



**Central West Virginia Regional Airport Authority**  
John D. Rockefeller IV Terminal  
100 Airport Rd, Suite 175 - Charleston, WV 25311-1080  
Phone: 304-344-8033 Fax: 304-344-8034  
www.yeagerairport.com

REQUEST FOR PROPOSALS  
For  
LOGO AND STYLE DEVELOPMENT  
For the Central West Virginia Regional Airport Authority (CWVRAA)

AIRPORT ANSWERS to PRE-RESPONSE QUESTIONS  
August 16, 2021

QUESTION #1 – Is an emailed PDF file acceptable?

RESPONSE #1 – All proposals should be bound in one singular folder (binder or spiral). You may include an additional PDF file. Proposals shall be sent to:

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

QUESTION #2 – Has the airport established a budget or target budget for this project?

RESPONSE #2 – No.

QUESTION #3 – In the style guide ask includes creative pieces. Would the agency selected need to create a campaign and produce final creative to be placed in-market? Or is the airport looking for guidance on how the logo might be treated in these assets?

RESPONSE #3 – The airport is looking for campaign assets in the form of one print ad, one display ad, and 1 billboard with the addition of a letterhead design, a business card design, and a PowerPoint design.

QUESTION #4 – Is there any flexibility in the timeline? We would want to schedule a meeting with all the key stakeholders to discuss creative direction prior to starting on the logo designs and want to be sure that coordinating that meeting wouldn't cut into the time we would have to work on the 3 logo options.

RESPONSE #4 – We must have a final concept by January 1, 2022.

QUESTION #5 – Is there a budget for this project?

RESPONSE #5 – No.



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QUESTION #6 We typically show the logos concepts in use on several pieces during the 1st round presentation (such as business cards, letterhead, etc) and then the rest of the collateral at round two when a logo direction is chosen. Will that be acceptable?

RESPONSE #6 – Yes.

QUESTION #7 – Can you share who comprise the selection committee and their backgrounds as it relates to this kind of work?

RESPONSE #7 – The selection committee will consist of the Airport Director and CEO, Assistant Airport Director and COO, Marketing Manager and Members of the Central West Virginia Regional Board of Members who serve on the Marketing Committee.

QUESTION # 8 – Will the selection committee be involved throughout the process with the selected vendor?

RESPONSE #8 – Yes.

QUESTION #9 – When requesting 2 samples of style sheet design work, are you looking for style guides we have done for other organizations?

RESPONSE #9 – Yes.

QUESTION #10 – Can you share if the budget has been earmarked for this project and what the range might be? Our pricing model is set, but this will help us determine if your budget is at a range where it makes business sense for us to bid.

RESPONSE #10 – No budget has been set for this project.

QUESTION #11 – Does CWVRAA anticipate using the new logos in television or other video-based advertising?

RESPONSE #11 –Yes.

QUESTION #12 Should this project include any brand strategy work or messaging for Yeager Airport?

RESPONSE #12 – Proposed taglines could be suggested as a part of the logo design, but it is not a requirement.

QUESTION #13 Budget - do you have a price range you hope to stay within for this project? (we will provide pricing but wanted to understand your expectations).

RESPONSE #13 –No.

QUESTION 14 - The style guide design concept and tagline are not requirements for this RFP, correct?



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RESPONSE #14 – The Style Guide Design is a requirement of this RFP. Proposed taglines could be suggested but it is not a requirement.

QUESTION 15 -Does the scope also include an implementation plan on the branding?

RESPONSE #15 –The overall scope of work, yes.

QUESTION 16 -When was the last branding exercise?

RESPONSE #16 –It has been over a decade since CRW updated its branding.

QUESTION 17 -Are you giving precedence to local agencies or are other scoring procedures on this?

RESPONSE #17 – All submitted proposals will be scored on skills/creativity, resources/capability, references/referrals/ and pricing structure.

QUESTION 18 - The RFP states: “All proposals shall be bound in one singular folder (binder or spiral).” How many copies of the proposal do we need to include in the binder? Just one?

RESPONSE #18 – Yes, just one copy. You may also include an additional PDF.

QUESTION 19 – How many pages will be included in the PowerPoint Presentation?

RESPONSE #19 – We’re looking for a branded template that includes the final logo that CRW can use for presentations with a master slide and additional content slides.

QUESTION 20 – Do you have a schedule for when you anticipate getting the project started and the duration of the project?

RESPONSE #20 – We anticipate final selection in September and final logo development 3 to 4 months following. We must have a final concept on January 1, 2022.

QUESTION 21 – Are there any minority owned business requirements?

RESPONSE #21 – No.

QUESTION 22 – The RFP includes designing business cards as part of the scope. Are you looking for 1 design template that you can edit internally as employees come and go or are you seeking the designer / agency to create each individual card for each employee? If the latter, how many business cards would need to be designed?

RESPONSE #22 – We're looking for one design template that we can edit internally.

QUESTION 23 – The RFP includes designing display and print ads as part of the scope. How many display and print ads will need to be created? Additionally, how many unique display and print ads will you need?

RESPONSE #23 – We're looking for social display ads that we can run on Facebook, Instagram, and Twitter and one print ad that can be scaleable.

QUESTION 24 – The RFP includes designing billboards as part of the scope. How many billboards will you utilize? How long will each billboard be up for?

RESPONSE #24 – One. 4-8 weeks.

QUESTION 25 – Do you have a budget specified / allocated for this project that you could share with us?

RESPONSE #25 – No, we do not have a specific budget.

QUESTION 26 - On the timings in the brief, initial design concepts are requested 15 days after award of project... is there any flexibility in this timing?

RESPONSE #26 – We would like to see a concept after 15 days, but we would consider negotiating the timeline. We must have a final concept by January 1, 2022.

QUESTION 27 - Our process requires longer than 15 days, and also we would create the style guide last, after all the identity components have been locked.

RESPONSE #27 – If you prefer to create a style guide after the logo concept has been narrowed down, please note that in your proposal.

QUESTION 28 - Is there any research you plan on conducting with consumers on the new logo design options?

RESPONSE #28 – It is not a requirement of this RFP.

QUESTION 29 - For the submission, along with the physical submission which needs to be mailed, would you like an electronic copy sent anywhere?

RESPONSE #29 – All proposals should be bound in one singular folder (binder or spiral). You may include an additional PDF file.

QUESTION 30 - Are you able to disclose how many agencies are participating?

RESPONSE #30 – We do not know how many agencies are participating.

QUESTION #31 – When will the contract be awarded?

RESPONSE #31 – The week of September 20<sup>th</sup>



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QUESTION 32 – For the style guide deliverables included in the scope of work, are you looking for conceptual mockups of each item (Letterhead, Business Card, PowerPoint Presentation, Billboard, Print Ad, and Display ad) or final, print-ready production files?

RESPONSE #32 – Once we have a final logo we would like final, print ready files of each item mentioned above.

