



Village of Northbrook, Illinois

Request for Proposals
for

Branding Study and Development

Issue Date: May 5, 2022

Due Date: June 1, 2022

Submit Proposals to:

Village of Northbrook
Attn: Kylie Cerk, Communications Specialist
1225 Cedar Lane
Northbrook, IL 60062

Email: kylie.cerk@northbrook.il.us

I. Overview

The Village of Northbrook (“Village”) is looking to contract with a Branding Firm (“Firm”) for a study of the current branding of the Village in order to create a new, fresh perception for its residents, business community, and visitors. The Village seeks a strategic assessment of its current image in order to develop a new brand that is unified, modern, visually appealing, and consistent. The branding project shall provide a new, proposed brand that results in a successful written and visual municipal identity that distinguishes the Village. The new brand and design will be able to translate across all the communications platforms, professional correspondence, public information, and marketing used by the Village.

II. Community Profile

The Village of Northbrook is a suburban community of approximately 35,000 residents and a diverse economic base located in the northern section of Cook County, Illinois. Northbrook is a thriving, progressive community strategically located 25 miles north of Chicago. Home to several corporate headquarters, an upscale mall, a charming downtown, and several public transit resources, Northbrook is a prosperous village with a small-town feel. A family-oriented community, residents enjoy a variety of events and recreational opportunities, a newly remodeled library, award-winning parks and natural areas, five highly ranked school districts, religious diversity, dining and retail choices, and high quality municipal services. Northbrook has a diverse blend of rich history and strong civic-minded leadership.

Internally, the Village has 272 full-time employees comprising the Village Manager’s Office and the Development and Planning Services, Finance, Fire, Information Technology, Police, and Public Works Departments. Departments work out of six main facilities being Village Hall, Fire Stations 10, 11, and 12, the Police Department, and the Public Works Center.

III. Brand History

The Village of Northbrook’s current seal, showcasing the front of Village Hall, was designed and adopted in 1997. Since then, the seal has been used on formal Village communications and has been perceived as a logo. Some Village departments utilize their own identity, for example, the Police Department’s star and the Fire Department’s patch, and most departments have created department-specific letterhead.

In 2020, the Village completed a communications audit, which prompted a redesign of the print newsletter and e-newsletter and changes in font and color to the Village’s website. Since then, the Village has created logos for “Northbrook Strong” (an identity meant to uplift the community during the COVID-19 pandemic), “Sustainable Northbrook” (the Village’s sustainability efforts, as prompted by the Village Climate Action Plan), and the Village’s Community Commission (a commission tasked to encourage understanding, respect, and acknowledgement of the value of diversity in Northbrook).



IV. Project Requirements and Deliverables

1. The Village seeks an experienced Firm that has demonstrated success in developing brand identities for municipalities.
2. In the branding project, the Firm will develop a new logo, tagline, graphics, and design scheme. The identities of Village departments and boards and commissions shall be taken into consideration. The Firm will provide ideas for multiple taglines and logo variations for different audiences and initiatives.
3. The branding process will include a brand story, message, and style guide.
4. The Firm will provide electronic templates and tool kits to be used by staff for creating digital and print materials. The templates should allow for easy production and editing.
5. The Firm's brand design concepts shall translate across all the media the Village utilizes to communicate with the residents, businesses and visitors. Examples include website, e-newsletter, print newsletter, social media, PowerPoint presentations, meeting materials and agendas, email signatures, print pieces, signage, letterhead, business cards, etc.
6. The Firm shall provide ideas and designs for custom Northbrook "swag," giveaway items, and employee apparel options that fit with the brand.
7. The Firm shall provide ideas and designs for Village entryway signs, Downtown Northbrook wayfinding/signage, digital message boards, and general Downtown revitalization design concepts that fit with the brand.
8. Branding exercises involving Village Board members, Village staff, and key stakeholders shall be conducted by the Firm.
9. Coinciding with the completion of the brand, the Village will be conducting a redesign of its website with the website provider, CivicPlus. Any Firm selected will need to work in cooperation with the website provider to help ensure brand consistency.
10. The Village has created a new print newsletter and e-newsletter. The Firm shall consider these items during the branding process, though the Village is open to changes.
11. The Firm shall complete the project within 6 months of the start of the kickoff meeting for the project.
12. The Firm shall submit a detailed implementation schedule for the project.
13. The Firm shall submit monthly reports outlining the progress of the project.
14. The Firm shall present the final, proposed brand identity to the Village Board so they observe and hear the recommendations directly from the Firm. The presentation will outline how the brand was conceived and will be implemented.
15. A final written report outlining the elements listed above.



V. Request for Proposals (RFP) Information

1. Intent of this RFP- This Request for Proposals (RFP) is intended to provide Firms with a common, uniform set of instructions to assist them in the development of their proposals and to provide a uniform method for the Village to fairly evaluate proposals and subsequently select a Firm. This RFP provides requirements and deliverables related to this project. Firms are invited to propose a solution(s) that may include additional performances of the Firm in addition to proposed requirements and deliverables that will effectively and efficiently achieve the desired outcome of the project. If the additional performances are included, the price should be provided as an alternative with the price as specified. Additional performances should be included in the proposal as itemized additions.

In responding to this RFP, Firms should follow the prescribed format. In the proposal, the Firm is required to itemize their ability to meet the requirements and deliverables listed in this RFP using the same number system as provided in Section IV.

The Village assumes no responsibility for conclusions or interpretations derived from technical and background information presented in this RFP, or otherwise distributed or made available during this process. In addition, the Village will not be bound by or be responsible for any explanation, interpretation or conclusions of this RFP or any documents provided by the Village other than those given in writing by the Village through the issuance of addenda. In no event, may a Firm rely on any oral statement by the Village or its agents, advisors, or consultants. It is the full responsibility of the Firm to thoroughly investigate the needs and requirements of the Village not necessarily assumed in this RFP and to propose the most comprehensive branding project to most effectively meet the needs and requirements of the Village. The Village reserves the right to reject any or all proposals, to waive informalities, and to determine the best overall proposal based on the best interests of the Village of Northbrook.

2. Proposal Submittal Information

- a. Cover Letter
- b. A statement indicating whether your organization is national, regional, or local.
- c. A description of your organization's professional qualifications.
- d. An itemized response to all requirements and deliverables (Section IV) listed in the RFP.
- e. A statement indicating the number of employees, by level and/or position, who will handle the project.
- f. Provide a resume for each project team member and indicate the experience level in municipal brand development for each team member who would be assigned to the Northbrook project.



- g. An itemized pricing structure that identifies individual costs of the project and gives the Village pricing options.
- h. A sample branding plan from another municipality, if applicable.
- i. A list of at least three (3) client references indicating the type of services performed and contact information for a person who can be contacted for a reference check. Municipal references are preferred.
- j. A proposed schedule for the project.
- k. A written plan outlining how the Firm proposes to perform the services required.
- l. The name and contact information of an authorized representative must appear on the cover letter of the Firm’s proposal.

3. Invitation for Proposals- All Firm proposals are to be submitted in a sealed envelope entitled “Branding Study and Development for the Village of Northbrook” and shall be addressed to Kylie Cerk, Communications Specialist, and dropped off at the Village Manager’s Office, 1225 Cedar Lane, Northbrook, IL 60062, no later than 4:30pm CST on Friday, May 27, 2022. Proposals will not be accepted at any other location. Submit three (3) written copies of the proposal and submit one (1) electronic copy.

4. General Instruction to Firms

- **Key Dates**

Proposals will be accepted until Friday, May 27, 2022, at 4:30 p.m. CST at the Village Manager’s Office, 1225 Cedar Lane, Northbrook, IL 60062. Proposals cannot be accepted at any other location.

Milestone	Timeframe
RFP Issuance	May 5
Questions Received from Firms	Through May 16
Questions from Firms Answered	Until May 20
Firm Proposals Due	June 1
Notify Selected Firm(s) of Presentation Dates	June 10
Firm Demonstrations	June 17
Proposal reviews, reference checks, and other due diligence	June 20-24
Agreement negotiations and award	June 27-July 6
Board of Trustees approval	July 12
Project begins	July 13

Dates are subject to change. Any changes will be posted at northbrook.il.us/bids



- **Calculation Error(s)**

In the event of a calculation error on the proposal form, unit price shall prevail.

- **Questions**

Communications Specialist Kylie Cerk will act as the primary contact for this proposal. Firms shall seek clarification of any ambiguity, conflict, omission, or other error in this proposal “in writing.” Oral comments or communications do not form any part of this proposal offering. Questions should be addressed to the Communications Specialist in writing. If the answer materially affects this process, the information will be issued in an addendum. Written communications should be addressed as follows:

Email kylie.cerk@northbrook.il.us or mail to

**Kylie Cerk, Communications Specialist
Village of Northbrook
1225 Cedar Lane
Northbrook, IL 60062**

- **Inspection of Firm’s Plant and Place of Business**

The Village of Northbrook, Illinois reserves the right to inspect the Firm’s facilities and place of business of any Firm participating in this proposal offering.

- **Conflicts, Gratuities, and Kickbacks Prohibited**

The Village of Northbrook, Illinois prohibits any actual or appearance of conflicts of interests, gratuities, kickbacks, and use of confidential information in all proposal offerings.

- **Supporting Documentation**

Firms are encouraged to submit with their proposal any literature, any terms and conditions, warranty information, and other documentation to support the Firm’s compliance with the specifications contained in this proposal package.

- **Pricing Eligibility and Proposal Retraction**

All proposals are required to be offered for a term not less than 90 calendar days in duration from the submission deadline. A proposal may not be modified by a Firm during the 90-day time period following the date designated for the receipt of proposals.

- **Presentations and Interviews**

Presentations and interviews may be required of the proposal finalists as part of the evaluation process. The Village of Northbrook, Illinois will notify one or more of the responsive Firms to make arrangements for the date, time, and place for such a presentation. Firms should expect to spend (1) one to (2) two hours on their presentation and interviews.



- **Disposition of Proposals**

All proposals submitted in response to this RFP become the property of the Village once they are opened. Supporting technical manuals will be returned at the written request of the Firm. One (1) copy of each proposal shall be retained for the official files.

- **Cost Incurred in Responding**

The Village will not pay any costs incurred in the preparation and submission of proposals or in making necessary studies or designs, nor is the Village obligated to enter into a contract.

- **Prime Firm Responsibilities**

If the Firm's response includes goods and services provided by others, the Firm will be required to act as the prime contractor for all such items and must assume full responsibility to the Village for the procurement, delivery, and quality of such goods and services. The Firm will be considered the sole point of contact with regard to all stipulations, including payment of all charges and the meeting of all contractual requirements resulting from this proposal offering if a contract is awarded.

- **Disqualification of Firms**

More than one proposal from an individual, a firm or partnership, a corporation, or an association under the same or different names shall not be considered. Any or all proposals shall be rejected if there is reason for believing that collusion exists among the Firms, and all participants in such collusion shall not be considered in future proposals for the same work. No contract shall be awarded except to competent Firms capable of performing the class of work contemplated.

