

QUESTIONS AND ANSWERS
HARTFORD PUBLIC LIBRARY
REQUEST FOR PROPOSAL
BRAND REDESIGN, LOGO CREATION, IMAGE

1. Have you established a rough budget for the project scope? **We are not sharing our budget number in this RFP. Information on our organization (size, number of locations, etc.) is available online at www.hplct.org. We welcome firms to submit a “package” of services, with cost tiers – if that would be helpful.**
2. Is the quote for “design and implement HPL’s new brand identity” for design only? Or design and installation/printing? If the quote must include installation/printing please provide all specifications for all environments and marketing materials. **With respect to design and implementation, we are referring to the brand identity and style guide listed under scope of services in the RFP. Based on their experience and expertise, and by researching our organization (publicly accessible through our website), can they provide a rough estimate of what updating and/or rolling out our collateral would cost to help guide us. The firm selected in this RFP is not expected to produce, print or install any new signage or other materials.**