

Request For Proposal

Marketing Services for Rebranding, Logo Creation, and Identity Update of the Elko-Lander-Eureka County Library System



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PROJECT INFORMATION

1. Contact Person

Kassie Antonucci
Library Director
Elko-Lander-Eureka County Library System
775-738-3066 ext. 223
krkincai@elkocountynv.net

2. Proposal Timeline

Event	Date
RFP release	September 22, 2021
Questions submitted by	October 8, 2021 by 12:00 PM (PST)
Answers posted as Addendum	October 8, 2021 by 7:00 PM (PST)
Proposals Due	October 12, 2021 by 4:00 PM (PST)
Recommendation to Library Board	October 19, 2021
Finalize contract with selected Vendor	October 20 – 25, 2021
Project Begins	October 26, 2021

3. Project Overview

The Elko County Library Board of Trustees is seeking proposals from qualified firms or consultants (“Vendor”) with extensive experience in rebranding for Marketing Services for the design, development, and implementation of a new logo, system name, brand standards, and brand identity for the Elko-Lander-Eureka County Library System. The proposal is to include information on the Vendor’s approach to rebranding projects, logo creation, and design work. The project scope will include the creation of an impact statement, logo design, system name, marketing campaign, and brand identity development with finalization of brand guidelines. Proposals will be reviewed by a selection committee before a recommendation is presented to the Library Board of Trustees in an open meeting on Tuesday, October 19, 2021.

4. Organizational Background

The Elko-Lander-Eureka County Library System covers an area of 26,849 square miles, a population of 61,659, and has 18,305 registered users. Our system serves the residents of four (4) counties in Northeastern Nevada (Elko, Lander, Eureka, and White Pine) through nine (9) branch libraries, the Elko County Library, the Books-Express program, and the Northeastern Nevada Regional Bookmobile.



The Elko County Library will turn 100 years old in January, 2022 and the rebranding project will play a key role in our year long celebration, including updating policies, offering new services, and promoting the library in each of our communities. Over the last 40 years, we have added and lost libraries within different communities, most recently ending our contract with Lander County; the rebranding of the Library System should take this into consideration and should be done in such a way that the regardless of the changes in communities included within the Library System's service area, the Library System as a whole is marketed from a global perspective.

5. Project Goals

The selected Vendor will work closely with the Elko County Library Director to provide a comprehensive recommendation for rebranding the organization. The selected Vendor will be given access to library staff including leadership and board members during the course of the project. It is expected that the selected Vendor also will seek input from the Library System's customers and key community leaders. At the conclusion of the project, the selected Vendor will provide the Library System with an executable brand package including detailed treatment of marketing materials (with graphic elements, fonts and color palettes), an impact statement, a logo, a new Library System name (to replace Elko-Lander-Eureka County Library System) and a standards manual that will guide staff in seamlessly executing the new brand. The Vendor will also work with the Library Director in the creation and implementation of a marketing campaign to promote the new library brand.

The plan should be scalable, user malleable, and be able to accommodate current and future needs.

6. Scope of Work and Deliverables

The Library System intends to contract with a Vendor to work cooperatively with the Board of Trustees, Library staff and select community stakeholders as appropriate to create a comprehensive, actionable, marketing plan and to develop the Library System's brand. The Library System needs a clear unified communication approach with one voice. Whether communication is verbal, visual or in writing the message needs to be clear, meaningful, consistent, and memorable.

Once the branding and marketing plan is complete the Library System will be able to provide the staff and Board with the communication tools to help them share information about who we are, what we do, and how we positively impact our community.

The professional services needed from the Vendor 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.
- 3) Include marketing campaign strategies to promote the Library rebranding, services, and ideology across all system communities.

b) Logo Development

- 1) Develop and present no less than three (3) 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.

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:

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

Vendors are encouraged to provide a menu of additional materials, services (including ongoing services), and other items that may be selected “a la carte”, should the Library so choose.

7. Submittal Requirements

All proposers responding should include a list of references for projects completed. Special consideration may be given to proposers who have worked with non-profits organizations/public libraries. Special consideration may also be given to proposers who have already implemented a rebranding project and/or marketing campaign in the State of Nevada.



1) Outline for Qualifications

Please provide the following information:

- a) Vendor name/address
- b) General history of the Vendor
- 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 you 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 and/or public libraries you have 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 Vendor (anticipated October 26, 2021)?

3) Supplemental Information

- a) Please provide other pertinent information that qualifies you for the proposed project.

4) References

- a) Provide at least three (3) project references; nonprofit clients/public libraries highly encouraged. Include name, title, phone number and address for each contact.

A. Requested Information

Interested parties are invited to submit five copies and an electronic formatted version of the proposal via mail to:

**Kassie Antonucci
720 Court Street
Elko, NV 89801**

Proposals will be received up to 4:00 PM October 12, 2021. Each submission prepared in response to this RFP must outline the elements listed below.

- **Mark Clearly on Envelope "Sealed Bid: Marketing Services for Rebranding"**
- Cover Letter
- Vendor Information
- Cost Estimates
- Business and Technical Requirements
- Contact Information
- Implementation plan with suggested dates



8. Pricing

The Library System may award a contract on the basis of initial quotations. Awards may be made on the best value to the Library System. Your prices should be the lowest possible for the RFP requirements. Omit Sales and Use taxes unless otherwise specified. We welcome cost estimates in tiers for proposers who offer multi suite packages.

9. Evaluation Criteria

In accordance with the Elko County purchasing policy and NRS 332, contract award will be based on the lowest, most appropriate response. Special consideration will be given based on experience with rebranding public libraries and/or those who have implemented projects in the State of Nevada. The proposals will be reviewed by a selection committee consisting of the Library Director, Assistant Director, and Bookkeeper.

All proposals may also be reviewed by the Elko County District Attorney's Office in addition to the selection committee for local compliance purposes.

Upon review, a recommendation of contract will be made to the Elko County Library Board of Trustees during the Library Board meeting for review and award of contract.

Recommendations to the Library Board of Trustees will include an evaluation of the brands ability to fit the current and future needs of Elko-Lander-County Library System, as well as the duration of proposed contract. Consideration will also be made based on the proposed implementation schedule.

Proposals must include the option to schedule an interview to be scheduled after the deadline for proposals at the discretion of the selection committee. Not all proposers will be asked for an interview. Proposers should be prepared to answer any questions relating to the plan prior to the Library Board award.

The Elko-Lander-Eureka County Library System reserves the right to reject any or all proposals.

