



**Request for Proposal
Lake County Public Library**

1. Introduction & Background

About us

Lake County Public Library, located in the historic town of Leadville, serves Lake County residents and visitors from all over the world. We have a circulating collection has approximately 35,000 items that include print and A/V materials. We also subscribe to a number of electronic resources that provide patrons with academic and popular research materials, eBooks and a number of resources for children. The Library maintains the Colorado Mountain History Collection, a unique collection that includes rare books, photographs, manuscripts and maps. Many of these materials have been digitized and are available in our digital collections. We have extensive services for children including a robust summer reading program, story hours and an after school program.

The objective of this Request for Proposal is to locate a designer who can create a logo that best represents our mission and goals, and who will provide the best overall value to Lake County Public Library. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this RFP:

1. First and foremost, only qualified individuals or firms with prior experience on projects such as this should submit proposals in response to this RFP and must be local to the region.
2. Bidders must list at least five projects completed in the last three years as part of their response, including references for each. Three of the projects should be substantially similar to this project. Examples of work should be provided as well.
3. The proposal must provide an overview of the proposed logo as well as resumes of all key personnel performing the work. In addition, the proposal should provide a proposed schedule and milestones, as applicable.
4. A price must be provided in the proposal and should indicate the overall fixed price for the project as well as hourly rates and an estimated total number of hours, should Lake Country Public Library decide to award a contract on an hourly rate basis.
5. Proposals must be signed by a representative that is authorized to commit bidder's company.
6. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
7. Proposals must be received by April 2nd at 5pm to be considered.
8. Proposals must remain valid for a period of 60 days.
9. Lake Country Public Library anticipates selecting at least two individuals or firms to have more in-depth discussions with, and will make an award to one of these individuals or firms.

Please send submissions and any questions to Brena Smith brena@lakecountypubliclibrary.org

3. Project Description

The purpose of this project:

The Lake County Public Library is currently undergoing many changes and we are in the process of strategic planning. Most notably we are rewriting our mission statement, expanding patron services, reorganizing the physical space, and redesigning the website. We are looking to have a new logo developed to assist in refreshing our branding. The logo that has been used is a logo that is used universally to represent a library (see below). We would like a logo that is unique to our library and one that represents the distinctiveness of our library and community.

Old logo:



Deliverables:

1. Creation of 3 – 5 black and white logo designs for client review and selection
2. Creation of 3 – 5 color versions for client review
3. Color treatments for print and web
4. Logo files for:
 - a. Website banner and online catalog
 - b. Website footer
 - c. Social Media
5. Designs for print materials:
 - a. Business cards
 - b. Letterhead and envelopes
 - c. Flyers
6. Completed logo files in multiple file formats

Acceptance of the work is contingent on the following acceptance criteria:

1. Skill and creativity: submit portfolio samples that demonstrate technical and creative execution.
2. Resources and capability: discuss your experience, project management methodology, and ability to meet milestones.
3. Referrals: Provide at least three current professional references.

5. RFP & Project Timelines

The Request for Proposal timeline is as follows:

Submission due:	April 2 nd by 5pm
Selection of Top Bidders	April 6 th
Contract Award / Notification to Unsuccessful Bidders	April 11 th
Project Due	May 4 th

6. Evaluation Factors

Lake Country Public Library will rate proposals based on the following factors:

1. Responsiveness to the requirements set forth in this RFP
2. Relevant past performance/experience
3. Samples of work
4. Cost of work
5. Technical expertise/experience of bidder and/or bidder's staff
6. Lives in Lake County or one of the surrounding counties such as Chaffe, Summit or Eagle.

Lake Country Public Library reserves the right to award to the bidder that presents the best value to Lake Country Public Library as determined solely by Lake Country Public Library in its absolute discretion.