

**YEAGER AIRPORT (CRW)
REQUEST FOR PROPOSAL
LOGO AND STYLE GUIDE DEVELOPMENT**

ABOUT YEAGER AIRPORT (CRW)

Yeager Airport (CRW) is located three miles east of downtown Charleston, in Kanawha County, West Virginia. Yeager Airport is owned by the Central West Virginia Airport Authority and is the home of the McLaughlin Air National Guard Base. With competitive airfares to destinations throughout the world and nonstop flights to major airports, Yeager Airport strives to make the travel experience convenient and hassle free. Convenient parking within walking distance of the terminal and security lines with short wait times makes Yeager Airport one of the nation's most passenger-friendly airports.

The Airport sits on a hilltop over 300 feet above the valleys of the Elk and Kanawha Rivers. Arriving passengers enjoy a view of downtown Charleston and the rolling hills north and east of the field. A short drive from downtown Charleston and just a few minutes from the intersection of three major interstates, Yeager Airport is a breeze to get to. With service provided by American, Delta, United, and Spirit Airlines—travelers are just one stop from thousands of destinations worldwide.

Yeager Airport's Vision is to become the most important economic engine for the State of West Virginia through advances in aviation and education.

PROJECT OVERVIEW

The Central West Virginia Regional Airport Authority (CWVRAA) desires to establish a new logo to be utilized in marketing and building a stronger brand identity and awareness of the organization. CWVRAA is seeking a creative, qualified graphic designer, design firm, or agency to create a strong graphic logo, style guide, and possibly provide additional services relating to the launch of new branding. The graphic logo and style guide should incorporate our name addition (West Virginia International Yeager Airport) and Airport code (CRW).

Proposed taglines could be suggested as part of the logo design, but it is not a requirement of this RFP. In addition, 2022 marks the 75th anniversary of the organization, as such, CWVRAA would ask that an additional format of the logo would be provided that includes a "75th Anniversary" option incorporated within.

The Central West Virginia Regional Airport Authority will retain all rights to any and all images, logos, and style guides created by the designer or firm.

SCOPE OF WORK

The scope of this project will extend from concept to completion. Design scope to include:

Final Logo Files:

- Provide high resolution (600 dpi min) AI and EPS file format layered images of the final approved logos as well as flattened jpeg, png, and pdf formats of the final approved logo
- Full-color version on white background
- Grayscale version with white background
- Outline Only version with transparent background
- Full-color version on dark background
- Full-color version with transparent background
- Grayscale version with transparent background
- Black and white versions with transparent background

Style Guide:

- Approved color palette (CMYK, RGB, grayscale)
- Approved fonts (print and web)
- Design for Letterhead, Business Card, PowerPoint Presentation, Billboard, Print Ad, and Display ad.
- Guidelines and examples of the clear zone
- Sizing guidelines

PROJECTED SCHEDULE

Designer to provide a minimum of three (3) logo concepts and three (3) Style Guide design concepts 15 (fifteen) working days after contract award for review and selection of a Selection Committee designated by the CWVRAA before proceeding.

The Selection Committee may make up to three (3) revisions of the selected concept. Final logo development and brand identity should be completed within three (3) to four (4) months. Designer to be available for brand consultation for up to twelve (12) months (meaning responding to questions of usage and clarification on style guide).

PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process for all qualified graphic designers and reputable design firms. Proposals will be evaluated, and an award made to the most responsible, responsive proposer submitting the proposal most advantageous to the Central West Virginia Airport Authority. CWVRAA reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of the organization.

The proposal shall include the following information:

- Proof of Qualifications
- Resume of experience and qualifications
- Two client references with contact information
- A list of staff/subcontractors that will likely be part of the development team
- Two (2) examples of your style sheet design work
- Three (3) examples of your logo design work
- Written explanation of one logo design sample and how you derived design from concept to end product

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. In addition, if the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified, and the work they will perform must be defined.

All proposals shall be bound in one singular folder (binder or spiral).

REVIEW CRITERIA

Proposals will be reviewed by the Central West Virginia Regional Airport Authority Selection Committee based on the following criteria:

Skills/Creativity:

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should also be able to document/demonstrate the full scope of the various services your firm provides.

Resources/Capability:

Please demonstrate through the submissions of portfolio samples your business experience, staff skills and experience, clients serviced, projects of note, technical skills, project management methodology, and ability to meet milestones.

References/Referrals:

Please provide a resume of your experience and qualifications.
Please provide two client references with contact information.

Pricing Structure/Rate:

Please provide comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement and any additional services that could be offered.

Interview:

The Selection Committee will conduct follow-up interviews during the week of August 30, 2021, with three finalists. Proposers selected for an interview may be required to furnish additional information to representatives of the Selection Committee relating to various elements of their proposal.

SUBMISSION OF PROPOSAL

Submittals are due by 1:00 pm Thursday, August 19, 2021, at the Airport Director's Office:

Yeager Airport
Attn: Nick Keller
100 Airport Road, Suite 175
Charleston, WV 25311

Questions related to this RFP should be submitted in writing prior to August 13, 2021, and directed to:

Paige Withrow
Marketing Manager
Yeager Airport
Paige@yeagerairport.com.