

# **Request for Proposal**

**For**

## **The Design of a Graphic Logo**

**Coopersville Area District Library**

**333 Ottawa St**

**Coopersville, MI 49404**

**Issue Date: February 17, 2023**

**Proposal Deadline: March 10, 2023**

**By 5:00 p.m.**

## Coopersville Area District Library

### 1. Notice of Proposal

Coopersville Area District Library (“the Library”) is seeking a creative, qualified freelance graphic designer, design firm, or agency to create a new logo that can be used throughout its marketing efforts to build stronger brand awareness with the communities it serves.

We are accepting proposals through March 10, 2023 and anticipate selecting a vendor by April 3, 2023. In order for the new label to go out in our summer reading advertising materials, the desired completion date is May 12, 2023.

Questions about this RFP should be addressed in writing to:

Elyshia Hoekstra, Director  
Coopersville Area District Library  
Email: [cooeh@lcoop.org](mailto:cooeh@lcoop.org)

### 2. Library Summary

The Coopersville Area District Library began serving citizens within Polkton Township and the city of Coopersville in 1913. Over the years, The Library has transitioned into a governmental authority levying its own millage at 6/10 mill. A \$1.65 million building renovation and expansion project was completed in May 2017.

The Library serves a population of 11,862 and employs 6 staff members that keep the Library running 6 days a week and for over 40 hours per week:

More information about Coopersville Area District Library can be found at:  
[www.coopersvillelibrary.org](http://www.coopersvillelibrary.org)

### 3. Instructions

On or before 5:00 p.m. EST, March 10, 2023, submit one (1) print copy and an electronic copy via email of the proposal to the following addresses:

Elyshia Hoekstra, Director  
333 Ottawa St  
Coopersville, MI 49404  
Email: [cooeh@lcoop.org](mailto:cooeh@lcoop.org)

- A. A proposal received after the due date and time will be disqualified.
- B. Coopersville Area District Library Cooperative shall not be responsible for any cost or expense the Proposer incurs during the preparation of this proposal or visit for a presentation.
- C. All proposals submitted shall remain firm for a period of thirty-nine (45) days beginning March 10, 2023.
- D. Coopersville Area District Library reserves the right to accept or reject any or all Proposals in whole or in part, or to waive any informality therein. If in the Library

Director's opinion, it is in their best interest, the contract may be awarded to other than the lowest Proposer.

- E. The contract shall be awarded by Coopersville Area District Library when a Proposer has been issued a "Notice to Proceed".

#### **4. General Conditions**

##### **Owner Responsibilities**

- A. The Owner is defined as:  
Coopersville Area District Library  
333 Ottawa St  
Coopersville, MI 49404

- B. The Owner shall be the interpreter of all specifications covered in this document.

##### **Authority of the Library Director**

The Library Director shall decide all questions which may arise.

##### **Vendor Responsibility**

The Vendor is defined as:  
The Proposer awarded the contract to create a new logo.

##### **Indemnity**

The Vendor agrees to indemnify Coopersville Area District Library, and save it harmless, from any and all claims that may be brought against Coopersville Area District Library or the Vendor by reason of any error, act or omission of the Vendor, the Vendor's agents, or its employees, in connection with this contract.

##### **Legal Conditions**

The Vendor agrees to abide by all Federal, State, County and local laws and regulations.

##### **Termination of Contract Agreement**

Coopersville Area District Library expects that the Vendor will complete in full, the terms of the contract agreement.

##### **Default Termination**

In the event of any default by the Vendor, Coopersville Area District Library, without prejudice to any other right or remedy it may have, shall have the right to terminate the contract agreement immediately with no early out penalties, after giving the Vendor thirty (5) days previous written notice. It shall be considered a default whenever the Vendor shall: declare bankruptcy, become insolvent or assign its assets for the benefit of its creditors; violate or disregard any provision of the contract agreement; fail to perform the work according to the agreed upon schedule, including amendments or modifications thereof; or fail to provide competent personnel and proper materials.

## **Payment Terms**

The Coopersville Area District Library will not pay a deposit at the time of notice to proceed. A schedule of payment will be agreed to in the contract for service between the Vendor and Coopersville Area District Library.

## **5. Bid Details**

- A. Coopersville Area District Library is requesting that the project be completed by May 12, 2023.
- B. An estimated cost for all work related to the tasks and deliverables outlined in Section 6. Scope of work. A total estimate is required.
- C. Proposer should submit all other requested information as specified on the Vendor Submittal Form.

## **6. Scope of Work**

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

- 2-3 concepts for a new logo for consideration by Library stakeholders
- 2-3 formats (square, long, and maybe rectangular)
- Multiple file formats to accommodate the use of the logo on both web and print interfaces, including website, social media, letterheads, posters, flyers, t-shirts, and other apparel and presentations.
- Both single and multi-color options with a transparent background option
- Scalable

## **7. Proposer's Qualifications**

The following must be affirmed in the proposal response:

- A. A description of your company, the number of years in business, size, and location.
- B. Describe your recent experience in the execution of similar experiences. If available, please provide portfolio samples that demonstrate technical and creative execution of similar projects.
- C. A brief overview of their engagement strategy and approach to the scope of work, including a timeline for completion.
- D. Provide two current references for which you have performed work similar in size and scope.
- E. Any additional services beyond the RFP that the firm provides which may be of interest to Coopersville Area District Library.

## **Contractual Arrangements**

- A. Vendor agrees to provide Coopersville Area District Library with a proposed Contract Agreement and or Letter of Understanding no later than fifteen (7) days after receipt of the “Notification to Proceed.”

**COOPERSVILLE AREA DISTRICT LIBRARY  
VENDOR SUBMITTAL FORM**

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact E-Mail: \_\_\_\_\_

**PROPOSAL REQUIREMENTS CHECKLIST**

**SECTION 3. INSTRUCTIONS (insert  marks)**

Submit one proposal print copy and an electronic copy via email to [cooeh@lcoop.org](mailto:cooeh@lcoop.org) on or before March 10, 2023 by 5:00 pm.

**SECTION 5. BID DETAILS**

The proposal confirms a May 12, 2023 completion date.

Pricing is clearly stated on the Vendor Submittal Form.

**SECTION 6. IT SERVICE PROVIDER STANDARDS**

The proposal confirms that all of the items in Section 6 are included and will be covered under the agreement.

**SECTION 7. PROPOSER'S QUALIFICATIONS**

All items in Section 7 are affirmed and or provided in the proposal response.

Attach two (2) references of clients with similar scope of service (including company name, address, telephone, e-mail and contact name).

Proposer gives Coopersville District Library permission to contact the references listed.

**SECTION 8. CONTRACTUAL ARRANGEMENTS**

The selected Vendor agrees to provide Coopersville Area District Library with a proposed Contract Agreement and or Letter of Understanding no later than fifteen (7) days after receipt of the "Notification to Proceed."

**COST PROPOSAL**

**ORIGINAL CONSTEPT WORK PLUS ANY ADDITIONAL CONCEPT PRICING**

Original Concept Work

Additional Concept Pricing

Proposed cost for all work related to the tasks and deliverables outlined in the Section 6. Scope of Work:

Total Cost \$ \_\_\_\_\_