

SAUGATUCK-DOUGLAS DISTRICT LIBRARY

REQUEST FOR QUALIFICATIONS (RFQ) – Logo Design

The Saugatuck-Douglas District Library (SDDL) is seeking an individual or firm to create a new logo and accompanying graphic standard for our organization. The image should be consistent with the contemporary design and signage of our new building. The logo will be used on all our branded materials and needs to be workable on event flyers, letterhead, website banner, email newsletters, library cards and social media. The logo would also be used on any merchandise generated for library use such as tote bags or mugs.

Submittal Summary: Submittals must include the following information for consideration:

- Description of qualifications, including relevant background and work experience.
- Work samples
- References
- Cost estimate (must include cost of providing specific design options & formats)

Evaluation of Submittals: A team, appointed by the Library board will review all submittals and determine which have the experience and qualifications that are most suited for this project. The committee will select up to 3 finalists. In addition to a personal interview, finalists will be asked to submit 2-3 rough concept sketches of their designs from which the team will make its decision. A stipend will be provided for this additional work to those who are not selected.

Design Process: Upon determination of a suitable, qualified individual or firm, the Library will negotiate fees and costs for the services to be provided, based on the original cost estimate provided. An initial idea generation meeting based on the submitted designs will be followed by several rounds of creative development with the Library's team.

Terms and Conditions: SDDL reserves the right to reject any and all RFQ responses. SDDL reserves the right to cancel this solicitation at any time without previous notification. SDDL reserves the right to request clarification of information submitted, and to request additional information from any Vendor.

Deadline: Responses must be submitted by 6:00 pm EST; 4/15/2021 to:

Saugatuck-Douglas District Library
PO Box 789
174 Center St.
Douglas MI 49406
Attn: Ingrid Steen Boyer, Director

Submittals may also be emailed to iboyer@sdlibrary.org.

Questions about this Request for Qualifications may be directed to Ingrid Boyer via email to iboyer@sdlibrary.org.

The Library will not return any materials received in response to this invitation.

Submittals will not be opened in a public forum.