



152 West Cedar Street • Sequim, Washington 98382-3317 • Area Code 360
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Request for Proposal

Logo Design for the City of Sequim

Project Description:

The City of Sequim, Washington announces a call to artists, designers and graphic design businesses to submit a proposal for the design of a new city logo. Those interested should submit examples of prior logo work and a quote to create a logo for the city.

It is expected that the logo will be used on all materials produced by and for the city including signage, printed materials, advertisements, products, website, e-mails, letterhead and any other chosen materials. The logo will be designed so that it can officially represent the City of Sequim and serve as an icon for tourism marketing. The logo must be designed so that it is able to be trademarked and/or copyrighted.

The logo is a critical element of establishing an image for the City of Sequim. The logo must, at a glance, give the city a distinct and easily identifiable identity. It must transition between signage, print and online media and it must stand out from other logos as unique.

Submittal:

Each submittal should include the following:

- Samples of logos you have designed
- A description of the process you would go through to create a new logo for the City of Sequim
- A summary of your design experience
- Contact information for three references to whom you have provided similar design services
- A quote for the cost to design and complete the work as described in the “Final Logo Design Deliverables and Requirements.”
- Method and process you would undertake to ensure the logo is eligible for copyright and/or trademark registration in the name of the City of Sequim. (visit <http://www.uspto.gov/trademarks/process/index.jsp> <http://www.copyright.gov/forms/> for more information)

Submittals should be submitted digitally via e-mail or on one DVD or CD in PC format.

Note: Information provided in response to the Request for Proposal for the Logo Design for the City of Sequim will not be returned.

The City of Sequim reserves the right to reject any responses submitted and to decline to proceed with this process at any time without liability to the City of Sequim. The City of Sequim reserves the right to negotiate specific requirements and costs. This Request for Proposal for the Logo Design for the City of Sequim is not be construed as a contract or commitment of any kind.

The deadline for submittals is 5:00 p.m. on Friday, December 16, 2010. Late submittals will not be accepted or considered.

Final Logo Design Deliverables and Requirements:

The following describes the final logo versions and other requirements that the chosen designer will develop and deliver:

- Provide logo in black and white and four color versions
- Provide PMS color numbers for all versions
- Provide logo in electronic high resolution format
- Provide logo in downloadable resolution versions as requested
- Work with city staff to establish user standards and guidelines
- Draft copyright and trademark applications for design in the name of the City of Sequim

Release of Ownership:

- Chosen designer will release all rights of ownership of the logo to the City of Sequim upon selection and completion of the logo.
- Chosen designer will waive all rights to the use of the logo and will not use the logo or its likeness for any other purpose except inclusion in their professional portfolio.

Evaluation Process:

All submittals will be evaluated in accordance with the following factors:

- Quality and style of sample logos submitted
- Past experience in logo design
- Compatibility of philosophy for design process
- Customer references
- Ability of designer to meet project schedule timeline

Project Schedule Timeline:

- December 16, 2010 Deadline to receive submittals
- January 14, 2011 Notifications sent to designers
- January 28, 2011 Designer meets with City Design Committee
- February 10, 2011 Designer presents first round of thumbnails
- February 22, 2011 Designer presents refined concepts
 Committee selects final design
- February 28, 2011 Designer refines final design
- March 4, 2011 City Design Committee accepts final design
- March 15, 2011 Designer submits all logo components to City

How to submit proposals:

Send completed proposals and samples by standard mail to Barbara Hanna,
Communications and Marketing Manager, City of Sequim at 615 N. 5th Ave, Sequim,
WA 98382 or e-mail bhanna@ci.sequim.wa.us

General Questions should be directed to Barbara Hanna 360-681-3422 or
bhanna@ci.sequim.wa.us