

Hartford Public Library

**HARTFORD PUBLIC LIBRARY REQUEST FOR
PROPOSAL BRAND REDESIGN, LOGO CREATION,
IMAGE REFRESH**



HARTFORD PUBLIC LIBRARY
REQUEST FOR PROPOSAL
BRAND REDESIGN, LOGO CREATION, IMAGE REFRESH

Introduction

Hartford Public Library is a national award winning Library and is embarking on a brand and logo redesign and invites proposals from qualified firms to assist the Library in undergoing a brand redesign and image refresh in preparation for the launch of a new website. Development of the new website will be handled in a subsequent RFP.

This RFP does not obligate HPL to award a contract or complete the project and HPL reserves the right to cancel the solicitation if it is considered to be in its best interest.

About Hartford Public Library

HPL is a one of the oldest public libraries in the country. Founded as the Hartford Library Company in 1774, the Hartford Public Library of today serves the residents of Hartford, the Greater Hartford region, and the State of Connecticut from seven locations with robust programs, services, facilities and collections that promote a literate and engaged community. HPL is incorporated as a 501(c)3 nonprofit organization; HPL receives approximately 74% of its annual operating revenue from the City of Hartford; income from the endowment, private giving, corporate support, grants, and state support provide the balance of resources for day-to-day operations.

The brand design and logo will become property of the library and the library will own all copyright, trademark, any and all other legal title and rights to the work product being designed and developed for the library under this proposal.

Major Goals

- Undertake a thorough review of HPL's current logo and brand standards
- Discover branding goals for the library in conjunction with senior staff and adhering to HPL's three-year Strategic Plan
- Develop a logo and taglines, incorporating feedback from staff and the community
- Evaluate cost to replace and/or update signage, stationary, business cards and other marketing materials to adhere to new branding standards and provide estimates to HPL
- Create an in-house style/brand guide to be used by HPL staff
- Assist with rollout of new brand identity and creation of marketing materials as needed

Specific Scope of Services Desired

The professional services needed from qualified firms are the following:

Logo Development

1. Develop and present no less than four (4) logo options for selection as well as accompanying color palettes.
2. Include recommendations and cost estimates for stakeholder and community surveys and/or focus groups to receive feedback on design.
3. Final logo should include color, black and white, reversed, horizontal and stacked versions as appropriate.
4. Provide set of final logo files, including RGB and CMYK versions of vector files.

Brand Identity

1. Apply new graphic standards to create templates for business cards, letterhead (print and electronic) and envelopes.
2. Firms are encouraged to provide a menu of additional materials that may be developed a la carte, should the Library so choose.
3. Provide cost estimates for rebranding, including replacing/updating signage and other materials.

Style Guide

1. Create written style guidelines that allow the Library to implement new branding throughout the organization. The guide should include but is not limited to:
 - Core brand information (i.e. mission/vision statements or similar)
 - Logo use information, minimum size guidelines, instructions for application on a variety of media, etc.
 - Typography with standard and alternate font options.
 - Color palettes for primary and secondary usage, background colors and photography standards.
 - Any additional brand elements specific to the design.

All contact any personnel employed by the HPL except for the contact person named above with respect to this RFP shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

Proposal Format

Each proposal must be submitted in PDF form, 12-point font single space and is limited to a maximum of 20 8.5x11 pages excluding exhibits and contain, each section should be clearly tabbed, and response must have the corresponding number identifying the section and question number for each response. Missing or incomplete information may be grounds for disqualification). An original proposal, five (5) copies of the proposal, and one electronic copy (Adobe PDF) must be submitted via email electronic and hard copy due June 21, 2022, by 3:00pm

Hartford Public Library
Request for Proposal Hartford Public Library Brand Redesign
RFP#01-HPL Branding Redesign 2022

HARD COPIES OF THE PROPOSALS ARE TO BE DELIVERED TO:

Attention: Mary Tzambazakis, Chief Administrative Officer
Hartford Public Library Administrative Offices
3RD FLOOR 500 MAIN STREET HARTFORD, CT. 06103-6312
BY: 3:00PM on June 21, 2022

Electronic Copies Of The Proposals Are Due by June 21,2022 @ 3:00pm (EST) emailed to:
HPLRFP@hplct.org

Timeline

Activity	Due Date
RFP issued	May 31, 2022
Last date to submit questions by 3:00pm (EST)	June 15, 2022
RFP due	June 24,2022
Interviews	July 12,2022- July 13,2022
Selection	July 15,2022
Contract Start Date	July 25, 2022

Note: All proposers please note of the dates listed for interview and plan schedules accordingly, if selected. HPL reserves the right to waive information in any proposal or reject any or all proposal or to accept the proposal deemed most favorable to HPL. HPL will determine if interviews will be held at its sole discretion.

CLARIFICATIONS AND/OR REVISIONS TO SPECIFICATIONS AND REQUIREMENTS - If a Proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the Proposer should immediately notify the Chief Administrative Officer via email at HPLRFP@hplct.org. The email should identify the issue and concern which requires review. Any questions concerning the subject matter of the RFP must be submitted via e-mail on or before by 3:00 p.m. (EST) as noted in the schedule above. **Q & A will be posted on the library website hplct.org after on or before June 17, 2022.**

Proposals must include the information below and be submitted with the following sections/tabs are to be in the following order:

1.0 Letter of Transmittal

Addressed to Mary Tzambazakis, Chief Administrative Officer, the letter should identify the submitting firm or consultant as well as the name, title, telephone, and email address of the person authorized to contractually obligate the firm or consultant. The letter should be signed by the named person.

2.0 General Qualifications

1. Statement as to the firm's particular abilities and qualifications related to this project, as well as the number of years the firm has been in business, the geographical area of operations and professional affiliations.
2. Additional information or documentation that may be useful and applicable to this project.
3. Describe the rebranding process use in developing a new brand for the library.
4. Explanation of how the rebranding process will be undertaken to adhere to HPL's goals as defined in its [three-year strategic plan](#).
5. Describe your experience working with Libraries/Nonprofit organizations.

3.0 Schedule

Provide a proposed schedule of tasks and timeline for project including estimated durations the from contract start date to rollout of the new brand identity.

4.0 Personnel

Outline the qualifications of the individual who will be assigned to this project. Provide an organizational chart of your organization, including resumes of all personnel who would be committed to this project.

5.0 Reference

List of businesses/nonprofits in Connecticut and other states for which the firm has provided similar services within the last three (3) years. Provide three (3) reference of clients for whom you have provided similar services. Include their names, company name, address, email, telephone number, and description of the scope of work provided for the client.

6.0 Project Management

Describe your approach to managing the project scope, timeline, and budget. Provide a sample project timeline and activities for this project.

7.0 Samples of Work

Provide 3 samples of your work as an exhibit which showcases your firm's clear understanding of brand identity development, logo creation and appropriate design aesthetic in both print and digital collateral for nonprofit and community-based organizations.

8.0 Design Development

Document how the organization's mission statement, vision statement, impact statement, value statement or similar written collateral materials of the Library's will be utilized in the creation of the library's brand and logo.

9.0 Fee Schedule

Provide a firm quote for the cost to design and implement HPL's new brand identity. Additionally, provide cost estimates to replace/update existing signage, stationary, business cards and other marketing materials to adhere to the new brand.

Evaluation Criteria

HPL will use the following criteria to evaluate the written submissions of each firm's qualifications. Comments of the firm's previous clients will also be considered. The criteria's weight is indicated below. Please provide five copies of the written submissions as well as an electronic version of the proposal.

- Written Proposal (20%)
- Qualifications, Library/Nonprofit experience, Project Management (20%)
- Personnel & References (20%)
- Design Development and Samples of Work (20%)
- Fees (20%)

CONTRACT

Upon selection, the successful proposer will receive a contract document prepared by the Library for review and execution. Upon execution of the Contract, the proposer will be instructed to commence providing the work outlined in the contract. All information, data, documents, photos, computer records and other materials of any kind acquired or developed by the proposer pursuant to this project shall be the property of the Library. The library shall hold all title and legal ownership logo design and tag lines and any other work product produced under the scope of work for the library including but not limited copyright, trademark, or service marks.