

MINNESOTA LIBRARY ASSOCIATION REQUEST FOR PROPOSAL: LOGO DEVELOPMENT

The Minnesota Library Association issues this Request for Proposal for the sole purpose of obtaining proposals from responsible vendors to establish a contract for Logo Development.

If awarded, the contract will commence on May 6, 2013, or on the date the contract is signed by both parties. The performance period will be determined by the production schedule and approved timeline for delivery, but it will not extend beyond the period of one (1) year after May 6, 2013.

1. Organizational Overview

In existence since 1891, the Minnesota Library Association (MLA) works with its members to promote the work of all types of libraries within the state. To accomplish this, MLA, as outlined in its mission statement, facilitates education opportunities, supports strong ethical standards, and fosters connections between the library community and its constituencies. Its 700 members comprise library staff from public, academic, school, and special libraries as well as friends of the library, trustees, and many other community members as well as corporate friends.

The Minnesota Library Association's main communication venue is its Web site, mnlibraryassociation.org, which provides information about key parts of the organizational structure (mnlibraryassociation.org/committees, mnlibraryassociation.org/subunits), advocacy and legislative initiatives (mnlibraryassociation.org/advocacy-and-legislation), and the annual conference (mnlibraryassociation.org/events/mla-annual-conference). Most promotional materials relate to these areas of the association in some way. MLA has expanded into social media as well with Facebook, Twitter, and Flickr accounts.

Over the years, there have been multiple “looks” associated with MLA through its logos. Currently the following logos are being used:



2. Project Description

This project is to design a logo that represents a unified, strong visual representation of the Minnesota Library Association. The new logo must distinguish the Minnesota Library Association from other “MLAs” (e.g. the Modern Language Association or the Michigan Library Association). The logo must be versatile and be able to be used in multiple sizes and formats, so it can be used in anything from print to social media.

This project encompasses only the design of the logo, not its implementation and printing.

3. Project Criteria

Technical criteria for logo:

- Designed in versatile, multiple formats for various platforms. Some examples of places we will use the logo include:
 - MLA Web site <http://mnlibraryassociation.org/>
 - Twitter <http://twitter.com/mnlibraries>
 - Facebook <http://www.facebook.com/MinnesotaLibraryAssociation>
 - Print communications (letterhead, brochures, etc.)
- Available in CMYK color and grayscale formats
- Designed in vector-based Illustrator or EPS files compatible with CS4, with all fonts identified in the writeup but converted to outlines in the final files.

Creative, mission-driven criteria for logo:

- Provides a strong visual representation of MLA
- Distinguishes our organization from other “MLA”s (e.g. Modern Language Association, Medical Library Association, Music Library Association, Michigan Library Association)
- Speaks to the diverse roles of libraries and librarians in Minnesota.

4. Source Selection and Deadlines

4.1 Method of Source Selection

The Minnesota Library Association is using a competitive proposals method of source selection for this service.

An award, if made, will be made to the responsible vendor whose proposal is most advantageous to the Minnesota Library Association, taking into consideration price and the other factors set forth in this Request for Proposal. The Minnesota Library Association will not use any other factors or criteria in the evaluation of proposals received.

The Minnesota Library Association may, as it deems necessary, conduct discussions with responsible vendors determined to be reasonably susceptible to being selected for this project. These discussions will be for the purpose of clarification to assure a full understanding of, and responsiveness to, the solicitation requirements.

This project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items. All contracts are subject to review by legal counsel. The vendor will be considered an independent contractor of the Minnesota Library Association, and not an employee. As such, the contractor is responsible for all applicable taxes associated with the payments.

4.2 Proposed Timeline for RFP

The following projected timetable should be used as a working guide for planning purposes. The Minnesota Library Association reserves the right to adjust this timetable as required during the course of the RFP process.

- **RFP Release Date:** January 15, 2013
- **Submission of Questions on RFP:** January 22, 2013
- **Notification of Intention to Bid:** January 29, 2013
- **Answers to Questions E-mailed to All Bidders:** January 29, 2013
- **Proposals Due:** February 15, 2013
- **Complete Evaluation of Proposals:** March 1, 2013
- **Finalist Interviews:** Week of March 11, 2013
- **Finalist Recommended to MLA Board:** April 5 to 19, 2013
- **Proposal Award Date:** Week of April 29, 2013
- **Complete Contract Negotiations and Execute Contract:** Week of May 6, 2013
- **Initial Meeting:** Week of May 13, 2013

4.3 Proposal Guidelines

- This is an open and competitive process.
- Proposals received after midnight on Friday, February 15, 2013, will not be considered.
- Sub-contracting is not permissible.

- Three individuals, design firms, or agencies will be selected for consideration and final interviews.

4.4 Proposal Submissions

- Designers, agencies, and design firms with strategic logo creation experience are welcome to submit a proposal for logo development to create brand awareness for the Minnesota Library Association.
- Proposals are due no later than midnight on Friday, February 15, 2013.
- Proposals will be submitted only in electronic format to clark881@umn.edu.
- Those submitting a proposal to design a logo must meet the following minimum requirements:
 - Present a logo portfolio and submit three (3) examples of work, including a short description of the strategy each logo was based on;
 - Have the software, hardware, and technical skills to produce vector-based files;
 - Demonstrate a thorough understanding of the Minnesota Library Association's vision and marketing goals;
 - Have a thorough understanding of and experience with libraries, library staff members, and their patrons.

4.5 Evaluation Criteria for Proposals

- Portfolio Review
- Qualifications and Recommendations
- Strategy Assessment
- Intended Approach
- Projected Timeline and Budget

5. Audience(s) and Organizational Peers

Our target audience for this logo is primarily composed of our 700-plus members, followed by all employees of Minnesota libraries -- public libraries, academic (university) libraries, school libraries, and special libraries. (Note that not everyone who works in a library is a librarian.) Other individuals and organizations, such as Friends of the Library (fundraising) groups, Boards of Trustees, community members, and corporate sponsors, are also members of our intended audience.

Our secondary audiences include members of such national organizations as the American Library Association, as well as Minnesota legislators, and administrators of organizations, such as schools and corporations, that include librarians on their staff.

Our organizational peers are other state library associations, such as the Wisconsin Library Association (<http://wla.wisconsinlibraries.org/>), the Iowa Library Association (<http://www.iowalibraryassociation.org/>), and the Indiana Library Federation (<http://www.ilfonline.org/>). For the purposes of this logo design, our goals have a lot in common with those of a large municipal library, such as the New York Public Library (<http://www.nypl.org/>).

6. RFP Response Format and Project Budget

6.1 RFP Deliverables and Response Format

1. Describe who you are and what your best asset is. Include the size of your company, and your specialty. Choose three words to introduce yourself.
2. Provide substantial information that documents your qualifications to produce the required outcomes: your ability, your capacity, your proven design skill, and your number of years of experience in the field.
3. Provide a detailed Project Plan that describes how you will implement the design and development process for this project. Include each design stage in the form of a production schedule timeline. Ideally, logo development should be completed within three to four months.
4. Provide a Project Budget that includes (a) a line-item budget for the stages of development in which your firm will provide the work described in this RFP, and (b) an hourly rate for subsequent work that may be required or deemed necessary.
5. Include a portfolio that showcases your current work, with a strong emphasis on logo design. At least 5 examples of logo design should be prominent, preferably of logos for organizations similar to the Minnesota Library Association.
6. Of those five examples of logo design, at least three must include a short description of your strategy and solutions.
7. Provide three references from people who have used your services. We prefer that at least two of them are for the service of logo development.
8. Include the name, title, and contact details of the person(s) who are submitting the proposal and who, if needed, can be approached for clarification on the submitted proposal.

6.2 Project Budget

Being a not-for-profit organization, the Minnesota Library Association would like to maintain a budget for this project not to exceed \$2,500. Please be mindful of the budget parameters. The Minnesota Library Association will not consider proposals that excessively exceed this budget.

7. Contact Information and Deadline

7.1 Delivery of Proposals

Proposals are due and should be submitted no later than midnight on February 15, 2013. In the e-mail subject line, please write **MLA - RFP Logo Development Submission**.

Please do not submit hard copies of any portfolios. The Minnesota Library Association will not return any such submissions.

7.2 Point of Contact

Any questions or comments, as well as complete proposals, should be directed by e-mail to:

NAME: Kirsten Clark

TITLE: Minnesota Library Association, Board Member and Logo Committee Member

EMAIL: clark881@umn.edu