



## Request for Proposal Abstract

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Sealaska is currently soliciting proposals from a creative firm or individual who can take us through the research, development and implementation of redesign of the corporate brand — and potentially subsidiary business brand(s). The qualified company must be willing to adhere to all contractual obligations, project guidelines and timelines. They should be able to demonstrate their ability to execute a project of this scope both creatively and technically, with a commitment to firm deadlines.

Sealaska is looking to increase brand awareness and brand resonance by focusing on the new organizational objectives, products and services, and emphasizing the importance of being driven by values and community. The Sealaska brand should align with the Sealaska vision: to help our people realize their full potential.

All proposals must be received by Sealaska by May 1, 2020, at 5 p.m. Alaska Daylight Time. Any proposals received after this time will not be considered. Electronic copies of proposals are to be submitted via email to Brand and Digital Asset Manager Tasha Heumann at [tasha.heumann@sealaska.com](mailto:tasha.heumann@sealaska.com).

*Sealaska reserves the right to reject any or all proposals, as well as to accept a proposal which will be to the best advantage and suited to Sealaska as determined at the sole discretion of Sealaska.*

### Company Overview:

Sealaska is an Alaska Native corporation working to strengthen our communities in Southeast Alaska while also becoming a global leader in sustainable business practices. Our primary economic drivers are natural resources, land management, environmental services and seafood. Sealaska is based in Juneau, Alaska, and Seattle, Washington, with companies operating throughout the U.S. West Coast.

Sealaska was formed in 1971 as result of the Alaska Native Claims Settlement Act (ANCSA) — the largest land settlement in U.S. history. Through ANCSA, approximately 44 million acres of traditional homelands were returned to Alaska Natives in the form of 13 regional for-profit corporations of which Sealaska, with more than 22,000 shareholders, is the largest. Sealaska's land holdings in Southeast Alaska are roughly 1.6 percent of the traditional homelands that the Tlingit, Haida and Tsimshian people inhabited for more than 10,000 years.

Learn more about Sealaska on [sealaska.com](http://sealaska.com) and [Facebook](#), review the [Sealaska Brand Guidelines](#), or review the [Sealaska Logos Morph Video](#).

## Current Brand Challenge:

Sealaska has multiple brand challenges:

1. Sealaska has historically been known as a timber company; this was the basis of our business for many years. But in the past decade, Sealaska has embraced protection of natural resources. Our people are at one with the land and water around them; protecting these resources — and our way of life — must be our number one goal. Guided by this vision, we have significantly diversified our business to focus on best and most sustainable practices to preserve our land, water and the food sources that come from them. But few people know about this significant shift or the business success that has stemmed from it. Because of this market reposition, there is a need to adjust the visual representation and re-identify the overall ‘tone’ of the corporate brand.
2. Our visual identity needs to be refreshed and realigned. Our current visual identity was developed years ago; it is outdated and uninspired.
3. The current Sealaska logo was not developed by a Native artist and it holds no meaning in Native culture. Additionally, the current Sealaska logo has been in place for the last 50 years, which means there is organic resonance and recognition with the current logo. Departing from the logo will need a thorough assessment and implementation of marketing strategy, partial or complete rebranding, and a full investment analysis.
  - a. Note that Sealaska does not intend to change our name at this time because the name has significant recognition and brand credibility. But we are open to advice on how a new brand could integrate and strengthen the Sealaska name. We also adopt taglines based on our business vision and focus, and our current tagline is “Driven by values and community.” As an organization we would like to explore how visual tagline(s) could be used in tandem with the name to enhance understanding and appreciation of our work.
  - b. Example of tagline in use with current logo below:



4. The current brand guidelines lack strategic development and inclusion of Sealaska’s key programs and initiatives. Because of that, there is a lack of continuity of the brand and fragmentation of the overall look and feel. Key initiatives should have clear guides within the brand strategy that create a roadmap for all interactions within those initiatives.

For all of the above reasons, Sealaska would greatly benefit from a new visual identity and platform to position us for the next 50 years.

## **Project Objective and Deliverables:**

We expect the chosen firm to provide us with the following guidance, expertise and deliverables:

- Conduct research of our primary stakeholders and other key audiences to determine their perceptions of our current brand and how it could be improved.
- Create a new visual identity for Sealaska and develop a comprehensive brand guide.
  - This includes working with a master artist on a potential new Sealaska logo.
- Create a digital library to provide all final logo files and visual assets.
- Craft a brand platform detailing all of the associations people should have with Sealaska. This should include brand positioning, pillars, tone and attributes.
- Test new brand concepts with a core group of stakeholders for feedback and modification.
- Advise on the rollout of the new brand over the course of one (1) year after the re-brand. We will need to introduce the new brand to staff, shareholders, companies working under the Sealaska umbrella, and others.
- Work closely throughout the process with Sealaska's communications team and our communications agency of record; they will be simultaneously crafting new organizational messaging for Sealaska.

### *Project deliverable examples:*

Examples of deliverables include (but are not limited to) the development of logo(s), font delegation, campaign and program brand visuals, color schemes, brand digital assets, brand guidelines, a corporate deck, etc.

## **Timelines for Application and Project:**

1. Notification of intention to bid: March 11, 2020
2. Proposals due: May 1, 2020, at 5 p.m. AKDT
3. Finalist interviews: May 11, 2020
4. Proposal award date: May 22, 2020
5. Initial meetings: May 25, 2020
6. Brand audit due: June 8, 2020
7. Develop and present first draft of brand strategy, including logo: June 29, 2020
8. Develop and present second draft of brand strategy, including logo: July 27, 2020
9. Present final brand strategy to communications team: August 24, 2020
10. Present final brand strategy and full project review to the board of directors: September 7, 2020

## **Proposal Requirements:**

### *Selection Criteria:*

- Work history and demonstrable technical ability
- Experience working within a firm timeline
- Understanding of core company vision, mission and objectives
- Feasibility of project outline
- Understanding and knowledge of Alaska Natives and the Alaska Native Claims Settlement Act (ANCSA)

Proposals should include the following information:

- Firm information: name of firm, address, telephone number, website
- Primary contact information: name, email, telephone number
- Firm expertise
- Project approach
- Biographies of relevant team members and staff structure
- Project schedule and timeline
- Project budget
- Case studies, previous related branding projects
- Recommendations

*Proposals should not exceed 10 pages, with exception to attached case studies.*

### **Contact:**

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