REQUEST FOR QUALIFICATIONS (RFQ)

2017-RFQ-006

BRAND STYLE GUIDE

This document is a request for qualifications (RFQ) from agencies and/or firms with extensive experience in producing style guides or graphic standards manuals. The Village seeks a qualified firm to create a Brand Style Guide or Graphics Standards Manual that will guide implementation of the Village's brand identity: music.

GENERAL REQUIREMENTS: Submit six (6) packets of the requested materials to be opened and evaluated in private.

SUBMISSION LOCATION: Village of Tinley Park – Clerk’s Office
16250 South Oak Park Avenue
Tinley Park, IL 60477

SUBMISSION DATE: Friday, March 31, 2017 by 4:30 P.M. Packets received after this time specified will not be opened/accepted.

CONTACT/QUESTIONS: Submit questions via email to: Village of Tinley Park, attention Donna Framke, at dframke@tinleypark.org or via phone to: (708) 444-5045. Questions are required no less than three (3) business days prior to the proposal opening date. Absolutely no informal communication shall occur regarding this RFQ, including requests for information, or communication between offerors or any of their individual members and any Village elected official or employee. All questions will be answered with a copy of the question and answer to each RFQ respondent.

CONTENTS: The following sections, including this cover sheet, shall be considered integral parts of this solicitation:

*Notice of RFQ
*General Terms and Conditions
*Project Scope
*Submission Requirements
GENERAL TERMS AND CONDITIONS

1. **Negotiations:**
The Village of Tinley Park reserves the right to negotiate specifications, terms and conditions, which may be necessary or appropriate to the accomplishment of the purpose of this RFQ.

2. **Confidentiality:**
RFQs are subject to the Illinois Freedom of Information Act.

3. **Reserved Rights:**
The Village of Tinley Park reserves the right at any time and for any reason to cancel this RFQ or any portion thereof, and to reject any or all submittals. The Village reserves the right to waive any immaterial defect in any submittal. The Village may seek clarification from a respondent at any time, after the submission date, and failure to respond promptly is cause for rejection.

4. **Incurred Costs:**
The Village of Tinley Park will not be liable for any costs incurred by respondents in replying to this RFQ.

5. **Award:**
Award will be based on the highest ranked responsive, responsible respondent based upon the evaluation criteria established by the Village of Tinley Park, in its sole discretion. Award will be based on the evaluation criteria set forth herein.

6. **Discussion of RFQ:**
The Village of Tinley Park may conduct discussions with any respondent who submits an RFQ. During the course of such discussions, The Village shall not disclose any information derived from one RFQ to any other respondents.

7. **Contract Period:**
Time is of the essence. The consultant shall be able to devote sufficient resources to this project.

8. **Responsibility & Default:**
The respondent shall be required to assume responsibility for all items listed in this RFQ. The successful respondent shall be considered the sole point of contact for purposes of this contract.

9. **Consultants:**
If consultants/sub-consultants are to be used, your firm must list and identify the name and qualifications of the consultants/sub-consultants, history of the consultant’s firm, list of previous work completed, references and similar projects.

10. **Payments:**
Payments shall be made in accordance with the Local Government Prompt Payment Act.
11. **Interpretations or Correction of Request for Qualifications:**
Respondents shall promptly notify the Village of any ambiguity, inconsistency or error that they may discover upon examination of the RFQ. Interpretation, correction and changes to the RFQ, if any, will be made by written addendum. Interpretation, corrections or changes made in any other manner will not be binding.

12. **Addenda:**
Addenda are written instruments issued by the Village prior to the date of receipt of responses, which modify or interpret the RFQ by addition, deletions, clarifications or corrections. Each respondent shall ascertain prior to submitting a packet that all addenda issued have been received, and by submission of a packet, such act shall be taken to mean that such respondent has received and understands fully the contents of the addenda.

13. **Taxes:**
The Village is exempt from paying certain Illinois State Taxes.

14. **Non-Discrimination:**
Respondent shall comply with the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq., as amended and any rules and regulations promulgated in accordance therewith, including, but not limited to the Equal Employment Opportunity Clause, Illinois Administrative Code, Title 44, Part 750 (Appendix A), which is incorporated herein by reference. Furthermore, the proposal shall comply the Illinois Drug Free Workplace Act, Title 44, Chapter 10.

15. **Insurance:** *Please submit certificate with your proposal*
The respondent must obtain, for the Contract term and any extension of it, insurance issued by a company or companies qualified to do business in the State of Illinois and provide The Village with evidence of insurance. Insurance in the following types and amounts is necessary:

- **Worker’s Compensation Insurance** covering all liability of the respondent arising under the Worker’s Compensation Act and Worker’s Occupational Disease Act at statutory limits.

- **General Liability:**
  
  - General Aggregate Limit: $2,000,000
  - Each Occurrence Limit: $1,000,000

- **Professional Liability** to include, but not limited to, coverage for Errors and Omissions to respond to claims for loss therefrom.
  
  - General Aggregate Limit: $2,000,000
  - Each Occurrence Limit: $1,000,000

- **Comprehensive Automobile Liability, Bodily Injury, Property Damage:**
  
  - General Aggregate Limit: $1,000,000
  - Each Occurrence Limit: $500,000
The respondent agrees that with respect to the above required insurance, The Village of Tinley Park, shall:

- Be named as additional insured by endorsement as their interest may appear;
- Be provided within thirty (30) days notice, in writing, of cancellation or material change;
- Be provided with Certificates of Insurance evidencing the above-required insurance, prior to commencement of the Contract and thereafter with certificates evidencing renewals or replacements of said policies of insurance at least fifteen (15) days prior to the expiration of cancellation of any such policies.

16. Change in Status:
The respondent shall notify the Village of Tinley Park immediately of any change in its status resulting from any of the following: (a) vendor is acquired by another party; (b) vendor becomes insolvent; (c) vendor, voluntarily or by operation law, becomes subject to the provisions of any chapter of the Bankruptcy Act; or (d) vendor ceases to conduct its operations in normal course of business. The Village of Tinley Park shall have the option to terminate any contract with the vendor immediately on written notice based on any such change in status.

17. Precedence:
Where there appears to be variances or conflicts, the following order of precedence shall prevail: The Owner and Consultant Agreement; The Village of Tinley Park Request for Qualifications; and the respondent’s response to the RFQ.

18. Submittal and Evaluation Factors:
The contract will be awarded to the responsible, responsive, or any other respondent, as determined by the Village, to be in the best interest of the Village, who meets or exceeds the criteria sought by the Village. The Village reserves the right to reject any or all responses or to waive any details in the responses received whenever such rejection or waiver is in the best interests of the Village. The Village also reserves the right to reject the RFQ of a respondent who has previously failed to satisfactorily perform, has not completed contracts on time or whom, upon investigation, is found not to be in a position to perform the contract.

Evaluation Criteria

Each response to the RFQ will be evaluated based on the level of creativity, differentiation and measurability, listed in order of importance:

- Comprehensiveness (25%)
- Creativity (25%)
- Management/Creative Director Qualifications (20%)
- Pricing (20%)
- Client List and References (10%)
PROJECT OVERVIEW

The Village of Tinley Park, located 25 miles southwest of Chicago, with a population of 58,000, is a dynamic metropolitan community offering a wide range of entertainment options, cultural opportunities, superb dining, great shopping and a convenient, enviable location – all within easy reach of Chicago’s world-renown attractions. The community is conveniently situated with two interchanges off of Interstate 80 and boasts two stops (each housing a gorgeous train station) along the Chicago Metra Rock Island commuter rail line. The Tinley Park Convention Center and 1,000‐room hotel district draw tens of thousands of visitors annually. Nearby is a large commercial and industrial area drawing hundreds of employees daily.

PROJECT SCOPE

The Village of Tinley Park recently completed a robust branding initiative and as a result of much research and planning, has chosen to put music front and center as the core focus of Tinley Park’s brand. As part of the process of developing the Village of Tinley Park’s musical brand, a general logo and branding design were created, intended to give the Tinley Park community an easily recognizable identity – a symbol and message that represents the community and the experiences it has to offer. Whenever the logo is used, it should bring to mind consistent images of Tinley Park and what it stands for. The Village seeks a qualified firm to create a Brand Style Guide or Graphics Standards Manual that will guide implementation of the Village’s brand identity: music.

Recognizing that continuity and consistency are critical to creating top‐of‐mind awareness when developing a strong branding program, the Brand Style Guide or Graphics Standards Manual will contain graphic design standards for logo identity and slogan use, guidelines for website page layout and the production of printed sales and marketing materials, as well as the proper use of key marketing, advertising and promotional messages.

Repetition helps reinforce the viewer’s perception, but consistency is the only way to ensure logo and brand recognition. That is why the Brand Style Guide should be a highly detailed document, providing specific instructions on how to use the graphics.

Organizations that market Tinley Park need to do so with consistency in the look and feel of their marketing. The Brand Style Guide will be the Bible every organization will use to create continuity with the Village’s brand direction. It will provide the necessary guidelines for how the brand concept should be promoted, defining the characteristics of recommended photography, layouts, and the look and feel of the marketing pieces and messages to accurately and consistently portray the image of the community. In addition to proper use of the graphic identities, examples of wrong usage of the logo should also be defined.

Overseeing proper use of the graphic identity and conveying the proper messaging of the brand through the photography, images and styles used is critical to maintaining the brand identity. This highly detailed document will provide the official guidance for how to use the graphic identity and maintain the consistent messaging that is so vital for a successful brand.

The Village is seeking a qualified firm who will expand the look and feel of the brand promise, brand identity, taglines and marketing messages that were created during the branding initiative
and develop a comprehensive Brand Style Guide, which would include:

- Final identities for the Village, the Downtown plaza and partnering organizations with variations in full color, two-color and black and white -- in various formats.
- Brand identity and variations including proper usage of logos, tag lines and key marketing messages
- Brand identity usage guidelines: clear space, color usage, improper uses, proper uses, identification of brand fonts and colors; color schemes, patterns, font styles for headlines, body text and other elements of websites and printed materials; guidelines for photography styles, brochure covers and other imagery.
- A business cabinet (letterhead, envelope, business cards, labels, email signatures)
- Printed marketing materials guidelines: The grid system, advertising concepts, marketing materials concepts, an economic development opportunity brochure.
- Environmental graphics: Wayfinding and other signage, pole banner concepts, billboard concepts.
- Sample Brand Style Guide usage agreement

Examples of approved logo and a brand use should be provided in the guide – including dimensions and minimum sizes as well as fonts and colors. Logo colors must be identified as specific Pantone colors and/or as percentages of the four process colors: cyan, magenta, yellow and black (CMYK). Guidelines for reproducing the logo in black and white and in one color need to be included. Wrong usage of the logo (in structure, color or fonts) needs to be spelled out. Web design concepts should be illustrated showing use of the logo, color palette and structure. RGB and HTML colors should be listed. Examples of PowerPoint presentations with the logo should also be incorporated.

**SUBMISSION REQUIREMENTS**
Respondents must submit the following information to be considered (include the corresponding item number with each response):

**Section 1: Executive Summary**
Summarize your overall strategy, approach and timeline for delivering the Brand Style Guide.

**Section 2: Corporate Profile**
Provide a brief overview of your firm’s history. Include the year the firm started in business, where the company is headquartered and the total number of employees. Please describe the process of how your company works with remote customers, specify the number of public sector vs. private sector clients and indicate the percentage of revenues this type of project represents to your company.

**Section 3: Detailed Description of Project**
Please define the contents of the Brand Style Guide as requested in the project scope. Please indicate your firm’s experience in developing brand style guides or graphic standards manuals and schedule, delivery milestones and responsibilities for each party. Describe any optional services that may be included. Please provide examples of similar projects you have developed with similar-sized communities.
Section 4: Project Team
Define and describe the team members that would execute a project for the Village. Identify their experience, roles and length of time with your organization. Specify the primary point of contact.

Section 5: Costs
Please provide a budgetary proposal for the full scope of the work described in this RFQ in a separate sealed envelope. The budget proposal shall not be used as initial Evaluation Criteria; and will be used in negotiations with the highest ranked firm.

SELECTION PROCESS
The Village intends to conduct a comprehensive, fair and impartial evaluation of packets received in response to this RFQ. All responses that are properly submitted will be evaluated using the evaluation criteria listed. All responses that are properly submitted will be evaluated by the evaluation committee that will make recommendations for the award.

Upon approval by the committee, the Village shall enter into contract discussions with the successful respondent. If the terms and conditions of a contract cannot be successfully established within a reasonable amount of time (as determined by the Village), then contract discussions will be terminated and contract discussions with the next highest ranking respondent will commence. Negotiations shall continue at the sole option of the Village until a contract is signed and approved or all responses are rejected and the RFQ is withdrawn. The selection process may involve two steps: written submittals will be evaluated and scored, and then oral interviews will be conducted with the highest-ranking firm(s), if necessary.

SCHEDULE

<table>
<thead>
<tr>
<th>Task</th>
<th>Completion Date</th>
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<tbody>
<tr>
<td>a) RFQ Issuance/Advertisement</td>
<td>March 8, 2017</td>
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<tr>
<td>b) Deadline for Questions</td>
<td>March 28, 2017</td>
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<tr>
<td>c) RFQ Response Due Date</td>
<td>March 31, 2017</td>
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<td>d) Interviews (if needed)</td>
<td>through April 13, 2017</td>
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<tr>
<td>f) Village Board approval</td>
<td>April 18, 2017</td>
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<tr>
<td>g) Start of Work</td>
<td>April/May 2017</td>
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By submitting a response, the respondent certifies that he or she has carefully examined all the documents for the project and has carefully and thoroughly reviewed this RFQ and understands the nature and scope of the work to be done and the terms and conditions thereof. The respondent further agrees that the performance time specified is a reasonable time.