc?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online resource access in accord with the goals articulated in the RFP.*

18. Is there a tentative list of specific marketing collateral you would like to include in the scope of this RFP? And do you have tentative production budgets for these materials?

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for the development and production of marketing collateral in accord with the goals articulated in the RFP. While marketing collateral design elements are within this scope of this RFP, the budget for marketing collateral production is not considered part of this RFP.*

19. Does BBR already have a working list of existing or planned "sub-brands" (programs, events, etc.) that might fit into a brand architecture?

No.

20. Provide clarification about the last bullet point in the scope of work specifically: "create a website blog with integrated social media elements; and create a full resource center with video library and advanced search and tracking functionality." These two deliverables seemed somewhat distinct from the rest of the project, and while both are definitely feasible, we thought it might be more productive for those deliverables to be part of an associated scope of work that's focused on translating the brand and graphic identity into public-facing resources, rather than part of the scope of branding services. So we were hoping to learn more about how you see those two deliverables being a part of the project, and any other relevant information about how they fit into timeline and overall strategy.

*Build Baton Rouge looks forward to the counsel of the selected consultant regarding options for website and online content development and management in accord with the goals articulated in the RFP.*