

Questions to Answer on August 28

Budget Questions:

- Before investing time into creating a thoughtful of proposal, we would like to know your anticipated budget (or range) for this project to confirm if your project is a good fit for Parts & Labor. You may use an approximate number or range.
- Do you also have a budget range or not-to-exceed amount in mind?
- Is there a budget range or not-to-exceed amount for this project?
- The SLA Marketing Budget document indicates a budget of \$10,000 for Logo Design. Does this figure also include the other deliverables mentioned in the RFP such as sub-brand logos, the style guide, and branded marketing materials such as stationery, social media headers/frames, program flyer template and email template headers? i.e., is there a budget range for this project?

Stratford Library anticipates this project will cost between \$10,000 and \$20,000. However, this project is new, and we do not have a precedent for costs. Please submit your proposal and include your best cost estimate. Library staff will review all proposals based on the full range of all RFP standards, including cost.

Decision-Making:

- Who will be the primary decision-makers during the process and how will feedback be provided?
- Will there be a single point of contact on your team, or multiple stakeholders involved in reviews and approvals?

Stratford Library has an established Marketing Team, consisting of the Library Executive Director, Assistant Director, Director of Library Development, and Head of Public Relations and Adult Programming. The Director of Library Development will be the point person in between meetings.

Review Rounds:

- How many review rounds are anticipated for the logo and brand identity before final approval?
- How many rounds of review/feedback are anticipated?

Two to three rounds. The third round should be minor edits.

Scope of Work:

- Does the scope include brand strategy (purpose, positioning, messaging) or is it focused mainly on design?
- Will the brand style guide need to include guidelines for photography and imagery in addition to logo, fonts, and colors?

The brand style guide should include a logo, fonts, color palettes, etc., including file formats (e.g., SVG, PNG, JPG, EPS) and usage scenarios (e.g., dark/light backgrounds) as well as sub-brands and colors/icons for the Children's, Teens, Adults, and Tech Services/uCreate Makerspace departments as part of the brand family where the Library brand is the main brand.

Guidelines for brand strategy (purpose, positioning, messaging) or photographs and imagery would be a bonus.

Are there accessibility requirements for the brand such as WCAG-compliant color contrast?

Using WCAG-compliant color contrast formulas would be great.

Are there key milestones or deadlines driving the timeline?

Stratford Library is in a growth phase with projects like website redesign and indoor wayfinding signage to follow the completion of this project.

Are we expected to conduct new focus groups or surveys, or will existing research from the Strategic Plan and Marketing Plan be sufficient?

We believe there is enough content in the Strategic Plan and Marketing Plan to provide context for the branding work, however vendors may have their own methodology for this work, which we will support as needed.

Does Stratford Library have a vendor of record (i.e. existing relationship with a design/marketing agency) that will also be submitting a bid?

Stratford Library has sent this RFP to several design vendors with whom we have an established working relationship.

I also wanted to ask if you are able to take calls with potential vendors? We don't usually respond to RFPs unless we can get a call with the client and also get a budget range.

No, we will not meet one-on-one with any vendor before the RFP submission date. Please indicate in your RFP response if you would like to meet with us, and we will plan a meeting with you if you are a finalist.

If new research is needed, will the Library handle participant recruitment or should the consultant manage it?

Stratford Library will conduct participant recruitment, as needed.

Is the October 1 to December 5 timeline fixed or is there flexibility if more research or iteration is needed?

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

Should the departmental sub-brands have distinct visual identities or simply color and icon variations of the main brand?

Icon variations of the main brand. Currently, each department has its own color, which doesn't relate to the Library brand colors.

The website says proposals should be addressed to Rachel Heerema, Director of Library Development, Stratford Library, and the PDF file should be emailed to giving@stratfordlibrary.org. However, the RFP says: Proposals should be addressed to Sheri Szymanski, Director, Stratford Library, and pdf file(s) emailed to sszymanski@stratfordlibrary.org. Should proposal be submitted to both parties?

Submit proposals to giving@stratfordlibrary.org.

What would success look like for this project from your perspective?

Modern, professional branding that reflects the Library's mission and can be used across departments and in print materials, online, email, and social media. The branding should strengthen the Library's outreach capacity to promote the Library, increase its utilization, expand community engagement, and improve donor engagement.

Will the Town of Stratford logo and colors need to be incorporated into the Library's branding or are they only for reference?

Stratford Library would like to incorporate the Town of Stratford colors to reference the Town as our largest funding partner.