

Naperville Public Library

Request for Qualifications (RFQ) for Marketing Services for Rebranding, Logo Creation and Identity Update of Naperville Public Library

Submission Date/Time:

Tuesday, June 29, 2021
10:00 A.M. CST

Place:

Nichols Library
Office of the Director
200 W. Jefferson Ave.
Naperville, IL 60540-5374

June 4, 2021

Dear Prospective Bidder:

Naperville Public Library is pleased to invite you to submit a sealed proposal for:

Marketing Services for the design, development and implementation of a new logo, brand standards and brand identity for Naperville Public Library.

RFQ Opening: Tuesday, June 29, 2021 10:00 a.m. CST

The proposal is to include information on your firm's approach to rebranding projects, logo creation and design work. The project scope will include the creation of an impact statement, logo design, brand identity development and finalization of brand guidelines, including templates for both print and digital items. Top candidates will be asked to interview and present to the Selection Committee on Monday, July 12, 2021.

The complete RFQ is available on the Library's website: www.naperville-lib.org

Please note the deliverables as specified in the Administrative Requirements of the RFQ.

The proposals will be reviewed and evaluated based on the criteria listed herein. The top proposals will be presented to the Library Board for final consideration and selection.

We sincerely hope that you take the time to review the specifications and submit a proposal. If you need additional information, please submit your questions in writing to the Library, either by fax at 630-961-4119 or by email to jscheuerman@naperville-lib.org by 12:00 p.m. on Friday, June 18, 2021. The Library will post responses on our website www.naperville-lib.org in the form of an addendum by end of day on Monday, June 21, 2021.

Sincerely,

Trente Arens
Marketing & Communications Manager

Request for Qualifications for Marketing Services

Naperville Public Library

Naperville Public Library is seeking a qualified marketing firm with a clear understanding of brand identity development and logo creation, especially for nonprofit and community-based organizations. The primary goals of this project are to redesign the Naperville Public Library logo, set new brand standards and better tell the story of the Library to the community. Naperville Public Library opened in 1898 thanks to a gift from the estate of James Nichols. Over the years, it has expanded to include three locations (Nichols Library, Naper Blvd. Library and 95th Street Library), serving the community of Naperville with a population of 147,449. The current logo was designed in the mid-1990s, and the current mission and vision statements were written in 2013. The new logo and brand standards should reflect the Library's continued commitment to providing the people of Naperville with access to a wide variety of materials, programs, and services for the last 120 years and well into the future. The budget for this project is approximately \$25,000.

1) Description of the Marketing Firm Procurement Process

- a) Submission of Written Qualifications
The Selection Committee will review and evaluate the written responses to the Request for Qualifications (RFQ) in accordance with the evaluation criteria identified in Attachment "A."
- b) Presentation
Selected firms will be invited for an interview on Monday, July 12, 2021 for a period of up to one (1) hour to demonstrate how their approach to this project satisfies the evaluation criteria set forth in Attachment "A." After the Selection Committee chooses the top-ranking firm, the firm will be invited to proceed to the negotiation stage.

2) Scope of Services Desired

The professional services needed from the marketing firm are the following:

- a) Brand Messaging
 - (1) Research and development of overall brand messaging and story, including mission/vision statement, impact statement or similar.
 - (2) Include recommendations and cost estimates for stakeholder and community surveys and/or focus groups.
- b) Logo Development
 - (1) Develop and present no less than four (4) logo options for selection as well as accompanying color palettes.
 - (2) Final logo should include color, black and white, reversed, horizontal and stacked versions as appropriate.
 - (3) Provide set of final logo files, including RGB and CMYK versions of vector files.
- c) 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.

- d) 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:
 - (a) Core brand information (i.e. mission/vision statements or similar)
 - (b) Logo use information, minimum size guidelines, instructions for application on a variety of media, etc.
 - (c) Typography with standard and alternate font options.
 - (d) Color palettes for primary and secondary usage, background colors and photography standards.
 - (e) Any additional brand elements specific to the design.

ATTACHMENT A EVALUATION CRITERIA

The following criteria will be used to evaluate the written submissions of each marketing 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.

- 1) Written Proposal (20%)
 - a) The firm will demonstrate a clear understanding of the work requested and an explanation of the firm's approach.
 - b) The firm will demonstrate an ability to complete projects within budget and according to schedule.
 - c) The quality of communication skills and the effectiveness of the project manager and other representatives assigned to this project will be assessed.
 - d) The firm should exhibit a clear understanding of brand identity development, logo creation and appropriate design aesthetic in both print and digital collateral for nonprofit and community-based organizations.
 - i) Specific goals include development of brand identity including a mission statement, vision statement, impact statement, value statement or similar written articulation of the Library's brand. Design of a new logo including at least four (4) initial options to choose from. Application of brand identity standards to include templates for business cards, letterhead and envelopes. Creation of a style guide including mission and vision information as well as guidance on logo usage, color palette, font and typography recommendations and any additional elements specific to the brand.
 - e) The firm will demonstrate the ability to perform the work in a creative and intelligent sequence and will work collaboratively with Library and Board representatives.
- 2) Presentation (15%)
- 3) Library/Nonprofit Experience (10%)
- 4) References/Design aesthetic of prior work (20%)
- 5) Cost (35%)
 - a) The firm will provide a breakdown of the cost of all desired components of the project as outlined in the Scope of Services section.

**ATTACHMENT B
PROJECT TIMELINE**

Activity	Date
Issue branding project RFQ	6/4/21
Questions submitted by 12:00 p.m.	6/18/21
Addendum posted by end of day	6/21/21
Written proposals due no later than 10:00 a.m.	6/29/21
Marketing firms selected for presentations	7/1/21
Presentations (up to one hour long)	7/12/21
Selection committee's recommendation to Library Board	7/21/21
Finalize contract with selected marketing firm	7/26/21-7/30/21
Project begins	8/2/21

ATTACHMENT C SUBMITTAL REQUIREMENTS

Applicants must submit responses to the following.

Send written material to Executive Director Dave Della Terza, 200 W. Jefferson Ave., Naperville, IL, 60540-5351. Submittals must be received before 10:00 a.m., June 29, 2021. Please provide five copies of the written submissions as well as an electronic version of the proposal.

- 1) Outline for Qualifications
Please provide the following information:
 - a) Firm name/address
 - b) General history of the firm
 - c) Personnel in your present organization
 - i) Who in your organization will be assigned to the project?
 - ii) Include relevant work experience for personnel that will be assigned to this project.
 - d) List any additional related services that your firm can provide that may be applicable to this project.

- 2) Past Performance
 - a) Please provide project profiles where persons on your proposed team functioned as project leads.
 - b) Indicate nonprofit/community-based organizations your firm has worked with.
 - c) Considering previous commitments you have made for marketing services, can the work on the project be scheduled in your office for immediate participation upon selection as the project firm (anticipated August 2, 2021)?

- 3) Supplemental Information
 - a) Please provide other pertinent information that qualifies your firm for the proposed project.

- 4) References
 - a) Provide at least five (5) project references; nonprofit clients highly encouraged. Include name, title, phone number and address for each contact person.

End of Request for Qualifications