

Here's the **final polished RFP for the Brand Identity Studio**, written to match the same professional standard as the platform RFP:

RFP - Brand Identity Studio

Project Title

Brand Identity & Visual Ecosystem for iCruiseEgypt.com

Background

iCruiseEgypt.com is Egypt's first **dedicated Nile Cruise & Destination Management (DMC) marketplace**, bringing together:

- Nile cruises on **Dahabiyas (boutique sailing boats)** and **large vessels**.
- Integrated **land tours, hotels, and transfers**.
- A dual-user model serving both **BTC travelers** and **BTB travel advisors/agents**.

Our mission is to **redefine how Nile cruises are marketed and booked** by creating a **trusted, modern, and globally appealing brand**. Unlike existing fragmented options, iCruiseEgypt.com positions itself as **the gateway to Egypt's river journeys**, blending heritage with contemporary digital convenience.

To succeed, the platform requires a **cohesive, differentiated brand identity** that communicates trust, authenticity, and premium Egyptian hospitality to an international audience.

Scope of Work

I. Brand Strategy

- Define brand positioning, vision, mission, and value proposition.
- Craft tone of voice and messaging framework for both **BTC** and **BTB** audiences.
- Establish trust-building pillars (authenticity, transparency, global appeal, Egyptian heritage).

II. Visual Identity

- Logo design (scalable for digital and print).
- Color palette (aligned with Nile, Egypt, and travel inspirations).
- Typography system (legible, modern, bilingual-friendly: Arabic & English).
- Iconography and graphical elements (custom where needed).

III. Brand Guidelines

- Comprehensive brand book covering:
 - Logo usage.
 - Colors & typography.
 - Photography & imagery style (Nile, heritage, travelers).
 - Tone of communication (marketing & digital content).
- Adaptable across digital (web, social, app) and offline (print, trade shows, brochures).

IV. Marketing & Sales Collateral

- Website-ready design assets (to integrate smoothly with platform developer).
- Templates for brochures, presentations, and travel advisor kits.
- Digital banners/social media toolkit.
- Event & exhibition brand assets (for international trade fairs in travel/tourism).

V. Collaboration with Platform Developer

- Deliver design assets in compatible formats for seamless integration.
- Coordinate with platform development team to ensure consistent UI/UX branding.

Deliverables

- Final **logo suite** (primary + secondary versions).
- Brand book (visual identity & communication guidelines).
- Marketing collateral templates (brochures, presentations, social media).
- Digital asset package for developer handover (SVG, PNG, fonts, guidelines).

Evaluation Criteria

- Strong portfolio in **travel, hospitality, or luxury lifestyle branding**.
- Proven ability to build **globally appealing, cross-cultural identities**.
- Experience designing bilingual (Arabic/English) brand systems.
- Alignment with premium yet accessible travel positioning.

Timeline

- **Phase I (Strategy & Core Identity)** → ____ weeks.
- **Phase II (Brand Book & Digital Assets)** → ____ weeks post-approval.
- **Phase III (Marketing Collateral)** → ____ weeks post-brand book delivery.

This RFP ensures:

- Clear **separation of brand work** (strategy, visuals, guidelines) from **platform development**.
- Emphasis on **global appeal + Egyptian authenticity**.
- Strong deliverables for both **digital integration** and **marketing activation**.