



## Request for Proposal (RFP)

### Logo Design

Oak Park Township (“the Township”) wishes to establish a new logo that can be used throughout its marketing efforts to build stronger brand awareness within the communities it serves. The Township is seeking a creative, qualified freelance graphic designer, design firm, or agency to create a strong graphic logo that will also establish a new brand color set and font style for our marketing materials.

#### **ABOUT OAK PARK TOWNSHIP**

Oak Park Township assists residents of Oak Park, IL, by providing a variety of governmental services and resources, with a special emphasis on advocacy and partnerships in human services that benefit at-risk youth and senior citizens as well as mentally ill and financially struggling community members.

#### **PROJECT OVERVIEW & SCOPE**

The Township’s current logo was established in the 1970s. Although the current logo offers a nod to the geographical community it serves (Oak Park, IL), its outdated design does not effectively represent the services, values or impact the Township has on the individuals it serves:

- Providing equitable and accessible social and civic services for all residents at every stage of life
- Dedicated to the dignity and well-being of all residents regardless of their means, backgrounds or abilities
- Responding with respect, empathy, compassion and professionalism no matter the need

The Township desires a more relevant, impactful and current logo that accurately represents its brand and is unique among other local government organizations in Oak Park and neighboring communities. The logo needs to be used effectively across all media for marketing purposes including print, website and social media.

#### **Scope of Work**

The scope of the project will extend from concept to creation and include:

- 2-3 concepts for a new logo for consideration by Township stakeholders
- Minimum of two revisions of selected logo included
- Provide a final digital file in vector format (.EPS) of the approved logo in full-color, single color and grayscale formats
- A secondary set of colors to complement the logo colors for use in marketing materials
- Appropriate font files for the logo

## **PROPOSAL REQUIREMENTS**

### **Professional History & Contact Information**

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal

### **Project Staffing**

Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals that would be assigned to this project by providing biographies of those staff members.

### **Project Summary & Approach**

Vendors should provide a brief overview of their engagement strategy and approach to the scope of work and management of project, including a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

### **Itemized Pricing**

Oak Park Township is a financially conservative government organization for Oak Park residents.

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays.

*All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the responsibility of the respondent and will not be billable to the Township.*

### **References and Work Samples**

Please include portfolio samples that demonstrate technical and creative execution for similar projects.

Provide two current references for which you have performed work similar in size and scope. Experience in branding work for a public organization, service organization or nonprofit is preferred. For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contact(s)
- Description and approach to project
- Sample of work completed for project, including previous logo and final logo

**PROPOSAL EVALUATION AND SUBMISSION**

This is an open and competitive process for all qualified designers and design firms. Proposals will be evaluated, and award of the contract resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to Oak Park Township in terms of brand design and value as specified in this RFP. The Township reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of Oak Park Township, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers

The proposal submitted in response to the RFP shall remain firm and **valid for a period of ninety (90) days** from the date of your submission.

Oak Park Township will negotiate contract terms upon selection. All contracts are subject to review by the Township’s legal counsel and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

**All deliverables must be in PDF format and emailed with “RFP Logo Project” in the subject line by the deadlines in the schedule below to the following individuals:**

Wendy Senger  
Communications Specialist  
Oak Park Township  
[wsenger@oakparktownship.org](mailto:wsenger@oakparktownship.org)

Nancy Morris  
Project Manager  
N2 Studios  
[n2-studios@comcast.net](mailto:n2-studios@comcast.net)

<b>Event</b>	<b>Date</b>
RFP Distribution to Vendor	March 26, 2021
Proposal Due Date	April 23, 2021
Target Date for Review of Proposals	April 30, 2021
Potential Discussions with Candidates	May 7, 2021
Anticipated Decision and Selection of Vendor	May 10, 2021
Anticipated Commencement Date of Work	May 17, 2021
Desired Completion Date	June 30, 2021

*Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include proposal due date.*

**Questions?**

We welcome any questions prior to the RFP submittal. Any questions regarding this proposal or project may be emailed to the Township’s project manager, Nancy Morris at [n2-studios@comcast.net](mailto:n2-studios@comcast.net) until April 20, 2021. All questions will be answered by email within 24 hours.