



City of Raton
PO Box 910
224 Savage Avenue
Raton, NM 87740

REQUEST FOR PROPOSAL (RFP) **LOGO DESIGN AND STYLE GUIDE DEVELOPMENT**

ABOUT THE CITY OF RATON NEW MEXICO

Located at the base of the Raton Pass, the highest point along the historic Santa Fe Trail, Raton is a small town tucked away in the foothills of the Sangre de Cristo Mountains in the northeastern part of New Mexico.

Raton sits at a perfect distance for access to regional fun while being far enough away from the hectic lifestyle of bigger cities. Many travelers enjoy our amenities and the ease of being at a crossroads between New Mexico, Texas, and Colorado. Residents love the perks of a small town, coupled with just the right amount of activities and history to enjoy a rich, full life.

With four seasons, clean air, and crystal waters, Raton's amazing climate and beautiful vistas create a fantastic living environment. Wildlife and public lands call to outdoor enthusiasts. As a hometown fusion of cultures – forged from our mining history – historic and cultural sites and activities offer unique experiences for visitors and residents alike. Our simple pace of life and affordable living are attractive to many retirees. A horizon of business potential spans our safe, friendly town. Raton is wide open; a place to relax. Stay a day, a week, or a lifetime.

Other considerations.

- Sample Bylines:
 - Raton, YOUR Pass to
 - Raton, Your Pass

PROJECT OVERVIEW

The City of Raton is in the process of developing a brand identity and is seeking a creative qualified freelance graphic designer or design firm to partner with to create a strong graphic logo, style guide and possibly additional design services for fiscal year 2018-2019.

SCOPE OF WORK

The scope of the project will extend from concept to completion. Design scope to include:

Logo:

- Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo.
- To be used in print, web, billboards, banners and signage.
- To be created in full color, single-color and black & white.

The City of Raton branding committee will work with the selected contractor to determine possible logo elements that will compliment the Raton Slogan “Raton, Your Pass”

Style Guide:

A set of standards for the design of documents, signage, directional wayfinding signage and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

- Color Treatments
- Approved fonts: Print and Web
- Design for: Letterhead, Business Card, Department Badges/Shoulder Patches, Community Information Rack Card (Tri-Fold), Expanded Community Information Brochure, Billboard, Print Ads, PowerPoint Presentation, Secondary Logos for Partners (Restaurants, Attractions, Services, etc.), Event Rack Card (Tri-fold), Business Recruitment Packet.
- Designer to provide 2 logo and 2 Style Guide design concepts 15 working days after contract award for review and selection of steering committee and before proceeding.
- The steering committee and/or City may make up to 5 revisions of the selected concept.
- Designer to be available for brand consultation for up to 12 months (meaning, responding to questions of usage or clarification on style guide).
- The City will retain copyrights to all images, logos, style guides, designs, color treatments, fonts and templates created by the designer and/or firm.

BUDGET

The City of Raton has allocated \$1,000 to proceed with the logo and style guide initially as described in the Scope of Work above. The Raton City Commission has also allocated an amount not to exceed \$20,000 for 12 months of ongoing brand consultation for web graphics, launch event swag items and existing collateral updates. All work performed under this contract will be subject to approval of defined task orders not to exceed the approved budget. Additional design work/production beyond those items outlined above is subject to additional negotiation/compensation.

CONTRACT TERMS

The City of Raton will negotiate contract terms upon selection. The terms of selection/award are to be subjected to the following terms. All contracts are subject to review by the City's legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated and an award made to the most responsible, responsive proposer submitting the proposal most advantageous to the City of Raton. The City of Raton reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of the City of Raton.

The proposal shall include the following information:

- Proof of Qualifications:
- Resume of your Education, Experience and Qualifications
- Two (2) Client Recommendations
- A list of staff/subcontractors that will likely be part of the development team
- Two (2) Examples of your Style Sheet Design Work
- Three (3) Examples of your Logo Design Work
- Written explanation of one logo design sample and/or how you derived design from concept to end product.
- Your New Mexico CRS Tax ID Number

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. In addition, if the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address and EIN of the sub-contractor.

All proposals should be bound in one singular folder (binder or spiral).

REVIEW CRITERIA

Proposals will be reviewed by the City of Raton Branding Steering Committee based on the following review criteria:

Skills/Creativity:

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should also be able to document/demonstrate the full scope of the various services your firm provides.

Resources/Capability:

Please demonstrate through a brochure or other document your business experience, staff skills and experience, clients serviced, projects of note, technical skills, project management methodology, and ability to meet milestones.

References/Referrals:

Please provide a resume of your education, experience and qualifications.
Please provide two client recommendations.

Pricing Structure/Rates:

Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement.

SUBMISSION OF PROPSAL

All proposals must be received by the City of Raton no later than the date and time specified. Sealed Proposals must be hand delivered or mailed to:

City of Raton
Office of the City Clerk
Attn: Michael Anne Antonucci, City Clerk
224 Savage Avenue
P.O. Box 910
Raton, NM 87740

Offeror should mail or deliver sealed proposal, clearly labeled on the outside indicating it is in response to the RFP - Identity Logo and Design Services. **Submittals will be accepted until 4:00 PM on Friday, July 6, 2018.** Proposals received after the deadline will not be accepted. Proposals submitted by facsimile, or other electronic means will not be accepted.

If you have questions regarding this solicitation, please contact Michael Anne Antonucci at 575-445-9551 or by e-mail at mantonucci@cityofraton.com