

**ADDENDUM # 1**  
**Naperville Public Library**  
**RFQ for Marketing Services for**  
**Rebranding, Logo Creation and Identity Update**  
**Questions thru June 18, 2021**

- 1. Why are you undertaking a rebranding at this time?**  
The current Naperville Public Library logo has been in place since the mid-1990s, and we feel a refresh is long overdue. Libraries in general have evolved a lot since that time, and we would like a logo and visual identity that reflects that. Coming off a year like 2020 has also given us the opportunity to reassess our priorities and reflect on what Naperville Public Library has to offer to its community members. Now more than ever, we feel it is important to be able to better articulate those offerings and present a cohesive, professional brand to our constituents.
- 2. Will the July 12th interview and presentation be in-person or online?**  
We would prefer firms present to us in person, however accommodations can be made for a presentation via Zoom if needed.
- 3. What is the goal of the survey and/or focus groups? Is it to direct the creation of the new brand or is it to gather reaction to the proposed brand materials?**  
The goal of the survey and/or focus groups would be to gather information regarding the creation of the new brand, inform the decision-making process and aid in the creative development of the brand.
- 4. Are you looking for a mission statement, vision statement, impact statement and value statement or a single statement in one of these styles?**  
We are looking for a single statement in one of these styles unless the creation of mission and vision statements is deemed most appropriate. We feel mission and vision statements are a pair, and it would feel incomplete to have one without the other.
- 5. Are items potentially proposed for the “menu of additional materials” to fall within the 25k budget or will these efforts come from a separate budget?**  
Those would come from a separate budget. We are trying to assess what else the prospective firms might have to offer should we decide to extend our partnership to other projects.
- 6. Evaluation Criteria #4 refers to “Design aesthetic of prior work.” Please expand on that qualification. Or, does this relate to client references that focus on the agency’s design expertise?**  
We expect prospective firms to provide us with examples of past client work in order to help evaluate whether the firm’s design aesthetic generally meets our needs. Evidence of past experience taking an outdated brand and bringing it up to modern standards would be ideal. As a professional, well-established, nonprofit organization, we will assess whether each firm’s prior experience aligns with the general look and feel we trying to achieve through this process.
- 7. The project begins on August 2. Is there an anticipated completion date for these materials? Is it related to any specific event?**  
We are estimating that this project will take approximately three months to complete, however we anticipate that the exact timeline will be set in conjunction with the chosen firm. There is no specific event we are planning for. Our main goal is to have a new brand identity and style guide completed with enough time to update materials and roll out the new look and feel in January 2022.

**8. Will out-of-state firms be given equal preference in the selection process?**

Yes, however we ask that travel expenses be factored into the budget as needed.

**9. I want to confirm that five paper copies of our proposal are to be mailed in, while one copy is to be submitted electronically. I also want to clarify how the electronic copy should be sent. Is it sufficient to send it to this email address?**

Yes, please mail or deliver five paper copies of the proposal and submit one copy electronically. The electronic copy can be sent via email to [jscheuerman@naperville-lib.org](mailto:jscheuerman@naperville-lib.org) or put on a flash drive and included with the paper copies.

**10. Is the proposal meant to be formatted in a specific way or are there any forms we should be using to present the required information?**

There are no required forms to be submitted. The format of the proposal can be determined by each prospective firm, however PDF files are appreciated for the electronic version.