



Request for Proposal (RFP)

Logo Redesign

Hartford Public Library (“the Library”) wishes to establish a new logo that can be used throughout its 250th anniversary celebration in 2024 and beyond to build an enhanced brand awareness within the communities it serves. The Library is seeking a creative, qualified freelance graphic designer, design firm or agency to create a dynamic graphic logo that will also establish a new brand color set and font style for our marketing materials.

ABOUT HARTFORD PUBLIC LIBRARY

Hartford Public Library provides free resources that inspire reading, guide learning, and encourage individual exploration. The Library is a national leader in redefining the urban public library in the 21st century as an innovative and stimulating place where people can learn and discover, explore their passions and find a rich array of resources that contribute to a full life.

PROJECT OVERVIEW & SCOPE

The Library’s current logo and brand color set was established in 2011. Its outdated design does not effectively represent the services, values or impact the Library has on the individuals it serves, or the four major goals of its recent strategic plan:

- Continue providing a wide variety of high-quality services
- Prioritize community engagement
- Expand physical and virtual access to Library programs and services
- Continue to prioritize employee development and internal communication

The Library desires a more relevant, impactful and current logo that accurately represents its brand and celebrates the library’s 250 years of serving the Hartford community. The logo needs to be used effectively across all media for marketing purposes including print, website and social media. The logo designed to launch and be used for the 250th Anniversary year should be designed in such a way to enable the anniversary designation to be removed in 2025, while retaining the core elements and colors of the new logo.

Scope of Work

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

- Project review with Library stakeholders to discuss background and direction. Stakeholders to include Library staff, board members and community members. Project review may necessitate 2 to 3 engagement sessions either in person or on the Zoom platform.
- Present 2-3 concepts for a new logo for consideration; presentations may be in-person or through the Zoom platform and will include Library stakeholders (members of the staff, board and public). Concept review may necessitate 2 to 3 presentations either in person or on the Zoom platform.
- A minimum of two revisions of the selected logo following concept review, working closely with the Library’s Communications Team.

- Providing a final digital file in vector format (.EPS) of the approved logo in full-color, single color and grayscale formats.
- Providing a secondary set of colors to complement the logo colors for use in marketing materials.
- Providing 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 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.

The chosen logo design shall become the property of Hartford Public Library and Hartford Public Library shall have the right to copyright, service mark and/or trademark the final design created on behalf of Hartford Public 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. 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 Hartford 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 Hartford Public 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.

Hartford Public Library will negotiate contract terms upon selection. All contracts are subject to review by the Library's senior management 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 Project" in the subject line by the deadlines in the schedule below to the following individuals:

Brenda Miller
Executive Director
Culture and Communications
Hartford Public Library
bmiller@hplct.org

Event	Date
RFP Distribution to Vendor	February 6, 2023
Proposal Due Date	February 24, 2023
Target Date for Review of Proposals	March 3, 2023
Potential Discussions with Candidates	March 10, 2023

Anticipated Decision and Selection of Vendor	March 13, 2023
Anticipated Commencement Date of Work	March 20, 2023
Desired Completion Date	June 1, 2023

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

Questions?

We welcome any questions prior to the RFP submittal. Any questions regarding this proposal or project may be emailed to Brenda Miller at bmiller@hplct.org until February 21, 2023. All questions will be answered by email within 24 hours.