LONDON ST. THOMAS ASSOCIATION OF REALTORS®

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Request for Expressions of Interest (RFEI)

Brand Refresh and Visual Identity Development
London St. Thomas Association of REALTORS® (LSTAR)

Introduction
The London St. Thomas Association of REALTORS® (LSTAR) is seeking Expressions of Interest from qualified branding, creative, marketing, and design firms to support a comprehensive brand refresh initiative.

As the voice of REALTORS® in our region, LSTAR is exploring opportunities to modernize and strengthen its visual identity while preserving the organization's credibility, professionalism, and reputation in the marketplace.

The selected partner will work collaboratively with LSTAR's staff to develop a refreshed brand identity that reflects the organization's strategic direction, values, and future aspirations.

Organizational Background
LSTAR is a not-for-profit membership organization representing REALTORS® and supporting the real estate profession throughout London, St. Thomas, and surrounding communities.
LSTAR provides leadership, advocacy, professional development, technology, governance, and member support services while promoting professionalism and consumer confidence in the real estate industry.

As the organization evolves, there is an opportunity to enhance its visual identity to better communicate its relevance, professionalism, innovation, and value to members and stakeholders.

Project Objectives
The objectives of the project include:

- Modernizing LSTAR's visual identity.
- Creating a distinctive and recognizable brand presence.
- Reflecting LSTAR's role as the trusted voice of the local real estate profession.
- Increasing consistency across all communications and marketing materials.
- Supporting member engagement.

- Creating a visual identity that remains relevant and sustainable for the next decade.

Scope of Work

Interested firms are invited to propose a process that may include some or all of the following elements:

1. Brand Discovery and Research

- Review existing brand assets.
- Understand organizational strategy and priorities.
- Conduct stakeholder engagement sessions.
- Gather input from members, directors, staff, and external stakeholders.
- Assess strengths and opportunities within the current brand.

2. Brand Strategy

- Define brand positioning.
- Identify key brand attributes.
- Develop brand messaging pillars.
- Establish brand personality and voice.
- Recommend strategic brand directions.

3. Visual Identity Development

- Design a new logo and supporting logo suite.
- Develop an updated colour palette.
- Recommend typography standards.
- Create graphic elements and visual language.
- Establish image and photography style recommendations.

4. Brand Standards

Development of a comprehensive Brand Standards Guide including:

- Logo usage guidelines
- Colour specifications
- Typography standards
- Accessibility considerations
- Social media applications
- Digital and print standards

- Co-branding guidance

5. Asset Development

Creation of sample branded materials such as:

- Letterhead
- Business cards
- PowerPoint templates
- Email signatures
- Social media graphics
- Event signage concepts
- Website design direction

6. Implementation Support

- Brand launch recommendations
- Communications strategy
- Transition planning
- Rollout timeline

Deliverables

The successful proponent will provide:

- Discovery findings summary
- Brand strategy recommendations
- Minimum three visual identity concepts
- Refined logo package
- Final approved logo files
- Brand Standards Guide
- Digital asset package
- Launch roadmap

Deliverables should be provided in editable and commonly accepted file formats.

Desired Qualifications

LSTAR is interested in firms that demonstrate:

- Significant experience in branding and rebranding projects.

- Experience working with membership-based organizations, associations, professional regulators, or not-for-profit organizations.
- Strong stakeholder engagement capabilities.
- Excellence in graphic design and visual communication.
- Strategic marketing and brand development expertise.
- Experience managing collaborative design processes.

Expression of Interest Submission Requirements

Interested firms should submit:

Firm Profile

- Company overview
- Years in business
- Office location
- Team members assigned to the project

Relevant Experience

Provide examples of:

- Brand development projects
- Logo redesigns
- Association or membership organization clients
- Public-facing brand refresh initiatives

Project Approach

Briefly describe:

- Your proposed methodology
- Stakeholder engagement process
- Design process
- Key project milestones

Representative Portfolio

Provide examples of relevant work.

Estimated Budget Range

Provide:

- Indicative project fees
- Cost assumptions
- Optional services

Anticipated Timelines

Request for Expressions of Interest Issued	October 8, 2026
Submission Deadline	October 23, 2026
Review of Proposals	November
Potential Project Start	December/January

Submission Instructions

Expressions of Interest should be submitted electronically in PDF format to:

Laura Maybery
Manager, Communications
London St. Thomas Association of REALTORS®
laura@lstar.ca

Questions regarding this REI may be directed to the contact listed above.

LSTAR reserves the right to reject any or all submissions, request additional information, negotiate scope and pricing, and discontinue the process at its sole discretion.

Vision Statement for Proponents

LSTAR is seeking more than a new logo. We are seeking a strategic branding partner to help articulate who we are, the value we provide, and the future we are building for the real estate profession in our region. The successful partner will help create a brand that is professional, contemporary, trusted, member-focused, and reflective of our leadership role in the industry.