Addendum 1 for ADM-01-2025 - Wayfinding & Signage Strategy

Issued: December 8, 2025

This addendum shall be made part of the RFP issued per section 1.8 of the RFP.

SECTION 1: QUESTIONS AND ANSWERS

Q1. Is the inclusion of regulatory roadway signage required, or should the scope focus solely on the branded wayfinding system?

A1. The scope of this project does not include the design of regulatory roadway signage (e.g., traffic control signs governed by MTO). The consultant is expected to focus on Ramara's branded wayfinding system, including gateway signs, directional wayfinding, facility and park signage, trail and waterfront signage, and related digital opportunities, as outlined in Section 2.3 of the RFP.

Consultants may reference regulatory constraints where applicable to ensure compliance, but new regulatory sign design is not required.

Q2. Should the consultant provide full signage location plans along with the complete message schedule?

A2. As outlined in Section 2.3(d) and 2.3(e), the successful consultant must provide:

- Recommended sign locations, supported by GIS-compatible mapping.
- Cohesive conceptual design standards and templates.
 A full detailed message schedule is welcomed where appropriate to support implementation, but the Township does not require fabrication-level messaging for every sign at this stage. The level of detail should be sufficient to inform budgeting, phasing, and future fabrication.

Q3. Are key plans expected as part of the deliverables?

A3. Key plans or mapping that illustrates recommended sign locations and sign families are expected.

Section 2.3(d) requires GIS-compatible location maps and Section 2.3(e) identifies location maps as a required deliverable.

- Q4. The RFP references shop drawings. Since these are typically produced by the signage manufacturer, can we confirm that the expectation is instead to provide designed technical drawings?
- **A4.** The Township confirms that the intent of the RFP is to require designed technical drawings, not fabrication-level shop drawings.

The consultant is expected to produce fully developed technical drawings that define dimensions, materials, colours, typography, sign families, and construction intent to a level that enables manufacturers to prepare their own detailed shop drawings during fabrication.

Please review the revisions in Section 2 of this Addendum.

- Q5. Considering the extent of services requested, the stated budget of \$35,000 appears insufficient. Is there flexibility to revise the budget accordingly?
- **A5.** There is some flexibility should proponents propose enhancements or alternative methods that demonstrate clear value; however, proponents are expected to scope their core methodology and deliverables to align with the stated budget.

Elements exceeding the stated project upset limit may be priced separately as value-add items, as permitted in the RFP's Value Add section (Schedule I), and the Township may consider these additions at its discretion.

- Q6. Page 10, Section 2.4(a), asks proponents to "demonstrate an understanding of Ramara's [...] branding." Does the Township have an up-to-date corporate brand guideline document that can be provided to respondents?
- **A6.** The Township has a corporate brand guideline. A copy of the Township of Ramara Brand Guidelines is attached to this addendum for proponents to reference when preparing their submissions.
- Q7. On page 10, Section 2.3 e), the RFP requests "shop drawings suitable for use by fabricators." In our experience, shop drawings are typically produced by the fabricator during procurement and installation. Will the Township accept detailed design-intent drawings, in place of the "shop drawings" scope, to inform fabrication and preparation of shop drawings?

A7. See Question and Answer 4. The Township confirms that the intent of the RFP is to require designed technical drawings, not fabrication-level shop drawings. Please review the revisions in Section 2 of this Addendum.

The consultant is expected to produce fully developed technical drawings that define dimensions, materials, colours, typography, sign families, and construction intent to a level that enables manufacturers to prepare their own detailed shop drawings during fabrication.

Q8. Does the Township have an existing inventory of all current signage (location, photo), and will this information be shared with the successful proponent?

A8. The Township has partial existing inventories of select signage assets. Any available inventories, mapping, or background documentation will be provided to the successful proponent as outlined in Section 2.6. The consultant should expect to conduct additional inventory work to ensure full coverage and analysis.

Q9. Will the Township accept references for completed projects within the last five years, as well as ongoing projects nearing completion within the last three years?

A9. While Sections 2.4 and 4.2 requires two examples from the previous three years and a minimum of three references overall, the bidder may submit references that are outside of these criteria. It should be noted that bidders that have references that meet these criteria will be evaluated more favourably.

Q10. Can the Township provide visual examples or further clarity on the types of signs included in the project scope so that proponents can better understand the expected deliverables?

A10. The Township is not issuing example images at this stage as the purpose of the project is for the consultant to develop the signage concepts and visual design direction.

As outlined in Section 2.3 of the RFP, the project includes the creation of a comprehensive family of signage types, which may include, but is not limited to:

- Community gateway signage
- Park and trailhead identification signage
- Waterfront and boat launch signage
- Directional wayfinding signage across settlement areas

- Facility identification signage (e.g., community centres, recreation amenities)
- Informational kiosks and digital signage opportunities
- · Highway-adjacent wayfinding, where appropriate

SECTION 2: REVISIONS

Remove section 2.3(e) of the document in its entirety and replace with the following:

e. Deliverables

The consultant is expected to deliver the following:

- A Signage and Wayfinding Strategy and Implementation Plan, including an executive summary.
- Conceptual design renderings presented in both digital and printable formats.
- Location maps in GIS-compatible formats.
- Editable design templates and technical drawings suitable for use by fabricators.
- Cost estimates for implementation and maintenance, with phasing recommendations.
- Maintenance and lifecycle guidelines to ensure long-term sustainability.

SECTION 3: ATTACHMENTS

Township of Ramara Branding Guidelines



Table of Contents

Building Our Brand	4
The Logo Variations Clear Space Incorrect Use	5 6 8 9
Topography	10
Colour Palette	11
Applications Business Card Letterhead and Envelope Invoices Website Social Media Social Media Posts Print Ad Flyers and Posters Alternative Applications	12 13 14 15 16 17 18 19 20 21
Promotional Items Signage	23 24

Building Our Brand

Everything and everyone has an identity - how we imagine ourselves, how others perceive us and what we're driven to achieve.

Through daily connections and interactions with residents, taxpayers, customers, clients, partners, visitors and employees, our identity takes shape and earns a reputation, forming our BRAND.

We earn our brand through the ways we greet and engage the public we are entrusted to serve.

These brand guidelines are designed to keep the Township of Ramara true to our identity, our work, and most importantly, our residents.



The Logo

The Township of Ramara logo is our most powerful visual brand asset that communicates who we are. Therefore, correct use of our logo is key to maintaining a professional and coherent brand. There are multiple formats that you can use to represent the brand, depending on the needs of your project.



Standard Logo



Horizontal Logo



Wordmark





Tourism and Marketing Logo



Icon

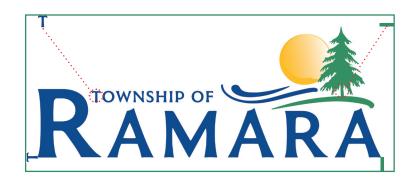








Colour Variations





Clear Space

To ensure the logo stands out, it should be surrounded on all sides by adequate clear space. Keep competing text and busy images away from the logo. The height of the letter "T" in TOWNSHIP or the tree trunk can be used as measuring tools to maintain clearance.













Incorrect Use

It is not acceptable to distort, rotate, skew, use shadows, invert or change the colours of the logo.

Typography

Typography is a powerful tool in the development of a creative identity. Using consistent typefaces will reinforce the Ramara brand.

COINAGE CAPS KRUGER GRAY

The Ramara logo uses Coinage Caps Kruger Gray, regular, which is a bold, serif font with an engraved style. This font simulates the slightly rounded corners of letters on a coin and symbolizes prosperity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Complimentary Typefaces

Pairing the logo's serif font with a sans serif font, like Avenir Next and Arial is a great way to harmonize and compliment a design. When used in a well-considered manner the combination can result in striking visuals. Avenir™ Next and Arial® are versatile sans serif fonts that are easy to read and ready for any projects from signage to online advertising.

Avenir™ Next
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial®

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Colour Palette

The colour palette for the Ramara brand is intended to represent nature, but it is also intended to be bright, in order to capture attention.

The colours of the logo should not be altered.



Applications



Business Card



2297 Highway 12 PO Box 130 rechin, Ontario LOK 180 p.705-484-537-

Dear Sir / Madam

Solum nullam principes vis no, eleifend postulant mediocrem ut est, ad tota partem quo. Vix lorem putant scribentur no, mea meis solet melius no, pri feugait noluisse appetere no. El mea graece suscipit, fastidii probatus est et. Duo ut oportere i udicabit, exerci laoreet vim id. An vidit quidam cum, ceteros phaedrum sit ea. Mollis incorrupte in vix. Noster mnesarchum vix ei. us te maluisset voluptatum quaerendum, no discere saperet persequeris cum, no pro nonumy partem phaedrum. Mel mazim corpora te. Has ad aeque mucius impetus, vel tation regione appetere ne. Porro voluptatum ius ut, ei docendi eloquentiam sea. Ne mandamus dignissim efficiendi eum, est id tota

Solum nullam principes vis no, eleifend postulant mediocrem ut est, ad tota partem quo. Vix lorem putant scribentur no, mea meis solet melius no, pri feugait noliuise appetere no. Ei mea gracce suscipit, fastdili probatus est et. Duo ut poortere ludicabit, exerci laoreet vim id. An vidit quidam cum, ceteros phaedrum sit ea. Mollis Incorrupte in vix. Noster mnesarchum vix el. us te maluisset voluptatum quaerendum, no discere saperet persequeris cum, no pro nonumy partem phaedrum. Mel mazim corpora te. Has ad aeque mucius impetus, vel tation regione appetere ne. Porro voluptatum ius ut, ei docendi eloquentiam sea. Ne mandamus dignissim efficiendi eum, est id tota

Sea te explicari conceptam definitionem, soluta constituto duo ad, usu an laudem latine voluptaria. Eam magna reputiare forensibus an. In nam euismod explicari voluptatibus. Petentitum dissentitet Sea te explicari conceptam definitionem, soluta constituto duo ad, usu an laudem latine voluptaria.

Sea te explicari conceptam definitionem, soluta constituto duo ad, usu an laudem latine voluptaria. Eam magna repudiare forensibus an. In name usimod explicari voluptatibus. Petentium dissentiet ex eum, in eam ludus tantas aperiam. Eu est latine feucait suevitate.

Eum ei augue voluptua copiosae. Vis cu altera noluisse intellegat. At vis probatus perpetua. Tale alterum Interesset ne quo, est ad exerci oblique recusabo, eu sit simul legendos antiopam. Qui tadimates tractatos ad, delectus sapientem omitiantur ut vis. Pro te graece equidem ancillae, indoctum molestiae

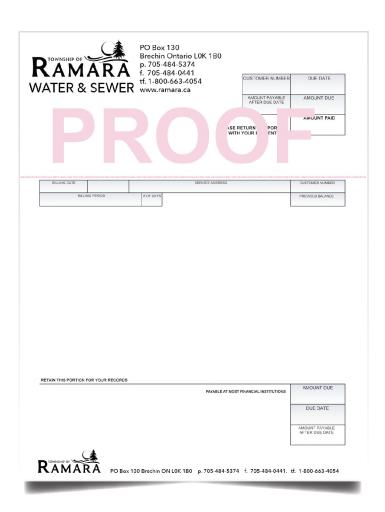
Yours Sincerely, Your Name

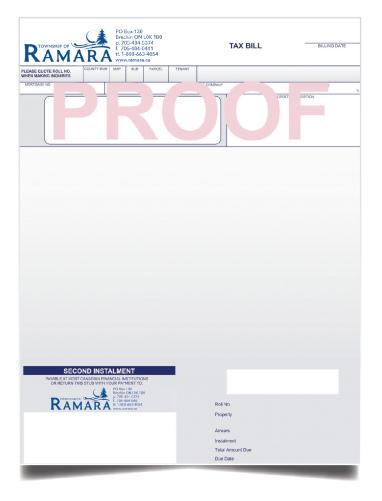


www.ramara.c

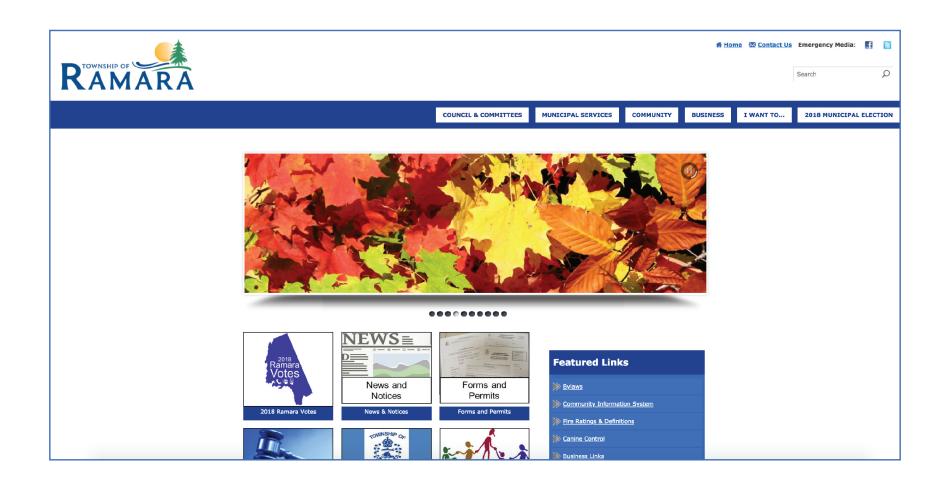


Letterhead & Envelope

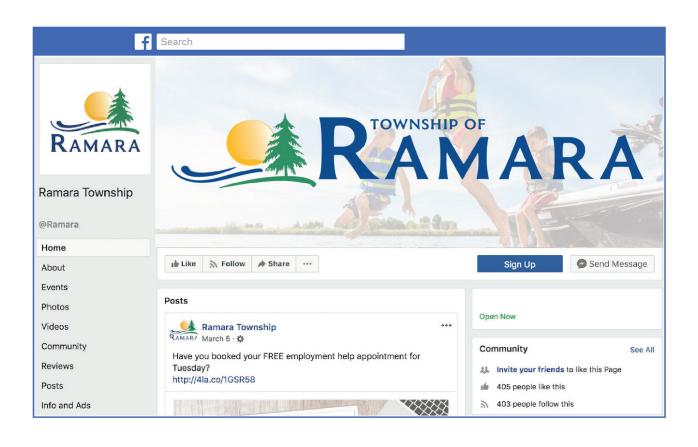




Invoices

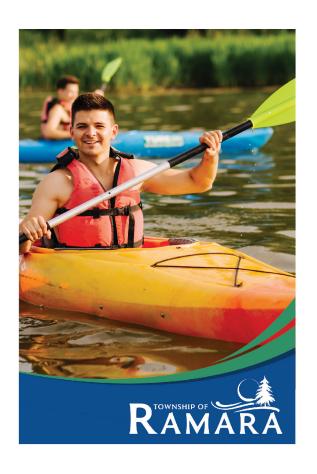


Website



Social Media

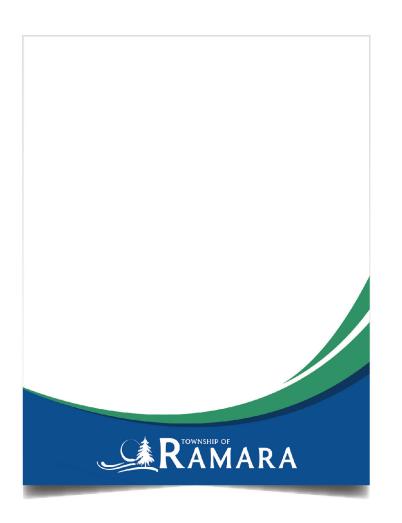




Social Media Posts



Print Ad





Flyers & Posters



Alternative Applications







Alternative Applications



Promotional Items



Signage



Any questions regarding these brand identity guidelines, contact the Township of Ramara.

2297 Hwy 12 PO Box 130 Brechin, ON L0K 1B0

705-484-5374

ramara@ramara.ca

www.ramara.ca