

Creative Director/Sr. Brand Designer – Preferred Vendor *Request for Proposals*

Issue Date: July 20, 2026

Closing Date: August 4, 2026



GPTOURISM.CA

1. Introduction & Background

The Grande Prairie Regional Tourism Association (GPRTA) is the designated Destination Marketing and Management Organization (DMO) representing a large and diverse tourism region in Northwestern Alberta. The region includes the City of Grande Prairie, the County of Grande Prairie, the MD of Greenview, and Saddle Hills County.

GPRTA works collaboratively with municipalities, tourism operators, and regional partners to strengthen the visitor economy by promoting the unique experiences, landscapes, and businesses that define Northwestern Alberta.

GPRTA is now embarking on a comprehensive brand evolution. A visual refresh that reflects the breadth of the Northwestern Alberta region we serve. This includes a new public-facing operating name that goes beyond Grande Prairie to represent all communities and sectors across the wider Northern Rockies region.

This brand evolution is grounded in significant research currently underway, including:

- A Pillar Attraction exercise, led by an external consultant, to define the region's core tourism and destination pillars with an expected completion of Fall 2026.
- Values-Based Research will survey residents across 12 communities and profile three key audiences (leisure travelers, B2B event buyers, and prospective new residents) to identify the shared human values that define this region with an expected completion of Summer 2026.
- A review and assessment of the existing 2021 Written Brand which will be selectively carried forward and updated based on new research findings.

The full public brand evolution launch is targeted for launch in Q1 2027.

2. Purpose of this RFP

This RFP aims to:

- Identify a qualified and experienced Creative Director / Senior Brand Designer to lead the creative development phase of GPRTA's brand evolution.
- Establish a relationship with a creative professional who can be engaged with the brand on future design projects on an as needed basis and as the brand evolves.
- Ensure GPRTA is positioned to launch with a fully updated brand with all assets completed and ready for application across digital, physical, and member-facing platforms, in alignment with the Q1 2027 launch target.

3. Scope of Services

Working under the direction of GPRTA's Executive Director and Marketing Manager, the selected Designer will be expected to work with existing brand assets to deliver a comprehensive brand identity system. Once chosen, the Designer will begin familiarizing themselves with the existing brand foundation, so they are ready to move into full creative development as soon as the research and insight phase is complete and a strategic direction has been confirmed with GPRTA's board and leadership. Beyond the launch, GPRTA is looking for an ongoing creative partnership that supports the continued evolution of the brand – including design extensions, new platform applications, and creative needs as the organization and region grow.

Brand Strategy & Naming

- Possible collaboration with GPRTA leadership on final regional name selection
- Development of updated brand positioning and messaging framework
- Brand voice and tone guidelines

Visual Identity System

- New logo design and logo system
- Extension of existing colour palette, typography, iconography and graphic system
- Extension of existing comprehensive brand standards guide
- Photography art direction (guidelines on how photography should look and feel to match the refreshed brand)

Digital Brand Applications

- Extension and modifications to existing website design templates and UX direction, where needed
- Social media branded template designs (reels, posts, covers etc.)
- Branded newsletter designs and email signature design standards
- Video brand direction (on-screen typography, colour application, graphic overlays, and visual tone guidelines for use by videographers and content creators)
- Presentation templates (PowerPoint/Google Slides) for staff, board, and partner use

Physical & Print Applications

- Trade show and event signage concepts
- Print collateral and visitor guide design direction (2027)
- Apparel, merchandise, and other possible physical concepts (i.e. branded tablecloths, event assets, vehicle wraps)
- Signage and wayfinding concepts for regional and community applications
- RFP and EOI templates

Member-Facing Toolkit

- Brand guidelines and assets for member and operator use
- Customizable templates for member communications and co-branding

4. Submission Requirements

Submissions must include:

1. Company or individual profile (including team composition and key personnel)
2. Portfolio, preferably a website link
3. 3-4 examples of your best and most relevant work (particularly destination, tourism, or regional identity projects if applicable)
4. Overview of your brand development process including how you move from research and insight to creative execution
5. Experience with values-based or research-informed brand development (optional)
6. Pricing structure or indicative rate sheet including hours to complete initial phase including ongoing brand work/consulting post launch.
7. Availability for a August–October 2026 project start through to Q1 2027 for launch
8. Typical timeline for a project of this scope (a step-by-step breakdown of your approach from initial brief to launch-ready assets, including key milestones and timeframes)
9. Two professional references

5. Evaluation Criteria

Vendors will be pre-qualified based on the following criteria:

Criteria	Weighting
Quality of portfolio and relevance of examples (destination, tourism, or regional identity)	45%
Demonstrated brand development process from research to creative execution	25%
Value and pricing structure	15%
References' testimonials	15%

6. Legal & Contractual Considerations

This RFP is not a tender and does not create contractual obligations between GPRTA and any vendor. Pre-qualification is not a guarantee of work. GPRTA reserves the right to:

- Reject any or all proposals
- Cancel or amend this RFP at any time

Selected vendors will be required to enter into a written agreement with GPRTA, governed by the laws of the Province of Alberta, on a per-project basis. Insurance, WCB coverage, and compliance with applicable provincial and federal laws will be required. Intellectual property arising from projects shall be owned by GPRTA.

7. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Email: marketing@gptourism.ca

Subject Line: *RFP – Creative Director / Senior Brand Designer*

Deadline: August 4, 2026

Late submissions will not be accepted.

Chosen vendor will be notified of decisions via email on August 11, 2026

8. Confidentiality

Information provided by GPRTA shall be treated as confidential and used solely for the purposes of preparing the proposal and performing any resulting contracts.

End of RFP