

NOTICE: REQUEST FOR QUALIFICATIONS

BENTON COUNTY BRANDING SERVICES

Project Summary

Notice is hereby given that statements of qualifications will be received by Benton County, Washington, from graphic designers for the design of a new Benton County logo and brand elements by submitting them to Shyanne Falconer via e-mail at shyanne.falconer@co.benton.wa.us no later than **June 27, 2017 at 4:00 p.m.** Qualifications submitted after this date and time will not be considered.

Desired Result

The desired result is the creation of an updated Benton County logo as well as related brand elements, including variations of this logo and primary and secondary brand color palettes, which will be used by all County departments and offices and will enhance the County's public image. The new logo will be used on Benton County business cards, letterhead, envelopes, social media, and the County website and therefore must be rendered in various formats and sizes.

Process

Benton County is seeking a graphic designer who is willing to work with the County in a continual brand development process, which may include multiple reviews by County officials and personnel and changes or revisions to the logo and brand elements as necessary or desired. The County's elected officials and managers will be participating in the development process, and as such, the final design is subject to their review and approval. Contractor selection is based on submitted qualifications and potential interview(s).

Project Schedule

All responses to this RFQ will be reviewed by the Benton County Sustainable Development team ("Development Team"). The Development Team will select two firms/individuals for interviews, and from those firms/individuals interviewed, will select the designer(s) for this project.

The estimated project schedule is as follows:

June 13	Advertise RFQ
June 27	Deadline for Submitting Responses
July 3	Interview and potential selection of designer
July 7	Final selection of designer
July 25	Final Agreement & BOCC Approval of Professional Services Contract
July 25	Project start date

Project Deliverables

Benton County is seeking the following project deliverables:

- Final logo design and development;
- Final logo in various sizes, color modes, formats, and resolutions; and
- Full primary and secondary brand color palette.

Any questions may be directed to:

Shyanne Falconer

Community Programs & Public Relations Coordinator
(509) 222-3760

Shyanne.Falconer@co.benton.wa.us

OR

Adam Fyall

Sustainable Development Manager
(509) 736-3503

Adam.Fyall@co.benton.wa.us

REQUEST FOR QUALIFICATIONS APPLICATION

BENTON COUNTY BRANDING SERVICES

Submission Requirements

RFQ Applications and all required supplemental documents must be submitted via e-mail in electronic PDF format (in one document) and must be received by the County no later than 4:00 p.m. (PST) on June 27, 2017. All submissions must be sent to:

Shyanne Faulconer, Community Programs & Public Relations Coordinator

shyanne.faulconer@co.benton.wa.us

SUBJECT LINE: Branding RFQ Submission

RFQ Application

Organization Name:

Contact Name & Title:

Phone Number:

Physical Address:

Mailing Address:
if different from physical address

Email:

Website:

References

List the names and contact information for similar work or projects completed by your organization.

Reference #1:

Organization Name:

Contact Name & Title:

Phone Number:

Email:

Reference #2:

Organization Name:

Contact Name & Title:

Phone Number:

Email:

Reference #3:

Organization Name:

Contact Name & Title:

Phone Number:

Email:

Required Supplemental Documents

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

- Resumes of key personnel who will be working on the project
- Fee schedule/hourly rate
- Relevant portfolio or examples of similar previous work

Evaluation Criteria

Firms/individuals submitting letters of interest and statements of qualifications in response to this RFQ will be evaluated by Benton County Development Team based on the following:

- Fee schedule/hourly rate (including any administrative fees or surcharges);
- Experience working with government organizations on similar branding projects;
- Relationships with prior clients, as demonstrated with listed references;
- Ability to translate specific directives into a creative design result;
- Examples of previous work (*i.e.* relevant portfolio); and
- Ability to provide the project deliverables.

The County will evaluate all applications using the above-stated criteria, and using the procedures it deems best, will award the Contract to the applicant that will provide the highest quality services at the lowest cost. The County reserves the right to reject all applications and discontinue the process if it determines that such course of action is in the best interests of the County.

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