



Paradise Irrigation District

6332 Clark Rd, Paradise, CA 95969 · 530-877-4971 · Fax: 530-876-0483 · www.pidwater.com

April 10, 2025

Subject: Request for Quotes – Rebranding and Publication Guide Services for Paradise Irrigation District

To Whom It May Concern,

Paradise Irrigation District (PID) invites quotes from qualified branding and communications firms to support a full rebranding initiative, including the development of a publication guide and visual identity rollout. Located in Paradise, California, PID is a public utility at the heart of a resilient and rebuilding community. This rebranding effort is a critical opportunity to reflect our agency's renewal, pride in water quality, and deep commitment to service.

We are seeking a firm that can collaborate effectively with our existing communications consultant and internal team. The selected consultant will be responsible not only for developing our new brand identity, but also for helping to implement it across key public-facing touchpoints—ensuring a cohesive and impactful presentation of the “new” PID.

Scope of Work

This project includes, but is not limited to, the following services:

- Discovery and strategy sessions with PID leadership, staff, and our communications consultant
- Development of a full brand identity, including:
 - Logo, tagline, fonts, colors, visual style
 - Key messaging and tone
- Creation of a comprehensive publication guide to support clear, consistent communication across:
 - Reports, letters, presentations, newsletters, digital platforms
 - Social media and website assets
- Design consultation for brand rollout across:
 - Employee uniforms

- Fleet vehicles/truck logos and signage
- Facility signage, printed collateral, and public displays
- Development of a brand style guide and templates for internal use
- Assistance with staff training, rollout strategy, and public introduction of the new brand

Timeline

The project is expected to begin in **June 2025**, with all deliverables finalized and implemented no later than **January 31, 2026**.

Submission Requirements

Please include the following in your quote:

1. **Company Overview** – Experience with branding and public sector or utility clients
2. **Approach & Timeline** – Methodology, phases, and milestone schedule aligned with the January 2026 completion target
3. **Project Team** – Team bios and relevant experience
4. **Portfolio** – Examples of previous rebranding projects, especially those involving uniforms, vehicles, and community-based rollouts
5. **References** – At least two (2) references from similar work
6. **Pricing** – Detailed breakdown of all fees, including creative development, meetings, production-ready files, and optional services
7. **Optional Services** – Recommendations for additional tools or enhancements that could support our rebranding goals

Submission Deadline

All quotes must be submitted in PDF format no later than **Thursday, May 1, 2025, at 3:00 PM PST**.

Please send submissions to:

Mickey Rich

Assistant District Manager

Email: mrich@paradiseirrigation.com

Subject: *PID Rebranding & Publication Guide RFQ Response*

Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated experience with similar public sector projects
- Creative strength and relevance of past work
- Project plan and ability to meet deadlines
- Cost-effectiveness and clarity of pricing
- Collaboration approach, including ability to work with existing consultants

We thank you for your interest in partnering with Paradise Irrigation District. This is an exciting opportunity to help shape the identity of an agency—and a town—committed to resilience, quality, and community service.

Sincerely,

Mickey Rich

Assistant District Manager
Paradise Irrigation District