



# CITY OF LOCUST GROVE

## REQUEST FOR QUALIFICATIONS

City branding and related design materials

The City of Locust Grove is located approximately 35 miles southeast of downtown Atlanta on Interstate 75. As an exurb of Atlanta, our city offers an expanding variety of housing, retail, dining, lodging, and business opportunities. With about 6,715 residents according to the latest census estimates, Locust Grove is experiencing a record-breaking year of single-family home development. The area's access to major transportation systems make Locust Grove and Henry County a strategic location for warehousing and distribution centers. Recent increases in residential and commercial development present the City with a unique opportunity to refine our brand identity.

Current branding used in marketing, print materials, promotional items, signage, as well as City services and tourism websites includes several logos that appear visually unrelated. These brand materials include the City seal, Main Street logo and slogan, as well as two tourism-related logos designed in conjunction with the 2016 [www.visitlocustgrove.com](http://www.visitlocustgrove.com) website redesign.

The City seeks to unify our marketing and communications materials with a strong brand statement, branded design elements, and guidelines for proper usage of such elements. All existing brand materials, including the City Seal, may be discarded entirely or modified as appropriate throughout the course of the rebranding process.

### I. SCOPE OF WORK

The City of Locust Grove is soliciting statements of qualifications from marketing agencies and graphic designers for the development of new branding for the City, with focus in four general areas: Main Street; Tourism Development; Economic Development; and City Governance. The process should develop a dynamic design of a new primary logo(s), tagline, and related brand elements by areas including such items as development of corporate branding for economic development and wayfinding features. Final brand elements should include logo with variations, guidelines for typography and typeface, primary and secondary color palettes, and a visual brand guide for consistent usage of brand elements. The selected firm will be tasked with designing an updated corporate image for the City of Locust Grove to be used in the design of banners, City flag, print materials, gateway signage, web content, and other forms of media, and therefore must be rendered in various sizes and file formats.

The ideal candidate will work with the City in a continual brand development process, including solicitation of public input and review and revisions as directed by City officials and key staff.

### II. PROJECT DELIVERABLES

The City of Locust Grove is seeking the following project deliverables:

- A. City Brand Statement

- B. Final logo design and development
- C. Final logo in various sizes, file formats, color modes, and resolutions
- D. Style sheets and other templates in electronic format.
- E. Full primary and secondary color palettes
- F. Complete brand style guide including the guidelines for composition, usage, and thematic design of all brand elements.

### **III. STATEMENT OF QUALIFICATIONS**

A. Written Statement of Qualifications should include:

- Basic company Information including name, contact information, address of headquarters, website, and ownership information.
- Evidence that the Firm's experience includes successful work in place branding similar to the project the City is undertaking.
- The names and resumes of key staff expected to be utilized for the Work;
- A detailed resume, including email address, office location, and telephone number of the individual(s) who will be responsible for future contracts, if necessary.

B. Proposed schedule for delivery of goods or services.

C. Any additional information deemed necessary to demonstrate the Firm's ability to successfully complete the scope of work.

### **IV. SUBMISSION OF PROPOSALS**

Prior to submittal, interested candidates should register with the City of Locust Grove. Pre-submittal meetings will be held at 10:00 AM June 14<sup>th</sup> at the Locust Grove Public Safety Building (3640 Hwy 42, Conference Room B) Attendance is not mandatory, but highly encouraged. Hard copy proposals should include a separate cost element in a sealed envelope as well as a redacted version of the proposal on a flash drive in PDF format (excluding financial information). Proposals will be accepted until 2:00 PM, June 29, 2018. At which time they will be publicly opened and read aloud. Proposals received after the above date or at any location other than Locust Grove City Hall will not be considered. Please submit proposals in duplicate to:

Locust Grove City Hall  
P.O. Box 900  
Locust Grove, GA 30248

Statements of Qualifications are legal and binding upon the bidder when submitted. The written SOQ and proposal documents supersede any prior verbal or written communications between the parties.

Responses received by any other method will not be accepted. Receipt will be confirmed upon delivery. If you do not receive a confirmation within 24 hours, call 770-692-2320.

### **V. REQUIRED SUPPLEMENTAL DOCUMENTS**

Responses to this RFQ must also include the following information/attachments:

- A. Resumes of Key personnel who will be directly involved with the project
- B. Proposed project schedule
- C. Fee schedule/hourly rate (in separate, sealed envelope)
- D. Design Firm's Business License
- E. Relevant portfolio or examples of previous similar work

#### **VI. EVALUATION OF SUBMITTALS**

The City will evaluate each submittal based on its own merits. Factors to be considered will include, but are not limited to:

- A. Ability and relevant expertise of the Firm's personnel to be used on the project;
- B. Experience in the discipline and in projects similar to the City's project.
- C. Track record of success managing the stated services on previous programs/projects similar in nature;
- D. Education, experience, and availability of staff expected to be utilized for the Work;
- E. Firm's physical location in relation to the City, familiarity and awareness of the City's issues, opportunities, and constraints;
- F. Demonstrated ability to meet schedules without compromising product quality.
- G. Performance on prior projects with the City, if applicable.

#### **VII. SCHEDULE OF EVENTS**

RFQ Issue Date	June 1, 2018
Pre-submittal meeting	June 14, 2018 10:00 AM
Deadline for receipt of written questions	June 20, 2018
Deadline for posting of written answers on City Website	June 22, 2019
Proposal due date	June 29, 2018 2:00 PM EST
RFQ opening	June 29, 2018
Oral presentation for short-listed vendors (subject to change)	July 26, 2018
Anticipated award date	August 6, 2018

The City of Locust Grove reserve the right to accept or reject any and all proposals. Contact Anna Ogg at [aogg@locustgrove-ga.gov](mailto:aogg@locustgrove-ga.gov) for further information.

*The City of Locust Grove reserves the right to accept or decline any bid or proposal made on any proposed purchase or contract. It is the policy of the City of Locust Grove not to discriminate on the basis of race, color, national origin, age, sex, or disability in its hiring and employment practices, or in admission to, access to, or operation of its programs, facilities, services, and activities. The Firm certifies and warrants it will comply with this policy with regard to all aspects of this contract.*

**Current brand logos:** City Seal, Locust Grove Main Street Logo, "...in the Grove" slogan, visitlocustgrove.com logo, round logo used primarily in tourism-related materials.



*... in The Grove*

