

RFP Number: EC-64-2026-05 Addendum 1

Economic Development Marketing Strategy & Implementation

Addendum issued August 4, 2026

Below is a list of questions regarding the Lac La Biche County's Economic Development Marketing Strategy & Implementation Request for Proposals.

Please use this information to prepare your proposal.

What is the budget of the project?

- **The budget ceiling of this project is \$75,000.**

When is the targeted project completion date?

- **3-4 months from the project start date.**

What is the expected contents of the Toolkit and length of time it should cover?

- **About three months worth of implementation. The toolkit would include media plans/guidelines, templates, visual assets, etc.**

Is the proponent responsible for media buys or is Lac La Biche County?

- **Lac La Biche County will be responsible for all media buys; the proponent will be responsible only for providing recommendations and creative development.**

Where can the documents referenced in the RFP be found?

- **All documents referenced can be found here on our website:**
www.laclabichecounty.com/p/documents

Can the Lac La Biche County share their Brand Standards?

- **The Brand Standards are attached as Appendix A on this Addendum.**

Will the Lac La Biche County be providing access to existing digital assets?

- **Yes.**

Will translations be required for materials developed?

- **No.**



APPENDIX A

Lac La Biche County Brand Experience Guidelines

08.2022



BRAND EXPERIENCE GUIDELINES

A county's brand is similar to a personality. Its attributes define who and what a county is all about. Successful brands inform stakeholders, in a memorable way, about the County, its people, and its core values.

A brand is made up of experiences, and the quality of those experiences is imperative. By mapping out and managing every experience a stakeholder has with Lac La Biche County, you can ensure your differentiated value is communicated in a remarkable and consistent way at every interaction.

The background is a solid blue color. It features several stylized, darker blue human figures in the shape of 'V's, arranged in a way that suggests a group of people. There are also two solid blue circles scattered among the figures. The overall composition is abstract and modern.

MESSAGING GUIDELINES

BRAND EXPERIENCE

Messaging is what is said, tone is how it is said. Brought together, the tone and messaging tell the world something about Lac La Biche County's unique personality. This is Lac La Biche County. This is what Lac La Biche County stands for.

Whether you're writing, designing, or speaking on behalf of Lac La Biche County, it is important to ask yourself some questions to ensure all communication remains in line with the brand.

Does my writing, speech, or other creative pieces reflect Lac La Biche County's brand personality (see page 4)?

Have I rooted my communication in Lac La Biche County's key differentiated value points (see page 5)?

BRAND PERSONALITY

Your brand personality can help you relate with your stakeholders. It is based in research and should influence how you talk about Lac La Biche County and approach new projects. Lac La Biche County's brand personality is best represented by the following adjectives:

Adventurous

Diverse

Inclusive

Active

Ambitious

KEY VALUE POINTS

Lac La Biche County's key value points make up the pillars of messaging that inform your communications; they are different from your core values. While the mediums might change, the same four messages should come through consistently in every piece produced and with every interaction.

1. UNIQUELY BALANCED APPROACH TO LIVING

We are home to the perfect blend of authentic rural lifestyle and urban conveniences.

Residents

- We are surrounded by a unique blend of lush farmland and boreal forest, providing our residents with the perfect backdrop for a spacious approach to living.
- Our County boasts its own health care facility, an excellent school system and a state-of-the-art recreation centre, all amenities that create a secure and comfortable lifestyle.
- The wide-open spaces of forest and farmland combined with a focus on family creates a slower pace of life that lets you breathe and enjoy the small moments.
- With many options for homes to purchase throughout the County, it is the perfect place to start life at a slower pace.
- Our close-knit and connected mindset is the basis of safe, low-crime communities in our region, the ideal place to raise a family or start a well-earned retirement.
- Our County is intersected by a number of key highways, creating easy road access in and out of the region for transport and leisure travel.
- The Bold Center provides a state-of-the-art sport and recreation multiplex not found in rural communities.
- Our location provides access to any amenities with the Edmonton metro region just over two hours away.

Visitors

- The vastness of our wide-open spaces creates a seamless backdrop for hiking trails during the day, or stargazing at night – all the space you'll ever need, 24/7.
- The County is rich in natural resources, has the infrastructure in place, and the market connectivity needed to maintain a robust economy.

2. UNLOCKED ACCESS TO THE GREAT OUTDOORS

Lac La Biche County is home to raw, untamed nature. Our backyards are a natural playground, and we have excellent access to some of Alberta's best outdoor recreation.

Residents

- From back country trails to sandy beaches, the County offers four seasons of outdoor experiences and adventure that allow you to choose how you want to explore the great outdoors.
- Camping, hunting, and fishing are among a few of the ways you can immerse yourself in the natural beauty of our County and connect to the simplicity of outdoor living.
- Long walks or bike rides around the County on paved paths lined with vibrant greenery, golden leaves, or fresh snow are all equally appealing.
- The County is home to raw and untapped natural assets that provide the opportunity to develop unique and profitable visitor experiences.
- With access from the heart of Lac La Biche, McArthur Park makes it easy to spend a day lounging on the beach.

Visitors

- Shoot a round at the Lac La Biche Golf & Country Club, offering a spectacular 18-hole course nestled alongside the lake.
- As you're seeking a retreat from busy urban life, Lac La Biche County is conveniently located on picturesque Lac la Biche, making a weekend at the lake only a short drive away.
- Living the lake life is easy, with sandy beaches located right in the heart of Lac La Biche as well as 13 public boat launches on La la Biche lake.
- The County is home to one of the most unique camping experiences found at Sir Winston Churchill Provincial Park, Canada's only provincial park located on an island.

3. A CULTURALLY DIVERSE AND SUPPORTIVE COMMUNITY

One of Canada's most diverse, and generous communities, the people of Lac La Biche County work hard, take care of one another, and embody an ambitious and strong spirit.

Residents

- The people of Lac La Biche County have all the ingredients for a strong quality of life. We are neighborly and have built a community where people take care of each other today and for generations to come.
- Lac La Biche County is a tight knit community that embraces the small-town lifestyle characterized by the positive relationships and sense of belonging that comes with knowing your neighbors.
- When the residents of Fort McMurray needed shelter during the 2016 wild fire, our community opened up their homes and hearts for our northern neighbors.
- Our community is a mosaic of cultures, meaning newcomers can find social opportunities and build relationships to feel right at home.

Visitors

- The region's rich history lives on through the multitude of museums, churches, and national historic sites.
- The County is home to one of Canada's most diverse populations, with over 10 countries, and 5 First Nations and Metis groups represented in our population of just over 8,000.

4. AN URBAN SPORT & RECREATION MULTIPLEX FOUND IN A RURAL SETTING

The Bold Center redefines life in a small community by providing a state-of-the-art recreation experience not found in communities of similar size and setting.

Residents

- The Bold Center has a welcoming atmosphere fostered by friendly staff, an inviting space, and a diverse mosaic of guests.
- Regardless of age, income, cultural background, or fitness level, the Bold Center strives to ensure its programming, services, and spaces are inclusive and available for all.
- With future growth plans including a state-of-the-art aquatics centre, the Bold Center has solidified itself as the County's community hub.
- The Bold Center is the hub of the community, offering a unique gathering space that helps people build new relationships, and foster old friendships.

Visitors

- With our Stay & Play discount, we provide visitors with the region the opportunity to experience what life is like at the Bold Center.
- The Bold Center redefines rural living, offering a state-of-the-art sport, recreation, and community services facility.

GUIDING QUESTIONS

How do I bring the brand personality and messaging together?

STEP 1

Who

Who is our audience?

Connecting with stakeholders means truly understanding who we're speaking with. We need to understand each audience so we can speak to them authentically and in a way that is meaningful to them.

What's going on in their lives? What do they want? What do they need today? What about the future? And with all that, how can we help them get to where they need to be going?

STEP 2

What

What are the key value points they need to know?

Lac La Biche County is a culturally diverse and supportive community. This is a brand truth that influences everything we do. Lac La Biche County owns a uniquely balanced approach to living, unlocked access to the great outdoors, and has an urban sport and recreation multiplex found in a rural setting.

STEP 3

Why

Why am I writing for this audience? What is the purpose? Is this objective realistic?

Each piece of communication developed for Lac La Biche County serves a purpose and accomplishes specific communications objectives. Be sure your writing is geared toward meeting those objectives.

STEP 4

How

Which personality attributes can we use to speak in Lac La Biche County's tone for this audience?

When speaking on behalf of the brand, combine the following attributes in your tone: adventurous, inclusive, ambitious, diverse, and active.

THE VISUAL IDENTITY

A county's personality or its brand says a lot about who and what it is. This personality is inherent in the brand's logo and visual identity.

Consistent implementation and application of the Lac La Biche County brand elements (along with key messaging) will protect the brand's integrity and allow us to establish a stronger brand identity. By adhering to the following rules, you will ensure Lac La Biche County's visual identity falls within the brand guidelines.

Display the logo based on information specified within this document.

Use the logo only in its complete and original form, as outlined in this document.

Use only the embedded master artwork available from this document.

The logo variations shown in this document are master versions of the Lac La Biche County logo, which means they are in correct proportions and colours. The Lac La Biche County logo should not be used in any other colour besides those that are described as official brand colours.

Always use the Lac La Biche County logo in full colour whenever possible. However, as there may be circumstances where the use of a full-colour logo isn't viable, alternative versions have been created, and are shown in this document, to address such situations.



PRIMARY LOGO (HORIZONTAL)

The primary logo is a balanced mark consisting of two elements: the icon and a wordmark. Together, these elements are referred to as the “Lac La Biche County logo” and embody the company ethos.

The icon can be used independently as a supporting graphic or in certain circumstances when the logo needs to be shrunk down.

It is important to protect the logo to ensure a consistent message is conveyed across all mediums. The recommendations and guidelines offered in this document must therefore be adhered to whenever possible.

VISUAL GUIDELINES



PRIMARY LOGO - NO TAGLINE

Depending on use there are certain circumstances where using the tagline isn't appropriate. In such a case the tagline can be removed. Circumstances can include, but not limited to, subject matter of material or when the logo needs to be shrunk down in size.

VISUAL GUIDELINES



CLEAR SPACE

The logo requires a defined area around the elements to “breathe” correctly. This area is referred to as the clear space and should never contain other graphic or typographic elements.

The clear space is based on distances calculated from within the logo itself and should always be considered as the minimum distance between the logo and other elements. Because the clear space is derived from the logo, it will scale up and down based on usage.

The main measurement is defined by the height of one of the icon elements. This distance is then used to define the logo’s surrounding clear space.

VISUAL GUIDELINES



SECONDARY LOGO (VERTICAL)

The vertical logo stacks the two components vertically above/below each other, and provides a more compact mark for use where width is a constraint (e.g., vertical banners, skinny brochures, etc.).

VISUAL GUIDELINES



SECONDARY LOGO - NO TAGLINE

Depending on use there are certain circumstances where using the tagline isn't appropriate. In such a case the tagline can be removed. Circumstances can include, but not limited to, subject matter of material or when the logo needs to be shrunk down in size.

VISUAL GUIDELINES

PRIMARY
LOGO



1.25"
90 px

SECONDARY
LOGO



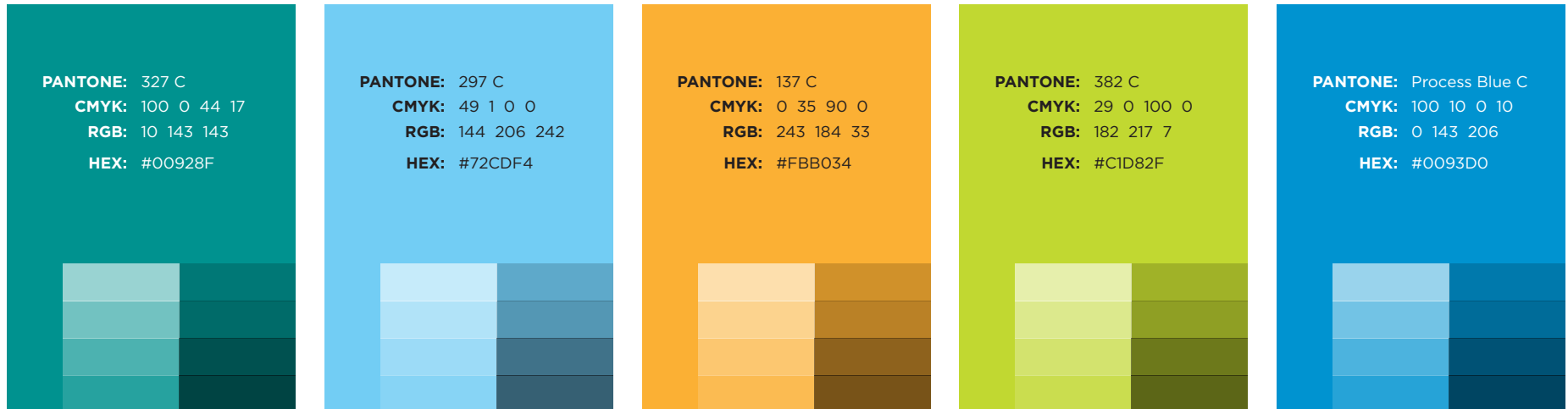
0.75
54 px

MINIMUM SIZE

While there is no maximum size specified for the Lac La Biche County logo—scale should be in proportion to the original artwork and placed based on aesthetics, function, and visibility—there is a minimum size that must be observed.

Each variation of the logo should never be reproduced smaller than the minimum size indicated above.

VISUAL GUIDELINES



THE COLOUR PALETTE

Corporate brand colours add life to a brand's visual elements and enhance their uniqueness. Always use the colour palette shown here whenever creating any printed or online applications for Lac La Biche County's brand.

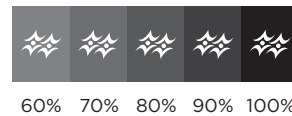
Process (CMYK) and onscreen (RGB) colour breakdowns may differ from the Pantone guide and have been chosen to match the original Pantone colour visually. CMYK colours are only used in four-colour process jobs. RGB colours are used for online or screen-based media only. The exception to this rule is Microsoft Word, which only supports RGB values.

VISUAL GUIDELINES

SINGLE-COLOUR



SINGLE-COLOUR REVERSED



SINGLE-COLOUR

The single-colour version of the logo is used in situations where reproducing the logo in full colour is not possible, or when only one ink is available.

The logo should be rendered in solid black (Pantone Black C) when placed on a white or light solid-tone background.

SINGLE-COLOUR — REVERSED

A reversed version can be used to “knock out” the logo from full-strength solid tones of the brand colours. This is considered a secondary usage for instances where the logo sits alongside third-party logos.

The logo should be rendered in solid white only (no tone) against a dark background to provide the greatest contrast.

Consider the tone scale above for guidance.

VISUAL GUIDELINES



- X** - DO NOT CHANGE THE COLOUR LOCK-UP
- X** - DO NOT ROTATE THE LOGO
- X** - DO NOT SCALE INDIVIDUAL ELEMENTS
- X** - DO NOT SCALE LOGO DISPROPORTIONATELY

- X** - DO NOT REPOSITION WORDMARK
- X** - DO NOT SKEW THE LOGO
- X** - DO NOT APPLY ADDITIONAL EFFECTS
- X** - DO NOT USE LOW-RESOLUTION ARTWORK

MISUSE OF THE LOGO

Correct usage of the logo and its visual elements is critical and helps to ensure that Lac La Biche County's brand has the greatest impact. Any deviation from or misinterpretation of the guidelines is considered an incorrect usage. When displaying the logo, always use the correctly proportioned master artwork provided.

Any display or use of any version of the Lac La Biche County logo must be approved by Lac La Biche County.

FILE FORMATS

The logo should never be supplied to third parties as part of a Word document or PowerPoint deck. When sending the logo via email, insert the appropriate high-resolution, print-ready PDF or EPS file into the email as an attachment.

VISUAL GUIDELINES

PRIMARY:

GOTHAM

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

**Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

SECONDARY:

VERDANA

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

**Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()**

TYPOGRAPHY

Lac La Biche County's primary wordmark uses the sans-serif typeface Gotham.

Lac La Biche County uses the typeface Gotham exclusively and consistently to establish its brand personality. This cross-platform face has a large variety of weights, ensuring immense flexibility for the future growth of the Lac La Biche County brand.

Lac La Biche County uses Verdana as a secondary option, for places and circumstances where Gotham can't be used (email, for example).

LICENSE

The Gotham family can be purchased on [typography.com](https://www.typography.com/).

More information:
[https://www.typography.com/fonts/gotham/
styles/gothambundle](https://www.typography.com/fonts/gotham/styles/gothambundle)