

## REQUEST FOR PROPOSAL (RFP)

### LOGO AND CITY SEAL DESIGN AND STYLE GUIDE DEVELOPMENT

#### **ABOUT THE CITY OF BLUE ISLAND, ILLINOIS**

Blue Island (population 23,706) is located just outside the City of Chicago's corporate limits and forms part of the south suburban area. From a regional perspective, Blue Island is strategically positioned in the heart of the region's transportation infrastructure. The City is home to an extensive network of freight and commuter railroads, waterways, Interstate highways, and is accessible from Midway International Airport and O'Hare International Airport. These attributes connect the City to the region and country, opening the door to unique economic and physical development opportunities.

The City of Blue Island was settled in 1835, making it one of the oldest communities in Chicagoland. Today, the City of Blue Island is known for its historic neighborhood charm, blended business and recreational downtown district, and diverse and growing population. For more information, visit [blueisland.org](http://blueisland.org).

#### **PROJECT OVERVIEW**

The City of Blue Island is in the process of developing a brand identity and is seeking a creative qualified freelance graphic designer or design firm to partner with to create a strong graphic logo, City of Blue Island Seal, style guide and possibly additional design services for fiscal year 2021-2022.

City of Blue Island

13051 Greenwood Avenue

Blue Island, IL 60406

#### **SCOPE OF WORK**

The scope of the project will extend from concept to completion. Design scope to include:

##### *Logo:*

- Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo and City seal.
- To be used in print, web, billboards, banners and signage.
- To be created in full color, single-color and black & white.

The City of Blue Island Mayor's Office will work with the selected contractor to determine possible logo and seal elements that will convey the city's history, culture, and vision.

##### *Style Guide:*

A set of standards for the design of documents, signage, directional wayfinding signage and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

- Color Treatments
- Approved fonts: Print and Web
- Design for: Letterhead, Business Card, Department Badges/Shoulder Patches, Community Information Rack Card (Tri-Fold), Expanded Community Information Brochure, Billboard, Print Ads, PowerPoint Presentation, Secondary Logos for Partners (Restaurants, Attractions, Services, etc.), Event Rack Card (Tri-fold), Business Recruitment Packet.
- Designer to provide 2 logo, 2 City Seal, and 2 Style Guide design concepts 15 working days after contract award for review and selection of steering committee and before proceeding.
- City may make up to 5 revisions of the selected concept.
- Designer to be available for brand consultation for up to 12 months (meaning, responding to questions of usage or clarification on style guide).
- The City will retain copyrights to all images, logos, seals, style guides, designs, color treatments, fonts and templates created by the designer and/or firm.

#### **CONTRACT TERMS**

The City of Blue Island will negotiate contract terms upon selection. The terms of selection/award are to be subjected to the following terms. All contracts are subject to review by the City's legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

#### **PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated and an award made to the most responsible, responsive proposer submitting the proposal most advantageous to the City of Blue Island. The City of Blue Island reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of the City of Blue Island

The proposal shall include the following information:

- Proof of Qualifications:
- Resume of your Education, Experience and Qualifications
- Two (2) Client Recommendations
- A list of staff/subcontractors that will likely be part of the development team
- Two (2) Examples of your Style Sheet Design Work
- Three (3) Examples of your Logo Design Work
- Written explanation of one logo design sample and/or how you derived design from concept to end product.
- Your Business Tax ID Number

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. In addition, if the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address and EIN of the sub-contractor.

Any printed proposals should be bound in one singular folder (binder or spiral).

## **REVIEW CRITERIA**

Proposals will be reviewed by the City of Blue Island Mayor's Office based on the following review criteria:

### *Skills/Creativity:*

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should also be able to document/demonstrate the full scope of the various services your firm provides.

### *Resources/Capability:*

Please demonstrate through a brochure or other document your business experience, staff skills and experience, clients serviced, projects of note, technical skills, project management methodology, and ability to meet milestones.

### *References/Referrals:*

Please provide a resume of your education, experience and qualifications.

Please provide two client recommendations.

### *Pricing Structure/Rates:*

Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement.

## **SUBMISSION OF PROPOSAL**

All proposals must be received by the City of Blue Island no later than the date and time specified. Sealed Proposals must be hand delivered or mailed to:

City of Blue Island

Attn: Tom Wogan, City Administrator

13051 Greenwood Ave.

Blue Island, IL 60406

Or by email to [twogan@cityofblueisland.org](mailto:twogan@cityofblueisland.org).

Offeror should mail or deliver sealed proposal, clearly labeled on the outside indicating it is in response to the RFP - Identity Logo and Design Services. Submittals will be accepted until **July 30, 2021 at 4:00 p.m. CST**. Proposals received after the deadline will not be accepted.

If you have questions regarding this solicitation, please contact Tom Wogan by e-mail at [twogan@cityofblueisland.org](mailto:twogan@cityofblueisland.org).