



Request for Proposal (RFP) Logo & Tagline Design

Acton Public Library in Old Saybrook, CT wishes to establish a new logo and tagline that can be used throughout its marketing efforts to build stronger brand awareness within the communities it serves. The library is seeking a creative, qualified freelance graphic designer, design firm, or agency to create a strong graphic logo and tagline that will also establish a new brand color set and font style for our marketing materials.

ABOUT ACTON PUBLIC LIBRARY The Acton Library has served the beautiful shoreline town of Old Saybrook since 1854. The library currently serves as the public library for its 10,000 active residents. The Acton Public Library seeks to build a welcoming community with free and open access to information and experiences that engage the imagination, inspire learning, and foster the exchange of ideas.

PROJECT OVERVIEW & SCOPE The library's current logo is a picture representing the historical beginnings of the town of Old Saybrook, the famous lighthouse that graces our shoreline and some of CT's license plates, and the town's nautical importance. Although the current logo offers a nod to the geographical community it serves (Old Saybrook), its outdated design does not effectively represent the services, values or impact the library has on the individuals it serves.

Recently the library has completed its 3-5 year strategic plan and has come up with the five (5) goals below to help plan our services and bring us into the future:

- Goal 1: Foster community, peer, and intergenerational engagement
- Goal 2: Satisfy Curiosity & Stimulate Imagination
- Goal 3: Promote Civic Engagement
- Goal 4: Support Local Economic Development
- Goal 5: Provide Exemplary Service

The library desires a more relevant, impactful and current logo that accurately represents its brand and is unique among other local government organizations in Old Saybrook and neighboring communities. We expect to see thought of the strategic plan echoed in the proposed logo and tagline. The logo needs to be used effectively across all media for marketing purposes including print, website and social media.

Scope of Work

The scope of the project will extend from concept to creation and include:

- 2-3 concepts for a new logo and tagline for consideration by library stakeholders
- Minimum of two revisions of selected logo and tagline included
- Provide a final digital file in vector format (.EPS) of the approved logo in full-color, single color and grayscale formats
- A secondary set of colors to complement the logo colors for use in marketing materials
- Appropriate font files for the logo

PROPOSAL REQUIREMENTS

Professional History & Contact Information

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal

Project Staffing

Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies of those staff members.

Project Summary & Approach

Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of the project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

Itemized Pricing

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays. All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the responsibility of the respondent and will not be billable to the library.

References and Work Samples

Please include portfolio samples that demonstrate technical and creative execution for similar projects. Provide two current references for which you have performed work similar in size and scope. Experience in branding work for a public organization, service organization or nonprofit is preferred.

For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contact(s)
- Description and approach to project
- Sample of work completed for project, including previous logo and final logo

PROPOSAL EVALUATION AND SUBMISSION

This is an open and competitive process for all qualified designers and design firms. The maximum expenditure for the project will not exceed \$5000.00. Proposals will be evaluated, and award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to Acton Public Library in terms of brand design and value as specified in this RFP. The library reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of Acton Library, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers

The proposal submitted in response to the RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission. Acton Library/Town of Old Saybrook will negotiate contract terms upon selection. All contracts are subject to review by the Town of Old Saybrook's legal counsel and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. All deliverables must be in PDF format and emailed with "RFP Logo & Tagline Project" in the subject line by the deadlines in the schedule below to the following individual:

Carl Fortuna
First Selectman
Town of Old Saybrook
carl.fortuna@oldsaybrookct.gov

Event	Date
RFP Distribution to Vendor	February 1, 2022
Proposal Due Date	February 22, 2022
Target Date for Review of Proposals	February 25, 2022

Potential Discussion with Candidates	March 1, 2022
Anticipated Decision and Selection of Vendor	March 8, 2022
Anticipated Commencement Date of Work	March 11, 2022
Desired Completion Date	April 15, 2022

Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include the proposal due date.

Questions?

We welcome any questions prior to the RFP submittal. Any questions regarding this proposal or project may be emailed to the Library Director, Amanda Brouwer at abrouwer@actonlibrary.org until February 15, 2022. All questions will be answered by email within 48 hours.