REQUEST FOR PROPOSALS

BRAND DEVELOPMENT FOR:

DAMAGE PREVENTION PROFESSIONAL CERTIFICATION PROGRAM (DPPC)

UTILITY SAFETY PARTNERS
CALGARY, ALBERTA

TABLE OF CONTENTS

1. Summary and Background	3
2. Project Purpose and Description	3
3. Project Scope	4
4. Completion Timeline	5
5. Budget	6
6. Proposal Guidelines and Timeline	6
7. Bidder Qualifications	7
8. Proposal Evaluation Criteria	7
9. Liability and Reserved Rights	8
10. Issuing Authority	8
11. Preproposal Questions	8

1. Summary and Background

Damage prevention is essential to protecting people, the environment, and critical infrastructure. Yet many professionals enter the field by chance, without a defined career path, professional recognition, or consistent competency standards. This global program is being underwritten by Utility Safety Partners (USP).

The DPPC is being developed to recognize individuals who demonstrate knowledge, experience, and commitment to effective damage prevention practices. The program is expected to serve a broad stakeholder community, including excavators, locators, utility owners and operators, contractors, municipalities, regulators, trainers, safety professionals, and other organizations with mutual damage prevention and safety interests that contribute to preventing damage to underground and overhead infrastructure.

USP is accepting proposals from qualified brand strategy, marketing, and creative firms to develop a distinct, credible, and scalable brand identity for the Damage Prevention Professional Certification program (DPPC). The successful proponent will help position the DPPC as a trusted, practical, and internationally relevant certification program. The brand must convey professionalism, safety leadership, credibility, accessibility, and alignment with the broader damage prevention movement while remaining clear and useful for employers, practitioners, industry associations, training providers, and public-sector partners.

Proposals should consider the need for the DPPC brand to be credible with industry practitioners while also being understandable to employers, regulators, training organizations, and partner associations.

The DPPC may be referenced alongside notification centre branding, the Common Ground Alliance, the Canadian Common Ground Alliance, provincial and state common ground alliances, Call and ClickBeforeYouDig, training programs, and other damage prevention initiatives. In that light, proposals should address how the DPPC brand can coexist with related identities without creating confusion about ownership, program governance, eligibility, or certification authority.

The brand must support both launch and long-term program administration, including candidate recruitment, employer recognition, continuing education, certificate renewal, stakeholder presentations, conference promotion, and digital credentialing. Proponents should identify risks, assumptions, dependencies, and recommended decisions required during the project.

2. Project Purpose and Description

The purpose of this RFP is to select a qualified proponent to create the DPPC brand platform, visual identity, messaging framework, and practical brand tools required to support program launch, stakeholder adoption, and long-term recognition. The work should clarify what the DPPC stands for, who it serves, how it should be communicated, and how it can be applied consistently across print,

digital, presentation, event, and credential-related materials.

The DPPC brand must be flexible enough to support certification candidates, employers, industry partners, training and examination providers, governance bodies, and communications directed to broader damage prevention audiences. It should also be durable enough to evolve as additional certification levels, endorsements, continuing education requirements, or national partnerships are developed.

The selected proponent will be expected to work collaboratively with USP, respect existing damage prevention terminology and campaign equity, and provide recommendations that help the DPPC stand on its own while remaining connected to the broader public and worker safety mission.

3. Project Scope

This RFP's scope is divided into four phases resulting in a comprehensive brand foundation and a launch-ready identity system for the DPPC.

Phase 1: Discovery

- Key stakeholder and potential candidate input (surveys, interviews and/or focus groups)
- Industry perception assessment
- Competitive/sector scan

Potential deliverable - Discovery findings report with key insights and recommendations

Phase 2: Strategy

- Brand positioning statement, value proposition, and audience profiles
- Brand architecture recommendations aligned with the DPPC framework
- Messaging framework including key messages and audience-specific messaging
- Brand personality, voice and tone

Potential deliverables - Brand strategy document, brand architecture recommendations, messaging framework, and audience profiles/personas

Phase 3: Identity

- Naming, tagline, and messaging recommendations
- Logo concepts, final logo package, colour palette, typography, iconography, and accessibility considerations
- Certification visualization system (certificates, digital credentials, email signatures, etc.)
- Accessibility, for example, contrast in colours

Potential deliverables - Mini brand guide that details the full logo suite (horizontal, vertical, icon-only, monochrome), colours and fonts and logo source files (AI, EPS, SVG, PNG, JPG)

Phase 4: Development

- Website design and development in English with language translation to both French and Spanish
- Launch-ready templates – PowerPoint, Word letterhead, agendas and meeting summaries, Media release template, social media templates, Email newsletter template and others as suggested
- Brand launch support

Potential deliverables – website, templates, brand launch plan and the detailed brand guide

Phase 5: Brand governance and management

- Brand governance recommendations
- Approval process guidance
- Certification mark usage guidelines
- Trademark recommendations
- Detailed brand guide that includes the basic guide plus usage rules, co-branding guidance, and incorrect-use examples, etc.

Potential deliverables – governance document and detailed brand guide

The successful proponent will develop a comprehensive strategic brand platform, visual identity system, and implementation toolkit that positions DPPC as the recognized authority for professional competency and certification in damage prevention while supporting future growth, stakeholder engagement, and credential recognition globally.

DPPC is interested in opportunities to accelerate the development and launch of its brand. Proponents are encouraged to recommend a phased implementation approach, identifying which deliverables are critical for launch and which could be completed in subsequent phases, together with supporting rationale and implications.

4. COMPLETION TIMELINE

Proponents must provide a completion timeline that aligns with the project scope and phases outlined in this RFP.

At a minimum, proponents should provide a timeline breakdown by phase:

- Phase 1: Discovery
- Phase 2: Strategy
- Phase 3: Identity
- Phase 4: Development
- Phase 5: Brand governance and management

5. Budget

Proponents must provide a detailed budget, aligned with the project scope and phases, that identifies all costs for the proposed services and deliverables.

At a minimum, proponents should provide:

- A cost breakdown by phase:
  - Phase 1: Discovery
  - Phase 2: Strategy
  - Phase 3: Identity
  - Phase 4: Development
  - Phase 5: Brand governance and management
- Any optional or recommended services that fall outside the scope, identified and priced separately.
- Any third-party costs, licensing fees, software subscriptions, translation services, stock imagery, hosting, or other external expenses.
- Any travel, accommodation, or meeting-related expenses, if applicable.
- Applicable taxes.
- A description of any assumptions, exclusions, or dependencies that may affect the final cost. Proponents are encouraged to identify proposed payment milestones linked to the successful completion of project phases or key deliverables.

Bidders must guarantee their proposed pricing for a period of six months beginning on the date of proposal submission unless otherwise stated in the proposal.

6. Proposal Guidelines and Timeline

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 11:59pm December 11, 2026 (email time stamped). Any proposal received after the stated closing date and time may be returned unopened or deemed non-compliant. All proposals must be signed by an authorized representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or subcontract any portion of the work, this must be clearly stated in the proposal. Costs must be all-inclusive and identify any subcontracted resources, their roles, and the work they will perform.

Proposed costs must be itemized and should identify fees by project phase, deliverable, meeting or workshop, optional service, and any anticipated production or licensing costs.

Contract terms and conditions will be negotiated upon selection of the successful proponent. All contractual terms will be subject to review by USP and will include scope, budget, schedule, intellectual property ownership, confidentiality, accessibility, approval milestones, and other items necessary to complete the project.

Item	Date
RFP issued	2026-11-02
Deadline for questions	2026-11-20
Proposals due	2026-12-11
Successful proponent notified	2027-01-13

Upon notification of selection, contract negotiation with the successful proponent will begin immediately. USP reserves the right to adjust the schedule with the selected proponent to reflect stakeholder availability, review cycles, and launch requirements.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

1. Experience developing global brands; brands for certification programs, professional associations, safety organizations, or education programs are considered an asset.
2. The proposed methodology, timeline and budget for the phased approach.
3. Portfolio samples or links demonstrating brand strategy, visual identity, messaging, and launch materials.
4. Project team roles, biographies, relevant experience, and anticipated time commitment
5. Client references or testimonials for comparable work
6. Company profile, including ownership, location, years in business, and any subcontractors or strategic partners

8. Proposal Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Relevant experience and demonstrated understanding of certification, safety, training, professional recognition, or industry association branding
- Quality, clarity, and practicality of the proposed approach, including stakeholder engagement and milestones
- Strength and relevance of portfolio examples, references, and demonstrated creative quality
- Value and cost, including transparency of fees, optional services, and assumptions
- Ability to deliver a brand that is credible, accessible, scalable, and suitable for global use

Each bidder must submit one electronic copy of their proposal to Michael Sullivan, President, Utility Safety Partners via email [MSullivan@UtilitySafety.ca] by the proposal due date and time identified in this RFP.

9. Liability and Reserved Rights

This RFP does not commit USP to pay any cost incurred in the preparation or submission of any proposal, or to procure or contract for any services. USP may, at its sole discretion, reject any or all proposals received, waive minor defects, irregularities, or informalities, or cancel the RFP process at any time.

USP reserves the right to amend this RFP by addendum issued prior to the date set for receipt of proposals. Addenda or amendments will be distributed to known recipients of the RFP. If revisions warrant postponement of the proposal deadline, an addendum will identify the revised date and time.

A bidder that does not adhere to the stated RFP instructions may be disqualified without further consideration.

10. Issuing Authority

This RFP is issued on behalf of Utility Safety Partners by:

Michael Sullivan, President.

Address: PO Box 87131 | Douglas Square RPO | T2Z 3V7
Email: MSullivan@UtilitySafetyPartners.ca

11. Preproposal Questions

Questions must be submitted in writing to:

Coral Lukaniuk, Executive Director, DPPC
CLukaniuk@utilitysafety.ca

With copy to:

Michael Sullivan, President

MSullivan@UtilitySafetyPartners.ca

Questions must be received by November 20, 2026, to allow sufficient time for USP's response.