

**Village of La Grange**  
**Request for Proposals**  
**for**  
**Community Brand Strategy and Visual Identity**

**Due: 5:00 p.m., March 22, 2018**  
**Village of La Grange**  
**53 S. La Grange Rd.**  
**La Grange, IL 60525**

## **SECTION ONE: PROJECT SUMMARY & RFP SUBMISSION INFORMATION**

### **SUMMARY**

The Village of La Grange is accepting proposals from qualified firms to develop a brand strategy including identification of La Grange's distinct and compelling competitive advantage and a visual identity system, including a logo, tagline, and style guide for the Village. The overall purpose of the project is to differentiate La Grange from other suburban communities in the area by developing a brand which may be used to guide economic development initiatives and marketing decisions.

### **BACKGROUND**

La Grange is located approximately 14 miles west of downtown Chicago, IL. The Village occupies a land area of approximately 2.5 square miles and has a population of 15,550. La Grange is a historic, tree-lined community with Rockwellian neighborhoods and a bustling downtown. Regularly featured in publications like Chicago Magazine and West Suburban Living, La Grange's vibrant downtown retail and entertainment district earns accolades for its excellent restaurants, independent retail options, and inviting, walkable environment.

The Village's strategic location and access to two transit stations provides for superior vehicular and pedestrian access and has supported the Village's success. La Grange Road and Ogden Avenue intersect in downtown La Grange, carrying nearly 50,000 vehicles per day through the community. Metra's BNSF rail line adds over 2,000 daily commuter boardings. The Chaddick Institute recently named La Grange as a Top 20 Transit Suburb.

Although a built out community, residential demand continues to grow. Over 270 new apartments and condominiums were recently constructed in downtown La Grange, with more on the horizon. Infill development continues at a pace of approximately 10 new homes per year. A proposed subdivision will add another approximately 38 single-family homes to the community over the next few years.

### **SCOPE OF WORK**

#### **Background Research**

- Conduct quantitative and qualitative research to identify current perceptions of La Grange from those within and outside La Grange.
- Confirm La Grange's primary and secondary markets (target audiences) by geographic, demographic and psychographic profiles.
- Conduct a competitive analysis to identify La Grange's points of differentiation.

#### **Brand Development**

- Working collaboratively with the Village team, articulate a brand that is unique to La Grange and compelling to its target audiences. The brand strategy should be rooted in the background research and include a brand narrative and/or brand promise and positioning statement.

#### **Brand Identity**

- Create a series of visual identity design concepts including logos and signature graphics that reflect the brand strategy. Present options to the Village and based on input, further refine 1-2 concepts for final selection.
- Create tagline options that embody the essence of the brand strategy and compliment the logo concept.

- Create a style guide that illustrates graphic standards and rules to ensure consistency and continuity across applications. The guide should include comprehensive logo, tagline, color palette, typography, and usage standards with sample identity applications.

## **DELIVERABLES**

- Electronic version of the brand strategy and style guide.
- Vector-based original art files for logo and tagline in applicable color and design formats.
- High resolution copies of logo and tagline in applicable color and design formats.
- Renderings of identified applications of the selected logo including business stationery and cards, banners, vehicles, basic signage, etc.

## **PROPOSAL GUIDELINES & CONTENTS**

- Responses must be received by submission deadline 5:00 p.m. March 22, 2018.
- Selected agency must be available to start immediately upon award of contract

Responses must include the following:

- Approach to the Scope of Work: The respondent must provide details of the approach the firm will take, including timing, in addressing the needs outlined in the Scope of Work. Include the number of creative concepts presented and the rounds of changes/refinements for the selected concept.
- Narrative describing any changes or additions to the Scope of Work you would recommend to strengthen the overall program.
- Statement of qualifications, including:
  - Demonstration of significant experience in developing brand strategies and visual identity systems;
  - Experience in destination, tourism, city, or municipality branding and identity design; and
  - At least three representative projects created by your firm.
- Project team with names, responsibilities, qualifications, and experience.
- References of at least three clients for whom comparable services were performed including the name and contact information of a primary client representative.
- If applicable, identification of subcontractors to be used and specified work they will perform.
- Total bid fees clearly presented with breakout for all proposed costs as described in the Scope of Work and Deliverables sections. The scope of services should be performed within a total budget of \$50,000 and should specially include the deliverables listed in this RFP.

## **PROPOSAL SUBMISSION**

Each proposer must submit two (2) original and one (1) electronic copy of their proposal. All responses to the Village of La Grange Branding RFP must be received no later than **5:00 p.m. on March 22, 2018**. Responses received after 5:00 p.m. on March 22, 2018, will not be considered.

Submit responses to:  
Charity Jones  
Community Development Director  
53 S. La Grange Rd.  
La Grange, IL 60525

Questions must be submitted in writing by 5:00 p.m. on March 20, 2018. Send questions to:  
Charity Jones  
Community Development Director  
[cjones@villageoflagrange.com](mailto:cjones@villageoflagrange.com)

Proposers accept all risks of late delivery of mailed proposals regardless of fault. Facsimile proposals will not be considered. All proposals and accompanying documentation will become the property of the Village and will not be returned.

### **REVIEW**

The Village of La Grange will review all eligible responses immediately following the submission date. Based on the written responses, finalists will be selected. Finalists will be required to make an in-person presentation to the Village, the time and date of which will be mutually determined by the Village of La Grange and the selected respondent. The Village will select the preferred firm following the in-person presentations.

### **SELECTION CRITERIA**

Selection will be based on a combination of the following factors:

- Proven track record in brand strategy and visual identity development and level of experience in relevant industries and with similar clients
- Representative portfolio work
- Demonstrated understanding of requirements and recommended approach
- Price
- Personnel qualifications

### **TIMELINE**

The RFP process will proceed using the following timeline:

<b>Action Item</b>	<b>Date</b>
RFP Issued	February 26, 2018
Q&A Period	February 26 - March 20, 2018
Proposals Due	March 22, 2018
Selection of Finalists Announced	April 02, 2018
Finalists Presentations	April 9 – 18, 2018
Contract Awarded	May 07, 2018
Target Project Start Date	May 10, 2018

### **RESOURCES**

Those preparing proposals may find additional information at the following:

- Village of La Grange website – [www.villageoflagrange.com](http://www.villageoflagrange.com)
- La Grange 2020 Task Force Report – <http://www.villageoflagrange.com/DocumentCenter/View/1094>
- La Grange Business Association Website – [www.lgba.com](http://www.lgba.com)
- La Grange IL Facebook page (community-driven FB account) - <https://www.facebook.com/LaGrangeIL/>
- 2018 La Grange Retail Market Assessment – available upon request by emailing [cjones@villageoflagrange.com](mailto:cjones@villageoflagrange.com)

### **RFP AMENDMENTS**

The Village reserves the right to change the RFP schedule or issue amendments to the RFP at any time. The Village also reserves the right to cancel or reissue the RFP, to reject any or all proposals, to waive any irregularities or informalities in the selection process, and to accept or reject any item or combination of items. The Village reserves the right to request clarification of information from any vendor or to request supplemental material deemed necessary to assist in the evaluation of the proposal. The Village reserves the right to effect any agreement deemed by the Village to be in its best interest. This RFP does not obligate the Village to accept or contract for any expressed or implied services. The Village reserves the right to reject any or all proposals, to waive any irregularities or informalities in any proposal or in the proposal procedures, and to accept or reject any item or combination of items.

In the event of a material modification, all known and/or potential proposers will be notified of an amendment to this RFP. If deemed necessary by the Village, proposers will be given an opportunity to modify their proposal in the specific areas that are affected by the modification.

## **SECTION TWO: TERMS & CONDITIONS**

### **GENERAL TERMS AND CONDITIONS**

1. In the event that the proposer to whom the services are awarded does not execute a contract within thirty (30) calendar days after Village Board approval, the Village may give notice to such proposer of intent to award the contract to the next most qualified proposer or to call for new proposals and may proceed to act accordingly.
2. The Village will not reimburse any vendors for any costs involved in the preparation and submission of responses to this RFP or in the preparation for and attendance at subsequent interviews.
3. Proposers shall thoroughly examine and be familiar with these specifications. The failure or omission of any proposer to receive or examine this document shall in no way relieve any proposer of obligations with respect to this proposal or the subsequent contract.
4. The contract between the successful Proposer and the Village may be terminated by the Village for convenience upon not less than thirty (30) days advance written notice. The Proposer shall be entitled to just and equitable compensation for any satisfactory work completed prior to the termination date. Under no circumstances will any damages be paid as a result of the termination of this contract. The Village reserves the right to terminate the contract without a 30 day written notice if the awarded Proposer fails to comply with any of the terms and conditions of this RFP or subsequent contract as determined by Village in its sole discretion.

5. Equal Employment Opportunity/Anti-Sexual Harassment Policy. During the term of the contract, the Proposer shall comply in all respects with the Equal Employment Opportunity Act/Illinois Human Rights Act. The Proposer shall have a written equal employment opportunity policy statement declaring that it does not discriminate on the basis of race, color, religion, sex, national origin, disability, or age. Findings of non-compliance with applicable state or federal equal employment opportunity laws and regulations may be sufficient reason for revocation or cancellation of the contract.
6. The Proposer shall comply with the provisions of the Illinois Drug Free Workplace Act and the Americans with Disabilities Act.
7. Jurisdiction, Venue, Choice of Law. The RFP and contract shall be governed by and construed according to the laws of the State of Illinois. Jurisdiction and venue shall be exclusively found in the Circuit Court of Cook County, State of Illinois.
8. Non-Enforcement by the Village. The Proposer shall not be excused from complying with any of the requirements of the RFP or contract because of any failure on the part of the Village, on any one or more occasions, to insist on the Proposer's performance or to seek the Proposer's compliance with any one or more of said terms or conditions.
9. Proposer shall comply with all applicable laws, regulations and rules promulgated by any federal, state, local, or other governmental authority or regulatory body pertaining to all aspects of the Work, now in effect, or which may become in effect during the performance of the Work. The scope of the laws, regulations, and rules referred to in this paragraph includes, but is in no way limited to, the Illinois Human Rights Act, Illinois Equal Pay Act of 2003, Occupational Safety & Health Act along with the standards and regulations promulgated pursuant thereto (including but not limited to those safety requirements involving work on elevated platforms), all forms of traffic regulations, public utility, Interstate and Intrastate Commerce Commission regulations, Workers' Compensation Laws, Public Construction Bond Act, Prevailing Wage Laws, Public Works Preference Act, Employment of Illinois Workers on Public Works Act, USA Security Act, federal Social Security Act (and any of its titles), and any other law, rule or regulation of the Illinois Department of Labor, Department of Transportation, Illinois Environmental Protection Act, Illinois Department of Natural Resources, Illinois Department of Human Rights, Human Rights Commission, EEOC, and the Village of La Grange.

#### **FREEDOM OF INFORMATION ACT**

The Proposer agrees to furnish all documentation related to the RFP or contract and any documentation related to the Village required under an Illinois Freedom of Information Act (ILCS 140/1 et. seq.) ("FOIA") request within five (5) days after Village issues notice of such request to the Proposer. Proposer agrees to defend, indemnify and hold harmless the Village, and agrees to pay all reasonable costs connected therewith (including, but not limited to reasonable attorney's and witness fees, filing fees and any other expenses) for the Village to defend any and all causes, actions, causes of action, disputes, prosecutions, or conflicts arising from the Proposer's actual or alleged violation of the FOIA or the Proposer's failure to furnish all documentation related to a request within five (5) days after Village issues notice of a request.

Furthermore, should the Proposer request that Village utilize a lawful exemption under FOIA in relation to any FOIA request thereby denying that request, the Proposer agrees to pay all costs connected therewith (such as reasonable attorneys' and witness fees, filing fees and any other expenses) to defend the denial of the request. The defense shall include, but not be limited to, challenged or appealed denials of FOIA requests to either the Illinois Attorney General or a court of competent jurisdiction. Proposer agrees to defend, indemnify and hold harmless the Village, and agrees to pay all costs connected therewith (such as reasonable attorneys' and witness

fees, filing fees and any other expenses) to defend any denial of a FOIA request by the Proposer's request to utilize a lawful exemption to the Village.

## **INDEMNIFICATION**

For purposes of indemnification requirements, the following terms shall have the meanings set forth below:

The "Proposer" means and includes the person or entity submitting a response to this RFP, all of its employees, agents and assignees, and all of its affiliates and subsidiaries, its subcontractors and/or assignees and their respective servants, agents and employees; and

"Loss" means any and all loss, damage liability or expense of any nature whatsoever, whether incurred as a judgment, settlement, penalty, fine or otherwise (including attorney's fees and the cost of defense).

Indemnity. For purposes of this Agreement, Proposer hereby agrees to indemnify, defend and hold harmless the Village, its employees and agents from any and all "Loss" where "Loss" is caused or incurred or alleged to be caused or incurred in whole or in part as a result of the negligence or other actionable fault of the Proposer. It is agreed as a specific element of consideration of this Agreement that this indemnity shall apply notwithstanding the joint, concurring or contributory or comparative fault or negligence of the Village or any third party and, further notwithstanding any theory of law including, but not limited to, a characterization of the Village's or any third party's joint, concurring or contributory or comparative fault or negligence as either passive or active in nature; provided, however, that the Proposer's obligation hereunder shall not include amounts attributable to the fault or negligence of the Village. Nothing in this section shall be deemed to impose liability on the Proposer to indemnify the Village for loss when the Village's negligence or other actionable fault is the sole cause of loss.