



## **REQUEST FOR PROPOSAL (RFP)**

### **BRAND ARCHITECTURE AND GRAPHIC STANDARDS GUIDE**

TLA'AMIN NATION  
4779 KLAHANIE ROAD, POWELL RIVER, BC, V8A 0C4

ISSUE DATE: FEBRUARY 6, 2024

## TABLE OF CONTENTS

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1.	INFORMATION FOR APPLICANTS .....	4
a.	Summary .....	4
b.	Nation Background .....	4
2.	REQUEST FOR CONTRACTOR .....	5
a.	Nature of Services Required.....	5
3.	SUBMISSION INFORMATION .....	5
4.	EVALUATION .....	6
a.	Criteria .....	6
b.	Submission Deadline.....	6
5.	TERM .....	6
6.	INQUIRIES .....	6
7.	APPENDIX A- ABOUT THE TLA'AMIN BRAND .....	7

# REQUEST FOR PROPOSAL (RFP)

NO: Project Number

## COVER PAGE

Company Name:  
\_\_\_\_\_

Contact Person Name:  
\_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Prov: \_\_\_\_\_ Postal: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**Issue Date:**  
February 6, 2024  
**Closing Date:**  
February 16, 2024

**GUIDELINES FOR PROPOSAL DELIVERY**

An electronic copy of your proposal must be delivered by email to:

[Davis.Mckenzie@tn-bc.ca](mailto:Davis.Mckenzie@tn-bc.ca)  
Attention: Davis McKenzie – Communications Director  
Tla’amin Nation

Email attachments should be clearly marked with the name of the applicant.

## 1. INFORMATION FOR APPLICANTS

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### a. Summary

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The purpose of this RFP is to ensure consistent and professional representation of the Tla'amin Nation by consolidating, organizing and describing existing Tla'amin brand assets into Brand Architecture and Graphic Standards Guidelines (the Guidelines).

The Guidelines will identify and describe an overarching approach of the parent brand and sub/brands (housepost, departments, associated entities) for the Tla'amin Nation, and how the levels of branding relate to, and support each other.

### b. Nation Background

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Tla'amin Nation is a self-governing modern treaty Nation and part of the Northernmost Salish people. Tla'amin worldview and society are grounded in ʔəms taʔow (our teachings) and ʔayʔaj uθəm (language). Our ʔaxʔaxay (Elders) are precious to us, as the primary sources of knowledge and cultural teachings. By listening to and learning from them, and modelling the taʔow in our behaviours and practices, we carry our ancestral traditions and knowledge through present and future generations.

ʔəms giǰ ε is an area over 609,000 hectares (ha) in size, including waters. Historically, we maintained an active presence and settlements across ʔəms giǰ ε, and trade and diplomatic relations with our neighbours up and down the coast, including the Klahoose and Homalco First Nations with whom we were one entity. All of our economic and political systems, along with our spirituality, were based on our relationship with the land, air, and waters.

Tla'amin lands include the 8,322 ha of lands that were transferred back to Tla'amin Nation as part of our Final Agreement in 2016, and additional lands that the Tla'amin Nation has acquired. The Final Agreement is an important set of tools that enable us to rebuild, restore, and reconstruct our Nation and identity as we address the past and present impacts of forced colonial disruption to our lands, relationships, societies, language, and culture.

Tla'amin is governed by a hegus (headperson), and 8 legislators, 4 of which serve as executive council members with portfolio responsibilities.

In 2016, Tla'amin's treaty came into effect and with it, a series of laws and regulations for governance of over 8300 ha of Tla'amin treaty settlement lands, infrastructure, services and finances.

The Tla'amin administration is comprised of 200 staff and you can read our organizational profile here: <https://www.tlaaminnation.com/wp-content/uploads/2023/01/Tlaamin-Nation-Organizational-Profile.pdf>

A business arm, Tla'amin Management Services Ltd Partnership is charged with developing and running Tla'amin businesses.

To learn about our goals, values and strategic priorities please read our [Comprehensive Nation Plan](#).

## 2. REQUEST FOR CONTRACTOR

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### a. Nature of Services Required

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The Tla'amin Nation is seeking proposals to develop Tla'amin's brand architecture, associated guidelines and graphic standards.

The project will identify and describe the overarching approach of the parent brand and sub-brands of the Tla'amin brand family; how the levels of branding relate to and support each other. Tla'amin generally supports the concept of a "branded house" architecture including the reliance on a single, powerful, central brand.

Project scope:

The Tla'amin brand architecture and guidelines will resolve the following questions:

- What the overarching branding approach is – parent brand, brand/sub-brand, endorsed brand, stand-alone brands or some combination of these
- How many levels of branding should exist and what types of brand should exist at each level
- How brands at different levels relate to one another, which are dominant or recessive.
- How Tla'amin language and orthography might be integrated in Tla'amin branding
- Decision rules for creating new brands.
- Which brands are featured in media, vehicle, situation and circumstance (e.g. business cards, stationery, website, vehicle signage, employee uniforms, etc.)

Project Deliverables:

- Assess the status/viability of current parent brand, housepost/departmental marks, and related entity logos.
- Meet with Tla'amin senior executive team to describe findings and receive feedback
- Create a Brand use and graphic standards guide including, parent and sub brand architecture, corporate fonts, and palettes and patterns.
- Develop a suite of templates for briefing notes, power points, business cards etc.

## 3. SUBMISSION INFORMATION

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The successful applicant must meet the requirements set out in this RFP. Applicants shall submit the following information with their proposal:

- Executive Summary demonstrating understanding of the RFP;
- Identification and resumes of key staff and roles that each of them would play in fulfilling the proposal;
- Two (2) to three (3) most recent clients/projects and corresponding references;
- Description of proposed approach and schedule for execution of the project;
- Budgetary costs and proposed billing cycle for all items identified in Section 2;

## 4. EVALUATION

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This section details all criteria against which proposals will be evaluated. **The Tla'amin Nation reserves the right to not select any proposal.**

Applicants should ensure they fully respond to all submission information outlined above and the criteria listed below to receive full consideration during evaluation.

A shortlist of applicants may be contacted for an interview.

### a. Criteria

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Proposals not clearly demonstrating that they meet the following criteria may be excluded from further consideration during the evaluation process.

Proposals for this RFP which meet all criteria will be evaluated as follows.

<b>Proposals meeting the minimum criteria will be evaluated as follows:</b>	<b>Weight</b>
Understanding of the scope and completeness of proposal	10%
Qualifications and experience with First Nations, including references	20%
First Nations inclusion	15%
Overall project approach and timeline	20%
Budget estimates	35%
<b>Total</b>	<b>100%</b>

### b. Submission Deadline

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All questions must be submitted to Davis McKenzie [Davis.McKenzie@tn-bc.ca](mailto:Davis.McKenzie@tn-bc.ca) by 5:00 pm February 14, 2024.

**The complete proposals must be submitted electronically by 5:00pm February 16, 2024.**

## 5. TERM

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The successful contractor(s) will be contacted by February 21, 2024 to coordinate a project schedule. This will continue until project scope has reached completion.

## 6. INQUIRIES

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All inquiries regarding the services of the anticipated contract or the administrative details of the RFP are to be directed to:

**Davis McKenzie**  
**Communications Director, Tla'amin Nation**  
[Davis.Mckenzie@tn.bc.ca](mailto:Davis.Mckenzie@tn.bc.ca)

**778.834.7934**

## 7. APPENDIX A- ABOUT THE TLA'AMIN BRAND

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The Tla'amin logo was developed by Tla'amin citizen Scott Galligos.



The grizzly bear, which is featured in the Nation's logo, brings teachings of strength, knowledge, and adaptation. These are governance and leadership attributes that are essential in the face of ever-changing seasons, world events, and now climate change. The grizzly is also recognized as the watchman of the forests and protector of the land, essential responsibilities of the Tla'amin Nation and its leadership.

Informally the Nation has adopted the tagline, "one heart, one mind, one Nation" which sometimes appears with the logo, sometimes not.

### Housepost sub-brands

#### hawhεgus

*Governance* hawhεgus is represented by the colour ochre and the grizzly bear. The grizzly bear, which is featured in the Nation's logo, brings teachings of strength, knowledge, and adaptation. These are governance and leadership attributes that are essential in the face of ever-changing seasons, world events, and now climate change. The grizzly is also recognized as the watchman of the forests and protector of the land, essential responsibilities of the Tla'amin Nation and its leadership.

#### nine gǰ ε

*Lands & Resources* nine gǰ ε is represented by the colour green and the tree. The green tree pays respect to our forests who have always sustained us. It is our land and resources that connect us to who we are.

#### nunijε tala

*Finance & Administration* nunijε tala is represented by the colour copper and the eagle. The eagle flies the highest and sees all. It anticipates risk and danger and provides sound stewardship of our resources.

#### ʔayisaθot

*Capital & Infrastructure* ʔayisaθot is represented by the colour slate and our traditional plank house. The grey slate colour reminds us of the coastal elements and the importance of strong, resilient infrastructure for a safe, sustainable, and healthy community.

## č̣č̣egatawł

*Community Services* č̣č̣egatawł is represented by the colour orange and the canoe. The canoe carries members and teachings, which guide our programs and services. Orange represents reconciliation, which is a key part of supporting our member and Nation's well-being and rebuilding.

## qames

*Economic Development* qames is represented by the soft colour of salmon and cedar. Salmon and cedar reflect our traditional economy and reinforce our teachings that a prosperous economy balances the economic, environmental, and social needs of our community.



Hawhegus  
Governance



nunije tala  
Finance and Administration



č̣č̣egatawł  
Community Services



nine giŋe  
Lands & Resources



?ayisaθot  
Public Works, Capital & Infrastructure



qames  
Economic Development