



Burlington Area School District
Request for Proposal
Visual Branding

Bids must be returned by 2 p.m. on Tuesday, January 4, 2022.

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Contact:

Julie Thomas
Director of Strategic Communications
209 Wainwright Ave.
Burlington, WI 53105
Office: (262) 763-0210 x 1010
Email: jthomas@basd.k12.wi.us

Return Bids by 2 p.m. on Tuesday, January 4, 2022 to:

Burlington Area School District
ATTN: Ruth Schenning, Executive Director of Business Services
209 Wainwright Ave.
Burlington WI 53105
Phone: 262-763-0210 x 1008
Email: rschenning@basd.k12.wi.us

Introduction

The Burlington Area School District requests bids to unify the district’s visual brand so its stakeholders recognize and have confidence in the Burlington Area School District. The district currently prefers an existing B/D logo (see below); however, schools and other district-affiliated entities (such as Community Education) use individual logos. We do not have the original files or the correct file format for many of the current logos, including the B/D. The district is seeking to either recreate existing logos and/or re-imagine a consistent, unifying visual brand identity. All graphics will become the sole property of the Burlington Area School District.



Our Mission

The mission of the Burlington Area School District is to develop the intellectual, physical, vocational, creative, cultural, and social capabilities of our students. Our primary commitment is to develop young people who have a lifelong quest for learning. We recognize that a quality staff with high morale is the key to providing excellent education. We are dedicated to the development of professional skills and the full human potential of all staff members and to working in partnership with adults in our community to meet our mission.

Tagline: Compassionate, Committed, Comprehensive

Timeline

Action Item	Due Date
Questions Due (Attn: Julie Thomas)	December 20, 2021
Bids/Proposals Due	January 4, 2022
Invitation to present to top bids	January 7, 2022
Presentation (virtual)	January 14, 2022
Bid Awarded	January 21, 2022
Work with Internal Stakeholders	February 2022
Finalize branding guide	April 2022
Templates and files complete	May 2022

Budget

The cost will be an important consideration. Proposals may offer a fixed rate or hourly rate, as long as charges are clearly explained and a not-to-exceed total cost for all items requested in the RFP is provided. The proposal should clearly articulate the cost for the initial concept and visual identity development and the hourly rate for subsequent graphic design work.

Scope

We are looking for a visual brand that:

1. reflects the district's compassion, commitment, and comprehensive offerings
2. is recognizable and synonymous with Burlington Area School District's quality educational experience
3. an identity that feels clean, crisp, and modern
4. answers how to represent the district's "Demon" mascot
5. promotes every student, staff member, and community member's sense of belonging.

Further, the district seeks assistance with guidance on how to apply potentially different logo marks (academic, athletic, Demon mascot) and guidance on phasing out old logos/ phasing in a unifying visual identity.

Deliverables

Final logo(s) files must be delivered in appropriate file formats (such as high resolution, png, eps, pdf, svg) **with the following variations:**

1. One-color logo(s)/ (black and white version)
2. Two-color logo(s)
3. Full color logo(s) (if necessary)
4. Horizontal and vertical variations (if necessary)
5. Scalable (range: from a favicon to a billboard), Accessible (for example, appropriate color contrast)

A branding document should be delivered that clearly identifies:

1. An exact color palette
 - o Primary: orange and black
 - o Secondary options (grey, etc.)
 - o Common applications: HEX, Pantone, PMS, CMYK, RGB
2. Typography and font usage options
 - o Common font or font family for everyday use (forms, letters)
 - o Font alternatives for special occasions
 - o Font alternatives for clothing, signage, etc.
3. Brief guidelines on proper and improper logo usage
4. Brief guidelines on potential logo usage (clothing, signage, stationery, etc.)

Develop visual brand identity elements as digital files:

1. Letterhead template
2. Business card template
3. Notecard/notepad template
4. Recommended paper stock for formal stationery
5. Official form template/s
6. Media Release template
7. Powerpoint/Google Slide template options (three)
8. Email signature
9. Flyer template/s
10. Electronic newsletter template (many schools use Smores, or TBD such as Constant Contact)
11. Print newsletter template
12. Outdoor Banner template
13. Sized social media profile applications (Facebook, Instagram, LinkedIn, YouTube, Twitter)
14. Website / Google Site art
15. App icon and App images
16. Other elements as recommended by the selected Vendor

Serve as a consultant on brand identity:

1. Educate district on branding best practices.
2. Advise on priorities for implementing the visual brand district-wide.
3. Advise on internal and external signage for district buildings.
4. Advise on pros/cons of pursuing a trademark.
5. Host brand workshops, as needed.

Elements to Include in Proposal

- Please include a short biography/biographies of key designers and/or project leads and their qualifications with the proposal.
- All proposals must include a portfolio of at least two logos and two branding guides that have been published and used.
- At least two references are requested, including at least one from a current or recent project client within the past twelve months.
- Demonstrate experience with designing logos and visual systems (for K-12 schools/districts, preferred) and experience with advising on applying and implementation of a new brand.
- Brief description of timeline and process/approach.
- Budget.

Criteria

The district puts value on a vendor's price, the visual appeal of the portfolio, experience in education (especially K-12), overall experience, and references.

Additional Information

Proposers may submit questions by email to Julie Thomas (jthomas@basd.k12.wi.us) for clarification regarding the RFP. **Questions are due by Monday, December 20, 2021.** Proposers may also submit suggestions for changes to the requirements of this RFP by December 20. Responses will be sent to all prospective proposers by December 22, 2021.

Proposals are due by 2 p.m. on January 4, 2022. Proposers who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals. Proposers must notify the district in writing if they wish to withdraw their proposals.

The district requires a physical copy of at least one bid proposal and a digital copy of the bid proposal that can be shared internally. The Proposer consents that by submitting a bid proposal the district can copy the proposal and copying will not violate the rights of any third party. The District shall have the right to use ideas or adaptations of ideas that are presented in the bid proposals.

Public information

All submitted proposals become the property of the District, and information included therein or attached shall become public record.

Proposal Costs

The District is not liable for any costs incurred by Proposer in replying to this RFP. All costs directly or indirectly, including travel costs, related to the preparation and submission of a response to the RFP, any presentations required to supplement and/or clarify a proposal, and/or reasonable demonstrations which may, at the discretion of the District, be required of the Proposer are the sole responsibility of the Proposing Vendor.

Authorized Signature

Submissions shall be signed and dated by an official authorized to bind the Proposer in legal matters.

Sealed Proposals

Proposal response materials are due by **2 p.m. CDT on Tuesday, January 4, 2022**, to:

Burlington Area School District
ATTN: Ruth Schenning, Executive Director of Business Services
209 Wainwright Ave.
Burlington WI 53105
Phone: 262-763-0210
Email: rschenning@basd.k12.wi.us

Proposals must be packaged, sealed, and marked "SUBMISSION FOR BURLINGTON AREA SCHOOL VISUAL BRANDING" on the outside of the package along with the Proposer's name and address. The pertinent information in the following quantities and formats should be included in the sealed envelope/package.

- One (1) Original signed submission (including attachments)
- One (1) Digital copy of the Submission (including attachments) in pdf format

It is the responsibility of the Proposer to ensure that proposals arrive on time at the designated place. Proposals received after this date and time will not be considered. Proposals will be opened and recorded after the response time deadline. Proposals must remain firm for ninety (90) days from the date of the opening.

Selection Process

The responses will be reviewed by an evaluation panel consisting of individuals selected by the District. In addition, at the District's discretion, to further assist in evaluation, some, one, or all of the responding Proposers may be requested to participate in a presentation. The presentation will be used as another opportunity to clarify any issues within a given response and explore the approaches that may be used to satisfy the needs and requirements of the District.

The District may investigate the qualifications of any Proposer under consideration, require confirmation of information furnished, require additional evidence of qualifications to perform the services outlined in this RFP, and/or to allow corrections of errors or omissions. The District also reserves certain rights, including, but not limited to, the following.

- Reject any or all of the submissions/proposals
- Issue subsequent Requests for Proposal
- Cancel the entire Request for Proposal
- Remedy technical errors in the Request for Proposal process
- Waive any nonmaterial irregularities or informalities
- Seek the assistance of outside technical experts in evaluation
- Negotiate with any, all, or none of the Proposers
- Accept or reject any item or combination of items
- Solicit best and final offers from all, some, or one of the Proposers

This RFP shall not, in any manner, be construed to be an obligation on the District to enter into a contract or result in any claim for reimbursement of cost for any efforts expended in responding to the RFP or in anticipation of any contract.

Acceptance of Terms/Execution of Agreement

Upon the completion of the selection process, the District shall notify the responding Proposers of the selection. If the selected Vendor is not ready to execute an agreement within thirty (30) days of notification of selection, the District may give notice to the Proposer of the District's intent to select the next most qualified proposal or call for new proposals, depending upon which course of action the District deems most appropriate.

Once the selected Vendor is ready to execute an agreement, the proposal for visual branding services submitted by the selected Proposer will be issued a Purchase Order for visual branding services between said Proposer and the District. Any subsequent agreement or contract resulting from the acceptance of a proposal shall be on forms either supplied by or approved by the District. The District reserves the

right to reject or modify any agreement that does not conform to the RFP and the District requirements for agreements and contracts.