

## City of Livingston

### RFP for Brand Development Services

#### Addendum No. 1

This addendum provides answers to questions received before the deadline established in the Request for Proposals. Please note that the due date for receipt of proposals is unchanged from the RFP.

What issues or problems are you seeking to solve with a better-developed brand?

Our current logo is difficult to reproduce and scale effectively.

Is this project funded?

Yes.

Do you have a budget or a budget range you are expecting for this project?

We anticipate staying within \$15,000 for the development services contract. Additional funds will be provided for the implementation (ordering of branded materials).

What is your selection process/timeline?

We are hoping to notify of awards within 30 days of RFP closure.

When would you expect to begin work on this project?

Immediately upon completion of contract negotiation and after the City Commission has approved the contract in a public meeting.

On pg 4 of the RFP F.3. under "Identification of Proposals" - it specifies that proposer must submit an original and 3 copies. However, in the section above (F.2.), the RFP confirms that proposals can be delivered in person or electronically. Can you confirm that the original and 3 copies only pertains to those delivering in-person/via USPS? Are there any digital parameters we need to adhere to outside of 12-point font and 8.5x11 page sizing?

That is correct. The entire proposal may be submitted electronically.

In evolving the city's brand, what are some of the things you are looking for the new brand to express? What challenges/hurdles have you experienced with the current brand? Why is there desire to change it?

The desire to change the logo stems from a need to freshen and update it to be more reflective of our community as a whole. The current logo/brand while historic and beautiful, is very challenging to scale and reproduce effectively.

How does the City view the [Chamber](#) and [Explore Livingston](#) brands in relation to the new City of Livingston brand? Should they relate in some way?

They do not necessarily have to relate or tie to one another. The City Logo will be representative of the total community and the services that the City of Livingston provides for residents.

Are agencies based outside of Montana allowed to apply? Will preference be given to local agencies?

This is an open RFP nationwide.

For the proposal submission, should the Letter of Transmittal, Technical Proposal and Cost and Price Proposal be sections of one single document? Or, should they be 3 different documents? Also, do all of those pages fit into the 25 page limit?

All should be in one document and fit within the 25 page limit. Coverage pages, title pages, dividers etc do not count to the 25 page limit.

How many groups from the city will be involved?

That is to be determined.

Along with their initial input, will individuals from these groups be part of the review and decision process of the brand identity?

Most likely but the decision rests with the City Commission.

Who will be part of the review and decision process of the creative?

The decision process will be overseen by the Livingston City Commission.

What does the Chain of Command/Responsibility look like for the design, and copy approval process when working with your agency partner?

The decision will ultimately be made by the City Commission with input and recommendation from the City Manager after a robust public input process.

Specific to Work Plan, page 10:

C (5): Does the City of Livingston desire to maintain its website on the Drupal platform or be open to considering moving that to a platform that may provide additional customization, internal maintenance, and scalability features?

We do not intend to change our website at this time.

What is the anticipated award notification date?

We hope to notify within 30 days of RFP closure date. This maybe a little longer depending on public commission meeting schedules.

Will you accept budget ranges?

Yes but the contract awarded will be for a firm-fixed price.

Once, approved logo/theme/tagline is approved and finalized, will you need a new homepage/webpage design or plan to replace the logo on the existing site?

No – we will integrate with our existing site.

Would you consider a new font for the website to accompany the new branding?

Possibly.

Are you looking for any additional messaging besides the tagline?

Not at this time.

Is there an incumbent contractor currently performing this work?

There is no incumbent.

Is there a potential for this relationship to continue past the Brand Identity project? For example, to create additional work: print or digital advertising, etc.

There is that possibility.

The objective of the RFP is clear so far as scope and deliverables. I was curious about any specific challenge(s) the City has faced that's resulted in the decision to pursue branding development services now. Any pain points in particular?

No pain points in particular, it is just time to freshen and update the branding to represent our community.

The RFP requests double spacing. Does that mean line by line or just in between paragraphs?

Line by line please.

Will a formal cover or TOC count against the 25-page limit?

It would not count as one of the 25 pages.

Do you have an idea of what the period of performance/deliverables schedule will be from the time of project kickoff?

Ideally 90 days but we understand that we may need some flexibility.

Do figures and tables need to comply with the 12 pt font requirement?

Yes please, wherever possible.

What is your preferred communication style and frequency?

Email and as needed.

Do you have a dedicated design or copywriting resource, be it a freelancer or an in-house team, to support the ongoing rollout and implementation of the branding? If the answer is no, who in the organisation would be typically producing new communications, designs and campaigns?

In house staff handle updating our media including department leaders and support staff.

You state that many groups will need to be consulted for input. Can you detail more about this project's key stakeholders (individuals, teams or organizations), both from an engagement perspective and interim approvals/final sign-off?

This effort will have a robust community engagement process through development and delivery of a logo. The elected officials will have the final decision making on which logo to move forward with. Groups will likely include staff, elected officials, community non-profit organizations, partner agencies and community leaders.

What does City of Livingston's annual marketing budget look like (e.g what types of activities are budgeted for and approximately how much budget is allocated to those activities)?

The City does not have a specific marketing budget but does have advertising budgets in each department to meet the needs of public notice requirements, social media and recruiting.

Is there a separate budget being put aside for production costs (e.g video/photoshoot, printing, etc)?

Not at this time.

Are there any timelines and/or key milestones this project is working towards?

We are hoping to work within a 90 days timeframe.

Are there any specific accessibility requirements the visual identity(-ies) must take into consideration (e.g ADA Standards, WCAG, etc)?

ADA standards.

Part of the scope includes 'creating a uniform brand identity for the City of Livingston and its component departments and organizations'. Noted that departments or organizations for the two initial logo variations are yet to be determined. However, are you able to provide an example of what those could be?

We have several departments within our organization like Public Works, Recreation and Parks. The City also has advisory boards and commission like the Parks and Trails Committee, Tree Board, Zoning Commission and others.

You state that the City of Livingston City seal is currently used interchangeably with the current City logo. Do you foresee this still being the case in the future? Are you open for the proposer to suggest a strategy in terms of usage for both elements?

We are open to suggestions or recommendations.

Are you expecting to receive the final style guide document in PDF format and/or any other types of files? Are you open to considering using online guidelines tools, e.g Canva, BrandBox, Frontify or any others?

We do use Canva but we hope to receive this in PDF format.

*“Electronic templates of primary communication tools in variety of commonly used formats. Primary communication tools include letterhead, business cards, email signatures, signs, and any other templates recommended by contractor”*

Can you please confirm that the formats outlined below are in line with your expectations:

**Yes they are.**

Letterhead - supplied as Adobe Indesign and/or ready-to-use MS Word template + PDF for reference

Business card - data-merge ready file supplied in Adobe Indesign format + PDF for reference

Email - PDF supplied for reference outlining font, font sizes, margins etc in detail for your IT partner to upload across all users

Signs - can you please provide a list of pieces of signage that the proposer will be required to create as part of this program?

**Location and wayfinding signs would be examples of signs.**

“Vector-based copies of the website header and footer graphic” Please specify the format your web developer will require the website headers and footer design to be supplied in (e.g working files in Adobe InDesign, Figma, or a reference PDF).

**Reference PDF should be sufficient.**

Noted that full website design and/or copywriting is not required at this stage. Also noted a list of City communication avenues provided. There doesn’t appear to be any digital-media focused deliverables, for example, banner ads or social media indicative applications. Can you please confirm that the City doesn’t use these channels and therefore such assets will not be required.

**That is correct.**

---

Under F. 2 and 3. It addresses types of proposal to submit. For clarity, is it acceptable to either provide hard copies (original and 3 copies) or electronic (email)? Or are the hard copies required regardless of electronic copy?

**Either or both are acceptable.**

Do you expect for an engagement process involving community stakeholders, elected leadership and staff?

**Yes, we do, civic engagement will be a key component of this process.**

. Is this a reimbursement system where work must be completed prior to payment being made? i.e. payments being made in phases based on deliverables completed?

**We will collaboratively determine this at the time of contracting as to phased payments and invoicing requirements.**

To brand effectively, there needs to be an extensive level of research done of Livingston, will there be opportunities outside of the virtual meetings with different groups to visit in person to capture the essence of the town?

**Yes, and we can determine reimbursement structure at the time of contracting if selected.**

What would the CITY OF LIVINGSTON gain by being more diverse and inclusive?

The City of Livingston is a very inclusive city already with a diverse and vibrant community. Every community gains both tangible and intangible benefits through diversity and inclusion.

How long have you used your current logo?

It is our original logo.

Has there been change in leadership over the last 5 – 10 years?

Yes, in the last 10 years we have had 4 changes to the City Manager role with a new manager that began in November of 2022. The elected 5 member Commission changes its make up every 2 years with the election cycle.

Is there a specific promotional campaign that may be in the near future for the brand? If so, what specific elements of Livingston need to be promoted and who will it be targeting?

There is no specific campaign in the near future. This is a comprehensive rebranding effort.

The Scope of Work references “Many Groups” that will need to be consulted for input to complete the process of a uniform brand identity. Can you list the individuals/groups or describe them so we can determine an appropriate course of action to work with them?

Many groups includes government entities, elected officials, focus groups, community members and non-profits from whom we will seek feedback.

The Scope also discusses the creation of two variant logos. Can you tell us what they are for and their use? Or are you looking for a recommended branding system that can accommodate sub brands as part of new city logo?

Logo and recommended branding to allow for cohesive messaging and recognition when being used across our varied services and departments.

Is there any existing market research that has been conducted regarding the city and its current brand? If so, can you share it with us?

There is not.

Is there a proposed target audience/demographic(s) (i.e. fly fishermen, Millenials) that the city is trying to reach with the new brand? If so, can you share what those groups are?

We are trying to reach all members of the community in an inclusive manner that captures the spirit of Livingston as well as the City of Livingston as a service provider to the community.

Is there a current contract for these services? Can we see a copy of the existing contract/bid?

There is no current contract in place.

If the proposal is submitted electronically, will the City expect copies to be mailed or will the City be able to produce any hard copies necessary for circulation/evaluation?

The City will be able to produce hard copies of submissions.

If the proposal is submitted electronically, are there any file type or size requirements or other specifications to follow?

No there are not, if a file is especially large we would recommend either a Drop Box or Zip file method of transmission.

You mention proposals are not meant to be copyrighted, is there an instance where you can imagine publishing content from a submission? If so, are we able to require authorization in advance?

Anything submitted as part of the RFP process is in the public domain due to transparency laws of the State of Montana. We will of course work with vendors through the process on advance authorization.

What would the project team look like on the City's (client's) side? More specifically, how many people would be on the project team? Will there be one primary point of contact? Will feedback be streamlined through that single point of contact?

Feedback will be streamlined through the single point of contact that is currently being determined. I would expect that a project team would be a mix of citizens and City Staff as well as perhaps an elected official.

You mention the "workgroup" and "many stakeholders" that will need to be consulted for input. We are no strangers to creating identities and systems that need to work for a spectrum of complex stakeholders. Can you please elaborate on the various stakeholder groups so that we may do our best to build a project plan that considers the full ecosystem of players involved?

We have many stakeholders as a government entity, this includes other governmental partners, employment unions, non-profit organizations, the school system, first responder agencies and civic groups and advisory boards. Advisory Boards and Commissions are located on our City of Livingston webpage and other partner agencies are as well.

Rather than creating 2 variant logos, would you consider the development of a system so that you are better set up for scaling the idea of departmental logos?

Please recommend what you believe would suit us best based on your experience. We are open to options that allow for consideration of departmental specific logos within a theme.

In Section II, A-1, would you please clarify the proposal binding method "using a single method of fastening?" I understand this as all three copies are bound the same way. Is that correct and is there a preferred binding method?

That is correct and we do not have a preferred binding method. Just as long as they are all the same.

In Exhibit B, would you be more specific on what you are referring to in the line item "Price for additional logo colorways?" For example, are you referring to the cost of additional logo concepts if none of the first round concepts are selected, additional exploration of brand colors to be assigned to different areas of City Government, or is the "Price for base scope of work" referring to the cost of one logo concept design with one color palette and then you would like the cost of what each additional logo concept and/or color palette would be?

This would pertain to additional colorways for departments or boards/committees beyond the base logo and two colorways included in the initial scope of work.

In the Scope of Work, is the City looking for the logo and seal to be on in the same or would the City like the seal to be extracted from the current logo artwork, simplified and vectorized, and then a different logo concept created for the City logo?

Ideally, the logo and seal would be easily identifiable as being tied together but they do not have to be identical. A theme throughout both is preferred.

Strategic foundation: this is probably dependent on the goals/problems in the question above, but we noticed that the scope of work focused more on the expression side (logo and design system, tagline, etc.) and not as much on the foundational story and positioning of Livingston. Is this engagement intentionally more creative focused, or is there a need for the strategic foundation?

It is creative focused intentionally.

Other relevant workstreams: Are there other activities that this work would need to tie into or be coordinated with? For example, a placemaking/placebranding effort?

Not at this time.

Timing/key milestones: are there any key deadlines, final due dates for the work, or other key milestones we need to be aware of?

All will be negotiated with the chosen vendor after notification of selection.

Could you confirm that "official letterhead, memorandum, email communication, community newsletters, press releases, flags, banners, signage, vehicles, promotional materials, etc" are not required as part of this work but the seal, logo and tagline should be provided in a manner to be integrated into this?

Templates for letterhead, memorandum, email communications etc are a part of the project. Provision of the actual hardgoods are not; but the city must be able to easily produce such items based on the materials provided.

Could you confirm "Primary communication tools include letterhead, business cards, email signatures, signs, and any other templates recommended by contractor" how many of each would be needed for this?

Those are the primary ones but we also have some social media and web presence to consider. There is no requirement to provide the referenced products, only a template to create the products from.

Will the style guide include the website and all social media and communication channels too so full redesigns?

The website platform is not intending to be redesigned at this time. However, the style guide should include references to those items and how to present the brand identity.

How many people/groups will participate in the final decision-making and approval process?

That is still being determined but the Livingston City Commission will make the final decision.

Will the variants requested be required for use by different departments of the City?

Possibly.

Will there be a mark down if a presentation is submitted?



No

Is the "8 ½ x 11" requirement under vertical or horizontal formatting? And will there be a mark down if a different format is submitted.

We prefer standard 8 ½ x 11 either in portrait or landscape format.

Confirming digital/email submissions are okay as an alternative to the 3 hard copies? Or do you prefer both?

Digital / electronic is fine.

Do resumes/dividers/covers count toward the 25-page limit?

Dividers, covers and TOC do not count toward the 25 page limit.

In Section II, A-1, would you please clarify the proposal binding method "using a single method of fastening?" I understand this as all three copies are bound the same way. Is that correct and is there a preferred binding method?

That is correct and we do not have a preferred binding method. Just as long as they are all the same.

In Exhibit B, would you be more specific on what you are referring to in the line item "Price for additional logo colorways?" For example, are you referring to the cost of additional logo concepts if none of the first round concepts are selected, additional exploration of brand colors to be assigned to different areas of City Government, or is the "Price for base scope of work" referring to the cost of one logo concept design with one color palette and then you would like the cost of what each additional logo concept and/or color palette would be?

This would pertain to the cost of additional designs and color suggestions after the first round, if not selected.

Should we be invited to interview, will the interviews be conducted in person or virtually?

We are open to either.

In budgeting for additional logo colorways, are you asking for the cost of recreating the logo design with different colors within the brand palette of colors?

We prefer the palette of colors to be similar to the website colors with a new logo.

Can you share what budget you have set aside for this work?

Approximately \$15,000 for the branding development work, additional funds for the implementation.

May we submit the proposal electronically via an emailed PDF with no hard copies mailed to you? That appeared to be one of the options.

Electronically only is fine.

In budgeting for additional logo colorways, are you asking for the cost of recreating the logo design with different colors within the brand palette of colors?

We prefer the palette of colors to be similar to the website colors with a new logo.