

## **Branding RFP Q and A**

### **1. What is driving the rebrand?**

- ACAP's expansion to include service areas historically supported by DCP, aiming for a unified identity.
- Modernize ACAP's image.
- Unify multiple counties under one identity.
- Address recognition challenges.
- Reflect legacy and future vision.

### **2. What does success look like?**

- New name, logo, and messaging strategy that reflects expanded service area and mission.
- Inclusive stakeholder engagement during research and validation.
- Delivery of brand guidelines and assets.
- Brand launch by July 1, 2026 that resonates internally and externally.

### **3. What is the timeline for the project?**

- Proposal deadline: November 21, 2025.
- Firm selection: December 5, 2025.
- Project start: Early December 2025.
- Brand launch: July 1, 2026.

### **4. Who are the stakeholders and how will they be engaged?**

- Internal: ACAP staff, leadership, board members, program managers.
- External: Former DCP staff, community members, partner organizations, funders, clients.
- Engagement: 3–6 sessions (hybrid), plus 10–25 interviews.
- Essential voices include community members from all three counties, board representatives, and funders.

### **5. Will ACAP designate a liaison or project manager?**

- Yes. ACAP will provide representation and co-lead engagement sessions as needed.

### **6. Who makes the final decisions?**

- Organizational leadership will review and approve the final name and identity.
- Stakeholders provide input during research and validation phases.

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### **7. Is ACAP open to a new name?**

- Yes. ACAP is open to exploring an entirely new name that reflects the broader mission and geography.
- No requirement to retain 'ACAP' or 'Aroostook,' though honoring legacy is important.

### **8. What messaging deliverables are expected?**

- Messaging toolkit (sample language, talking points).
- Communications schedule (internal/external).
- Marketing assets (logo formats, typography, color palette).
- Recommended channels (email, social media, press, events).

### **9. What is the budget range?**

- Project operates within a tight budget under a competitive bid process.
- Proposals should prioritize scope and offer scalable or phased approaches.
- Flexibility, creativity, and efficiency are key.

### **10. Are there procurement or funding constraints?**

- Yes. Competitive bid requirements apply; flexibility and efficiency emphasized.

### **11. Will shortlisted agencies present in person or virtually?**

- Hybrid approach recommended; presentations may be virtual or in person.

### **12. Will a website be part of this project?**

- No. Website updates will be handled internally after branding is complete.

### **13. What historical or existing resources can be shared?**

- Current branding guidelines and historical documents for ACAP are available.
- Less information/materials are available for DCP.