



LEGAL NOTICE

REQUEST FOR QUALIFICATIONS SEALED PROPOSAL 12-121

For

GRAPHIC DESIGN AND BRANDING SERVICES

For

ST. CHARLES COUNTY GOVERNMENT ST. CHARLES, MISSOURI

St. Charles County is seeking Statement of Qualifications for **Graphic Design and Branding Services**. The County reserves the right to terminate the contract for reasons of violations by the successful proposer of any term or condition of the contract by giving thirty (30) days written notice stating the reasons therefore and giving the party ample time to remedy the deficiencies.

INSTRUCTIONS

One original and two (2) signed copies of the statement of qualifications must be received in a sealed envelope plainly marked “**12-121 Graphic Design and Branding Services**” with the due date and time in the lower left corner of the envelope.

An authorized representative of the company/person submitting the statement of qualification must sign it in blue ink.

Statements of Qualifications must be submitted to the St. Charles County Finance Department, 201 North Second Street, Room 541, St. Charles, MO 63301 prior to **6/29/12 at 10:00 AM**.

St. Charles County reserves the right to accept and/or reject any and all proposals.

INQUIRIES

Any questions or clarifications concerning this Request for Qualifications must be submitted in writing via E-mail to:

Kurt Mandernach, Purchasing Manager
St. Charles County Government
Finance Department
201 North Second Street Suite 541
St. Charles, Missouri 63301
Fax: (636)949-7589
kmandernach@sccmo.org

Prohibited Communication

Contact with any representative, other than through the procedure outlined in the section titled “Bid Inquiries”, concerning this request is prohibited. Representative shall include, but not be limited to, all elected and appointed officials, and employees of St. Charles County and the Agencies within St. Charles County.

Any Offeror engaging in such prohibited communications may be disqualified at the sole discretion of St. Charles County.

TERMS AND CONDITIONS

- No additions, deletions, corrections, or adjustments will be accepted after submissions are opened.
- This RFQ does not commit the County to pay any costs incurred by any vendor in preparation and/or submission of qualifications, or for procuring or contracting for the services and items to be furnished under this RFQ. All cost directly or indirectly related to responding to this RFQ (including all costs incurred in providing supplementary documentation) will be borne by the vendor.
- The electronic version of this proposal/RFQ is available upon request. The document was entered into WORD for Microsoft Windows. The Purchasing Office does not guarantee the completeness and accuracy of any information provided on the electronic version. Therefore, respondents are cautioned that the hard copy of this proposal/RFQ on file in the Purchasing Office governs in the event of a discrepancy between the information contained in or on the electronic version and that which is on the hard copy.
- An authorized officer of the company submitting the response must sign all copies, in blue ink.
- Vendors must submit three (3) signed copies of their statement of qualifications; one is to be an unbound original and so marked.
- St. Charles County will not award any proposal to an individual or business having any outstanding amounts due from a prior Contract or business relationship with the County or who owes any amount(s) for delinquent taxes, fees or licenses.
- Sealed submissions received after the designated time of the receipt of the sealed statements will be considered as “No Proposal” and “Void” and will not be opened.
- The successful firm is specifically denied the right of using in any form or medium the names of St. Charles County or any other public entity within the St. Charles County for public advertising unless express written permission is granted.
- All firms must possess the necessary and appropriate business and/or professional licenses in their field.
- Award may be made to the firm best qualified and capable of performing the desired work, subject to successful contract negotiations.

Employment of Unauthorized Aliens Prohibited (*Missouri Revised Statutes Section 285.530*)

As a condition for the award of any contract or grant in excess of five thousand dollars by St. Charles County to a business entity, the business entity shall, by sworn affidavit and provision of documentation**, affirm its enrollment and participation in a federal work authorization program (**E-Verify**) with respect to the employees working in connection with the contracted services. Every such business entity shall sign an affidavit affirming that it does not knowingly employ any person who is an unauthorized alien in connection with the contracted services. [RSMO 285.530 (2)]

An employer may enroll and participate in a federal work authorization program (**E-Verify**) and shall verify the employment eligibility of every employee in the employer's hire whose employment commences after the employer enrolls in a federal work authorization program. The employer shall retain a copy of the dated verification report received from the federal government. Any business entity that participates in such program shall have an affirmative defense that such business entity has not violated subsection 1 of this section. [RSMO 285.530 (4)]

Any entity contracting with St. Charles County shall only be required to provide the referenced affidavit on an annual basis. A copy of the affidavit is included in this proposal request. Vendors may choose to send the required documentation using one of the following options:

- Send the notarized affidavit and E-Verify MOU signature page to: St. Charles County, Attn: Purchasing Manager, 201 N Second Street, Room 541, St. Charles, MO 63301 prior to responding to any solicitations; **OR**
- Send the notarized affidavit and E-Verify MOU signature page along with a proposal solicitation response.

These documents will be kept on file. The notarized affidavit and E-Verify MOU signature page will remain current for **one year** from the date of the notarized affidavit.

**** PLEASE NOTE:**

Acceptable enrollment and participation documentation consists of a valid copy of the signature page of the E-Verify Memorandum of Understanding, completed and signed by the Contractor, and the Department of Homeland Security - Verification Division

The online address to enroll in the E-verify program is:

https://e-verify.uscis.gov/enroll/StartPage.aspx?JS=YES

OPEN RECORDS

Any and all information contained in or submitted with the proposal becomes a public record subject to the Missouri Sunshine Law when a contract is executed or all proposals are rejected. If Proposer believes that any information contained in or submitted with the proposal is protected by the Missouri Sunshine Law, Proposer must clearly identify what information Proposer believes is so protected and must also clearly identify the legal basis therefor.

REQUEST FOR QUALIFICATIONS FOR GRAPHIC DESIGNING AND BRANDING SERVICES

INTRODUCTION

The St. Charles County Government is accepting responses to this Request for Qualifications (RFQ) from firms experienced in the graphic design and identity branding services.

The County is looking for a design group to design a new logo mark and graphic theme.

- a. The firm shall provide 3 to 5 initial concepts for feedback. These will include color variations and (if applicable) the chosen tagline.
- b. Design concepts for the County's business cards and letterhead, utilizing the new brand identity.
- c. Create and execute various application of the new brand, including identity packages (letterhead, envelope, business cards, etc.) Brand integration into the current website and other multimedia applications, branded clothing, internal signage and graphics, outdoor signage.

QUALIFICATION PROCESS

Qualification will be reviewed and evaluated based on the criteria set forth in this RFQ. After evaluation of respondents, the County may elect to issue a supplemental Request for Proposals to the qualified firm(s), or may elect to begin negotiations directly with one or more of the qualified entities. The evaluation will be made by a group of individuals representing the County. This Selection Committee will review all responses to this RFQ and will identify qualified entities according to the evaluation criteria.

Respondents must meet or exceed the following criteria:

The entity must be legally capable of operating within the State of Missouri;

The entity, or the individual firms that comprise a joint venture, must have at least five consecutive years of current graphic design and branding services experience.

The entity, or the individual firms that comprise a joint venture must have current experience in providing graphic logo design and brand identity services. Experience with public entities is preferred.

The County reserves the right to reject any or all responses or parts of responses, to negotiate modification of responses submitted, and to negotiate specific elements within a response.

REQUIREMENTS OF THE RESPONSE

Responses should be prepared simply and economically, providing a straightforward and concise description of the responder's experience and qualifications related to the graphic logo design and identity branding. At a minimum, the following information should be included in the response to this RFQ. This outline is not all-inclusive and respondents can provide additional information as deemed appropriate.

In order to ensure a uniform review process and to obtain the maximum degree of comparability, the submissions in response to this RFQ must be organized in the following manner:

1. General Information

- a. Provide a transmittal letter that specifically states the responder's understanding of the work to be accomplished and briefly outlines the responder's strengths in providing the required services. The letter should also state that responder meets or exceeds the minimum qualification criteria outlined previously. This letter should be signed by an authorized corporate officer for each entity included as a team proposal.
- b. Include the name for the responder's firm/entity, address, telephone number, name of contact person, and the title of the RFQ. If the responder is a joint venture comprised of individual firms list the names of the firms/entities, addresses, telephone numbers, names of contact persons, and the title of the RFQ.
- c. Provide a table of contents that includes a clear identification of the written material by section and page number.
- d. Provide a description of the proposing entity's current legal status (i.e. Corporation, Partnership, Sole Proprietor, Joint Venture, etc.)
- e. Provide the proposing entity's current Federal and State Identification Numbers.

2. Firm Background and Qualifications

- a. Provide a profile of your organization and describe its legal structure, principal officers and organizational structure. The responder must identify and distinguish between its own experience and qualifications and that of any parent entity, predecessor and/or wholly-owned or partially-owned subsidiary of the responder.
- b. Provide a copy of any organization profile, sales brochure or other documentary information pertaining to your organization.
- c. Provide resumes of key personnel and principals of the organization. Identify the extent to which each principal executive or staff member will be involved in the graphic design and identity branding and whether such involvement will be

on a fully informed daily basis or in an advisory capacity.

- d. Provide a complete and detailed history of your organization's graphic design and branding experience for the last five years. Information provided should include a description of services provided, examples of design and branding.
- e. Provide a list of all public entities that currently use a logo that you designed or provided identity branding that is in use. Include samples of these products.

3. Compensation Proposal

- a. Please provide an outline of a potential compensation proposal that you may be willing to enter into if selected to provide graphic design and brand identity services to the County
- b. It should be noted that the County is to own all the rights to the art work and services provided.
- c. The County will contract with other vendors to provide the printing, laminating, installation etc. of the finished products.

Exception Sheet

If the item(s) and/or services proposed in the response to this proposal is in any way different from that contained in this proposal or proposal, the proposer is responsible to clearly identify all such differences in the space provided below. Otherwise, it will be assumed that the proposer's offer is in total compliance with all aspects of the proposal.

Below are the exceptions or differences to the stated specifications (attach additional sheets as needed):

Date: _____

Signature: _____

Title: _____

Company: _____

THIS FORM MUST BE COMPLETED AND ENCLOSED WITH THE PROPOSAL

Audit Clause for Contracts

Examination of Records

The Contractor's records must include, but not be limited to, accounting records (hard copy, as well as computer readable data), written policies and procedures, subcontractor files, indirect cost records, overhead allocation records, correspondence, instructions, drawings, receipts, vouchers, memoranda, and any other data relating to this contract shall be open to inspection and subject to audit and/or reproduction by the County Auditor, or a duly authorized representative from the County, at the County's expense. The contractor must preserve all such records for a period of three years, unless permission to destroy them is granted by the County, or for such longer period as may be required by law, after the final payment. Since the Contractor is not subject to the Missouri Sunshine Law (Chapter 610, RSMo), information regarding the Contractor's operations, obtained during audits, will be kept confidential.

The Contractor will require all subcontractors under this contract to comply with the provisions of this article by including the requirements listed above in written contracts with the subcontractors.

Vendor Information

Company Name: _____

Business Address: _____

Business Hours: _____

Phone: _____ Fax: _____

Email address: _____

Contact Person: _____

Authorized Signature: _____

(Indicates acceptance of all proposal terms and conditions)

Date: _____

AFFIDAVIT OF WORK AUTHORIZATION

The proposer/contractor who meets the section 285.525, RSMo definition of a business entity must complete and return the following Affidavit of Work Authorization.

Comes now _____ (Name of Business Entity Authorized Representative) as
_____(Position/Title) first being duly sworn on my oath, affirm
_____(Business Entity Name) is enrolled
and will continue to participate in the E-Verify federal work authorization program with respect to
employees hired after enrollment in the program who are proposed to work in connection with the
services related to contract(s) with the County for the duration of the contract(s), if awarded in
accordance with subsection 2 of section 285.530, RSMo. I also affirm that _____
_____(Business Entity Name) does not and will not knowingly
employ a person who is an unauthorized alien in connection with the contracted services provided to
the contract(s) for the duration of the contract(s), if awarded.

In Affirmation thereof, the facts stated above are true and correct. (The undersigned understands
that false statements made in this filing are subject to the penalties provided under section 575.040,
RSMo.)

Authorized Representative's Signature

Printed Name

Title

Date

E-Mail Address

Subscribed and sworn to before me this _____ of _____. I am
(DAY) (MONTH, YEAR)

commissioned as a notary public within the County of _____, State of
(NAME OF COUNTY)

_____, and my commission expires on _____.
(NAME OF STATE) (DATE)

Signature of Notary

Date