

Request for Proposal (RFP)

Brand Refresh & Visual Identity Development

Date issued: September 23, 2026

Submission deadline: November 6, 2026

1. Sunshine Coast Tourism organizational overview:

Sunshine Coast Tourism (SCT) is the destination management organization for the area spanning the Sunshine Coast Regional District and the qathet Regional District. As a non-profit society, SCT works diligently to create destination brand awareness through inspiring and engaging marketing campaigns that motivate visitors to plan their trip to the Sunshine Coast. SCT supports the traveller experience via the operation of two year-round visitor centres and one seasonal info booth, and also engages with all levels of government to advocate for and support sustainable destination development and infrastructure projects that enhance Sunshine Coast communities and the overall visitor experience.

Our Destination Vision

We are a unified Sunshine Coast, working together to increase the social, cultural, and economic benefits of our year-round visitor economy. We have vibrant coastal communities amid exceptional outdoor adventures. We attract respectful visitors who like to discover and understand more about our laid-back pace of life and the wild, natural places that nourish us.

Our Mission

Sunshine Coast Tourism's mission is to build a strong and sustainable tourism economy on the Sunshine Coast consistent with the values of residents. Sunshine Coast Tourism will:

- Promote BC's Sunshine Coast as a year-round leisure travel destination through strategic, research-based marketing strategies
- Facilitate the continuing evolution of the Sunshine Coast as a premier travel destination
- Increase awareness of the value, contribution and importance of tourism among the government, population and businesses along the Sunshine Coast

Who We Represent

SCT represents the entirety of both the qathet Regional District and the Sunshine Coast Regional District, including the municipalities within—the City of Powell River, the District of Sechelt, and the Town of Gibsons. As a non-profit, SCT is supported by 350+ stakeholders (businesses and organizations) within the Sunshine Coast's tourism industry as well as local, provincial, and Indigenous governments who all see the value of building a sustainable tourism economy and working together to market the Sunshine Coast in a way that no one business or community could achieve individually.

Our Strategy

SCT's 2026 – 2031 Strategic Plan is centred around four pillars that highlight the focus of the organization's work over the next five years:

- Pillar 1: A Year-Round Destination
Goal: Increase off-peak season visitation and spending.
- Pillar 2: Collaborative Management
Goal: Mobilize industry and community partners to actively participate in delivering strategic initiatives and building a more unified regional tourism approach.
- Pillar 3: Community Well-being
Goal: Maintain or improve resident perceptions of tourism by fostering pride of place and increasing awareness of tourism's benefits.
- Pillar 4: Organizational Resilience
Goal: Support a healthy and resilient team culture by investing in staff capacity, resources, and satisfaction.

2. Project overview:

Sunshine Coast Tourism (SCT) is seeking a qualified vendor to lead a thoughtful brand refresh initiative that will strengthen the Sunshine Coast's brand positioning and visual identity. This project is all about updating how our brand shows up—modernizing it and creating better consistency and alignment, while improving accessibility, clarity, and usability across all touchpoints. The selected vendor will be expected to evaluate, refine, and strengthen the destination brand, aligning strategy with visual expression.

The Sunshine Coast brand is rooted in the idea of being inspired by nature; a destination defined by its coastal beauty, rural charm, and artistic spirit. The Sunshine Coast promises visitors a laid-back, welcoming, and rejuvenating experience. It's a place where nature, creativity, and community intersect, offering a sense of escape and inspiration just beyond the city. We're not looking to change our core identity; we're looking to strengthen it.

Since 2008, SCT's work has grown to encompass three primary pillars (destination marketing, visitor services, and destination development), and there is a need to continue evolving the destination brand to modernize our visual identity and implement more robust brand guidelines and templates.

This project does not include:

- Renaming the organization
- Altering the organization's vision, mission, or strategic plan
- Any website redesign work; website updates will be independent from the scope of this project

- Templates, photos, or video—it is anticipated that additional projects will expand on the work outlined within this project

Project scope and deliverables:

- Discovery/Research – informing the next steps
 - Review SCT's current mandate, key messages, and brand position
 - Review SCT's 2026 - 2031 strategic plan and existing research
 - Review SCT's existing brand communications, asset library, and touchpoints
 - Conduct collaborative consultation with staff, board of directors, and key stakeholders to gather information that will inform the brand refresh
- Brand Identity Development – concepts and selection
 - Develop 2–3 distinct brand concepts for consideration
 - Refine one selected direction into a complete and finalized brand system
- Core Brand Identity – refining messaging and visuals, and delivering final files
 - Brand positioning and messaging
 - Brand positioning statement
 - Core messaging framework
 - Key brand descriptors and tone-of-voice recommendations
 - Messaging guidance to support consistency across communications
 - Logo creation
 - Two logo types: visitor-facing/consumer and industry-facing logos
 - Full colour, black, white versions
 - Horizontal and vertical options
 - Full range of file types to cover various use cases and needs
 - Icon or mark for use on social media and website favicon
 - Tagline
 - Any change needs to be inclusive of the entire Sunshine Coast.
 - Typography
 - Accessibility guidelines should be factored into any changes.
 - Outline primary and secondary fonts.
 - Guidance for digital and print applications.
 - Punctuation and special characters are important considerations; there are some key characters used in Indigenous place names.
 - Potential to identify secondary / fun fonts for social media use.
 - Colour palette
 - Accessibility guidelines should be factored into any changes.
 - Identify primary and secondary colours, as well as guidance on usage and colour combinations.
 - Include colour samples, names, primary and secondary colours, and colour codes (PMS, Hex, CMYK).
 - Visual language
 - Review and update graphics, icons, patterns, or other design components as needed

- Full range of file types to cover various use cases and needs
- Website tile for stakeholder use
- Considerations:
 - Community-specific colour treatments, graphics, icons, wordmarks, etc. that live within the overall Sunshine Coast brand are something that could be explored. Potential touchpoints or use cases might include webpages, print collateral, or even community signage. There are currently no community-specific brand elements in use.
 - Sub-brand architecture: SCT runs a culinary festival that utilizes elements from SCT's brand. Brand changes will need to be applied to the event and need to address how the event fits into overall brand architecture.
 - Any logos, graphics, icons, wordmarks, etc. may be used for future SWAG items or retail pieces available in Sunshine Coast visitor centres.
 - Indigenous culture is an important part of the Sunshine Coast's destination experience, and needs to be treated respectfully. Any proposals including nods to Indigenous culture need to be reflective of the destination and speak to methodology, authenticity, and the people behind the work.
- Brand Documents
 - One-page brand framework document (PDF) – updated to reflect any changes
 - Brand guidelines (PDF) – consistency has been a hurdle and internal teams require more alignment. Guidelines need to be easy for people to use correctly and move forward with confidence, and should include:
 - Brand positioning statement and messaging (brand story)
 - Logo use examples (for both industry and consumer logo) and space requirements
 - Colour palette specifications and inspiration behind choices
 - Typography standards and hierarchy
 - Visual language components and examples
 - Photography/videography guidelines
 - Tone of voice examples (using plain language principles)
 - Accessibility considerations (contrast, readability, legibility)
 - Practical application guidance for common use cases
- Brand refresh rollout plans
 - Timelines for communicating with internal teams, updating key materials, web and social media rollout, and watching for questions or confusion post-launch.

What success looks like:

The brand refresh and elements should be reflective of the Sunshine Coast as a whole. BC's Sunshine Coast stretches from Howe Sound to Desolation Sound, and encompasses two regional districts and the traditional territories of five First Nations. It's important to unite our

communities, which all come together under the umbrella of Sunshine Coast Tourism to leverage funds and resources.

The brand should inspire pride within the Sunshine Coast Tourism organization and with local tourism businesses, governments, First Nations, and local residents. It should reflect our destination's laid-back pace, creative roots, and connection to nature, inspiring visitors to want to book a trip and experience the destination for themselves.

Robust brand guidelines will encourage alignment and consistency, and be easy to navigate and use in order for team members and other stakeholders to confidently use.

Budget:

The budget range for this project is between \$35,000 - \$55,000.

3. RFP guidelines and scoring:

Please include the following information within a PDF document:

- Agency overview - a brief introduction of the agency, its expertise, and relevant experience in providing branding services.
- Team Expertise - identify key team members who will be involved in the project, including their roles and experience.
- Approach and methodology - outline your approach to a brand refresh and executing the visual identity design. Speak to your creative process, any research methodologies, and how you'll collaborate with the SCT team (including integrating feedback and communicating with the team).
- Portfolio/past work - showcase examples of previous branding projects that demonstrate your agency's ability to create impactful and successful brand identities.
- Project timeline - provide an estimated project timeline from initiation to final deliverables.
- Budget - include a detailed breakdown of costs for each phase of the project.
- References - provide contact information for at least two previous clients who can speak to your agency's work.

Submissions will be evaluated via a scoring rubric.

Evaluation Criteria	Weight
Place branding and destination expertise • Experience working with DMOs, municipalities, or regional tourism boards • Understanding of the tourism industry, visitor funnels, and audiences	25%
Stakeholder engagement methodology	25%

• Clear, actionable strategy for managing a diverse range of stakeholders and voices • Ability to build consensus and handle conflicting feedback	
Strategic and creative approach • A deep understanding of the Sunshine Coast's specific challenges and growth goals • Demonstration of a clear, logical, and innovative creative process	20%
Team composition • Qualifications and expertise of the specific team members involved	15%
Cost proposal and value • Demonstrate a clear breakdown of costs mapped against deliverables • Provides maximum value within the budget parameters	15%

4. Terms and conditions:

The selected vendor will be required to enter into a formal agreement outlining scope, deliverables, timelines, and payment terms prior to project commencement.

Upon final payment, all approved and finalized brand assets will become the property of Sunshine Coast Tourism. The selected vendor retains the right to display the work in their portfolio.

5. Timelines:

- RFP published: September 23, 2026
- Submission deadline: November 6, 2026
- Submission review: November 9 -13, 2026
- Meetings with finalists scheduled: November 16 - 20, 2026
- Final vendor selection & notification: by November 23, 2026
- Project kick-off: TBD
- Concept development: TBD
- Finalization: TBD

6. Submission information:

All proposals must be submitted by email to Crystal Solberg at crystal@sunshinecoastcanada.com before 5:00pm on November 6, 2026. Late submissions will not be considered.

Any questions about the RFP should also be directed to the same email address.