



Request for Proposals:
Branding Services for Denver's 16th Street Mall

April 3, 2024

Introduction

The Downtown Denver Partnership, in collaboration with the City and County of Denver and 16th Street Mall project partners, is seeking proposals from qualified marketing and branding agencies to develop a comprehensive brand identity for the 16th Street Mall in Downtown Denver. As part of the historic 16th Street Mall Reconstruction Project, this initiative aims to reimagine and rejuvenate one of Denver's most iconic public spaces to ensure it remains a vibrant, family-friendly destination for both residents and visitors for the next two decades. The new brand/identity will be rolled out in conjunction with the opening of the reimagined 16th Street in 2025.

Project Overview

The 16th Street Mall is at the heart of Denver's urban fabric, offering a unique mix of cultural, retail, and dining experiences. With recent developments and planning efforts, there is a need for a fresh brand identity – including the exploration of name – that reflects the evolving character of the mile-long public space as we look toward the reconstruction's completion, while preserving its rich heritage. The new brand should be versatile, timeless, and resonate with a diverse demographic.

Scope of Work

The selected agency will be responsible for creating a brand that encapsulates the essence of the 16th Street Mall – and what it aims to be in the future. The scope includes:

- I. **Brand Strategy Development:** Utilizing existing research on local area demographics and future planning visions for the Mall, building on previous branding exercises, and through community engagement in partnership with the project team, the agency will develop a comprehensive brand strategy. This strategy should outline the brand's positioning, personality, and key messages and advise conceptually on how the brand might launch and come to life in the public realm.
- II. **Logo Design:** Design a distinctive, memorable, flexible logo that reflects the brand strategy and appeals to a broad audience.
- III. **Color Palette:** Develop a versatile color palette that complements the logo and can be used across various mediums and applications.
- IV. **Brand Guidelines Document:** Create a detailed document outlining the use of the brand assets, including logo usage, color palette, typography, imagery,

and key messaging. This document will serve as a guide for how to communicate the brand effectively.

- V. **Packaging of Brand Assets:** All brand assets should be packaged in a user-friendly manner, ensuring they can be easily shared and implemented by key stakeholders.

Budget

The budget for this project is \$100,000. Proposals must include a detailed budget breakdown covering all aspects of the scope of work.

Project Timeline

The specific timeline will be discussed and agreed upon with the selected agency partner. Opportunities for partner and community engagement will happen beginning in Q2 of 2024.

Response Requirements

A proposal including the following information is due by 5 p.m. MDT on April 30:

- **Agency Overview:** Briefly describe your agency, including size, location, and areas of expertise.
- **Relevant Experience:** Provide examples of similar branding projects your agency has completed, particularly in the public realm or for similar urban projects.
- **Project Approach:** Outline your proposed approach to this project, including any initial ideas or concepts for the 16th Street Mall brand.
- **Team Composition:** Detail the team members who will be involved in this project and their roles.
- **Budget Breakdown:** Include a detailed budget proposal that aligns with the project scope.

Submittal Guidelines

Please provide an electronic document response to the RFP by **5 p.m. MDT on April 30, 2024** to Kate Barton and Britt Diehl at: kbarton@downtowndenver.com and bdiehl@downtowndenver.com.

Hard copies are not required, but if you wish to submit one, please send to the following address:

Downtown Denver Partnership
Attn: Britt Diehl
1515 Arapahoe Street
Tower 3, Suite 100
Denver, CO 80202