



## **Request for Proposal: Logo and Branding for the Stratford Library Association**

### **A. Objective**

The Stratford Library Association (The Library) of Stratford, CT, seeks a consultant or firm to develop a new logo and brand identity, consistent with the Strategic Plan and Marketing Plan we recently completed. The Library seeks modern, professional branding that reflects its mission and can be used across departments and in print materials, online, email, and social media. The Stratford Library seeks to strengthen its outreach to promote the Library, increase its utilization, expand community engagement, and improve donor engagement.

### **B. Deadline for Receipt**

Proposals must be received via email before 10:00 a.m. on September 8, 2025. Proposals should be addressed to Rachel Heerema, Director of Library Development, Stratford Library, and PDF file(s) emailed to [giving@stratfordlibrary.org](mailto:giving@stratfordlibrary.org).

### **C. Background**

The mission of Stratford Library is to empower and enrich our diverse community by providing access to innovative services, information, and ideas. The vision for Stratford Library is a welcoming and dynamic community center for a diverse and evolving Stratford, recognized as the Town's essential partner in guiding all residents to access the informational, educational, and cultural resources they need to thrive. The Library offers an array of programs, services, and instruction for children, teens, and adults. Community events include story hours, craft programs, computer classes, lectures, music, film, theater, and special events throughout the year. It also provides exhibit space, makerspace, digital video editing studio, computers, public Wi-Fi, and technological assistance.

The Stratford Library Association opened its doors in 1896, and as an Association Library, is the principal public library for Stratford, CT. A 22-member Board of Trustees governs the Library. The Stratford Library Association operates the Library. The Town of Stratford provides 90% of the annual budget of \$4 million, with the other 10% coming from endowment proceeds, fundraisers, grants, and private gifts. The Library and Town jointly own the premises.

The Library serves a diverse town of 52,454 people. According to the U.S. Census, 69% of residents are White, 12% Black, 2% Asian, 8% Two or More Races, and 19% Hispanic or Latino. Further, 13% were born outside of the United States. The Stratford Board of Education reports that 49 languages are spoken by enrolled students (Spanish, Portuguese, Polish, Arabic, and French-Creole being the most common). The median household income is \$93,820, but Stratford has a 7.9% poverty rate. 92% of Stratford residents over 25 years are high school graduates, and 38% hold a

Bachelor's degree or higher.

51% of Stratford residents are current library cardholders (significantly higher than the statewide percentage of 31%). The Library averages 500 visitors per day. The collection consists of nearly 115,937 physical items, with an annual circulation of 302,418. Downloadable books and media are growing in popularity, representing 33% of total items borrowed last year.

The Library has 45 staff members (16 full-time equivalents). The Library is open 58 hours a week: 10 am – 8 pm Monday to Thursday; 10 am – 5 pm on Friday and Saturday; and open on Sundays from 1 pm to 5 p.m. from October to May. Library programs are a high priority and play a significant role in driving traffic to the facility. In FY 23-24, 1,813 on-site programs were held, with 36,997 attendees.

#### **D. Scope of Work**

The selected firm is expected to complete the following:

1. Review the Strategic Plan (<https://stratfordlibrary.org/strategic-plan>), focus group reports (to be shared with the winning firm), and recently completed Marketing Plan (<https://www.dropbox.com/scl/fi/0wknbtq7c6i7od12mio0k/SLA-Marketing-Plan-FINAL.docx?rlkey=n6r39n280xjb6ng91nzyxvp3n&e=2&dl=0>), and identify any gaps in information critical to rebranding. Incorporate the Library's vision, mission, and values into the design process.
2. Audit existing brand and marketing materials, including the Town of Stratford logo and colors (attached).
3. Work with Library staff to develop and conduct any internal and/or external focus group, survey, or other exploratory process to complete information gathering, as necessary.
4. Draft a new logo for the Library.
5. Create a brand style guide for the library, including a logo, fonts, color palettes, etc., including file formats (e.g., SVG, PNG, JPG, EPS) and usage scenarios (e.g., dark/light backgrounds).
6. Create sub-brands and colors/icons for the Children's, Teens, Adults, and Tech Services/Make Makerspace departments as part of the brand family where the Library brand is the main brand.
7. Engage with Library staff to finalize the brand identity and templates.
8. Provide guidance for the prioritization of print and online roll-out of the new branding, logo, and print materials.

#### **E. Deliverables**

1. **Logo design:** Multiple formats for various channels
2. **Brand style guide:** Color palette and schemes, fonts, logo usage guidelines, and other design elements.
3. **Brand identity templates:** Letterhead, business cards, Social Media headers and frames, program flyer template, and Constant Contact headers.

#### **F. Proposal Content Requirements**

1. A **cover letter** providing a brief description of the firm or individual, including the name, address, phone number, and email of the principal contact person.

2. A **brief approach** that the consultant/firm will take to create a new logo and brand identity for the Library. This should include a description of the methodology, tasks, timeline, and estimated total amount of time that would be spent on the project.
3. A **description of the consultant(s)/firm**.
4. **Examples of two prior similar engagements**, either with public libraries or other non-profit organizations.
5. **Exclusions or exceptions**. Please note and explain any part of the proposal that is beyond the consultant's expertise.
6. **References and contact information for three (3) library or non-profit organizations** for which the consultant/firm has provided similar services.

#### **G. RFP Standards and Selection Criteria**

1. The Stratford Library Association reserves the right to cancel the award of the contract at any time before the execution of the contract by both parties. The responding consultants bear sole risk and responsibility for costs incurred in the preparation of the proposal.
2. No Library Board or Staff member shall have a financial interest in this proposal.
3. In cases of disputes over differences of opinion as to the services of the proposal, ***the decision of the Stratford Library Association shall be final.***
4. The Library reserves the right to ask for clarification of a proposal and to make a selection based solely on the proposal or to negotiate further with one or more respondents.
5. The Library reserves the right to reject any or all responses to the RFP, including incomplete ones.
6. The proposal will be evaluated on the following criteria:
  - a. Responsiveness of the written proposal to the purpose and scope of the project.
  - b. Demonstrated knowledge, skills, and experience in logo creation and branding materials for public libraries or other non-profit organizations.
  - c. Understanding of the library sector or equivalent experience with civic, educational, or community-serving organizations.
  - d. **Lump-sum cost** to complete the work described.
  - e. Feedback from references.
7. The Library may interview those short-listed.

#### **H. RFP and Planning Process Timeline**

1. Proposals in PDF format must be received via email before 10:00 a.m. on September 8, 2025.
2. All **questions** must be submitted via email to [giving@stratfordlibrary.org](mailto:giving@stratfordlibrary.org) and received no later than August 22, 2025, at 5 pm. Telephone inquiries will not be addressed. Answers will be provided by August 28, 2025, on [www.stratfordlibrary.org/rfpupdates](http://www.stratfordlibrary.org/rfpupdates)
3. Work will begin no later than October 1, 2025.\*
4. Completed Logo and branding materials to be submitted to the Director of Library Development no later than December 5, 2025.\*

\*Alternate start and completion dates may be set by mutual agreement of both parties.