

Scope of Work: Grand Traverse County Logo Redesign

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History

Grand Traverse County protects our community's safety, health, and environment. It provides services that residents need and/or might not be able to obtain elsewhere. From court proceedings to birth certificates, senior programming to vaccinations, the county offers a wide array of support services to its nearly 100,000 residents that only a municipality can provide.

Project: Redesign the County Logo

The goal of this project is to redesign the county logo, resulting in one that complements the county's current culture, which focuses on positive change in our community by encouraging innovation, diversity, and economic development to improve residents' lives. The next step is promoting the county's services and developing the tools that bring brand recognition associated with positive change.

The county currently has multiple logos including the standard, Grand Traverse County logo, a modified logo used on the county's redesigned website rolled out in January 2020, and various department logos, including specialized logos for 911/Central Dispatch, Commission on Aging, Emergency Management/Homeland Security, the Health Department, Parks and Recreation, RecycleSmart (Resource Recovery), and the Senior Center Network. The goal of this project is to unify all logos into a new, single design, then provide the ability for departments to "customize" that logo for their own communications.

Examples: Current County and Department Logos



Current, Standard County Logo



Web Logo



Department Logo Example

Other county logos may be viewed, if desired, at www.grandtraverse.org.

The county also has specialized logos for the courts who use the state court seal, MSU Extension who uses the MSU logo, and the Sheriff. We are not looking to alter or encompass those logos in this project.

Desired Colors

Blue and/or green. Colors that represent nature and capture the natural beauty of our region.

Website

Any new logo must complement Grand Traverse County's website design at www.grandtraverse.org. The site was redesigned in January 2020.

Images that Describe Grand Traverse County's Business

<https://www.istockphoto.com/photo/traverse-city-michigan-gm182836707-13610869> represents County geography and waterfront/Grand Traverse Bay

<https://www.istockphoto.com/photo/kayaks-on-a-sandy-beach-at-sunrise-in-traverse-city-michigan-gm899880756-248303341> natural beauty of the area, recreational opportunities

<https://www.istockphoto.com/photo/86th-district-courthouse-gm493029880-76689053> courthouse

<https://www.istockphoto.com/photo/grand-traverse-county-courthouse-gm1130181726-298823190> courthouse

<https://www.istockphoto.com/photo/grand-traverse-bay-traverse-city-michigan-gm1159416521-317019970> water quality/environment

<https://www.istockphoto.com/photo/michigan-vineyard-on-old-mission-peninsula-gm489002310-74481635> agriculture and economic development

<https://www.istockphoto.com/photo/woman-in-fur-hooded-jacket-in-winter-gm909313392-250459015> senior activities/active lifestyle

<https://www.istockphoto.com/photo/police-officer-gm177048291-26227344> public safety

Services Sought

- Provide three conceptual options of a redesigned Grand Traverse County logo.
- Provide one example per concept of how the name of a department and its tagline are able to be incorporated into the logo.
- Upon acceptance of a concept by the Grand Traverse County Board of Commissioners, provide guidelines for using logo on all media, including signage.

Request and Deadline

By July 15, 2020, please **provide a cost quote** for above-described services to Kristine Erickson, Director, Grand Traverse County Parks and Recreation, by sending an e-mail to kerickson@grandtraverse.org, or through MITN on line at: <https://www.bidnetdirect.com/mitn>.