



WMLA, PO Box 460, Easthampton, MA

[www.WMLAdvocates.org](http://www.WMLAdvocates.org)

## WMLA seeks partner for new logo design and style guide: Request for Proposals September 2022

### **About WMLA**

Western MA Library Advocates is a non-profit organization. Our principal purpose is the promotion of library services and librarianship in the western part of the Commonwealth by:

- Keeping members and the public informed of issues affecting Western Massachusetts libraries;
- Keeping legislators and other elected officials informed of issues affecting Western Massachusetts libraries;
- Encouraging the public to advocate for adequate library funding;
- Supporting the Massachusetts Library System and the Massachusetts Board of Library Commissioners, while keeping these groups informed of the unique needs of Western Massachusetts Libraries;
- Promoting continuing and advanced education opportunities for library staff;
- Encouraging active library staff members and retirees to participate in Organization activities for both professional enlightenment and enrichment;
- Conducting fundraising activities in support of the Organization's ongoing efforts on behalf of the libraries of Western Massachusetts.

### **Project Overview**

The organization has existed since 2010 and has used several images but does not currently have an official logo or style guide. Our tagline which we would like to continue to use is "a voice for libraries in western Massachusetts". We seek a logo and style guide that will visually represent our tagline and achieve these objectives:

- Increase awareness of and engagement with WMLA from the broader library community including existing and potential library supporters among library staff, trustees, friends groups, and patrons;

- Create an identity that will be clear and convey a relevant and professional image especially to legislators, legislative staff, as well as the larger library ecosystem (MLS, MLA, MBLC, CWMARS);
- Make our communications immediately recognizable and be able to be utilized in print, email, on the web, and in social media.

### **Scope of Work and Deliverables**

The scope of the project will extend from concept to creation and include:

2-3 concepts for a new logo for consideration by WMLA board members

- Minimum of two revisions of selected logo included
- Provide a final digital file (.JPG) of the approved logo in full-color, single color and grayscale formats
- A secondary set of colors to complement the logo colors for use in marketing materials
- Appropriate font files for the logo
- Brand style guide including color palette with values and typefaces

### **Schedule:**

Proposals will begin being reviewed November 7, 2022

Work should begin on or before January 2023 and we seek to have a final design by May 2023

### **Proposal Submission:**

This is an open and competitive process open to all. Preference will be given to designers with library experience or information science students (although this is not a requirement).

- 1.) About you: Please tell us about you, your work, and your approach to completing graphic design projects (1-2 paragraphs maximum). Submit three **(3) examples** of your previous graphic design work that demonstrate technical and creative execution for similar projects or creative endeavors. These designs do not have to be library related, the committee is just interested in getting a sense of your design style and skills.

Proposals will be evaluated, and award of the contract resulting from this RFP will be based upon technical ability, creativity, and candidate's experience. WMLA reserves the right to reject any or all proposals, or any portion thereof.

Please submit digitally by email to [wmladvocates@gmail.com](mailto:wmladvocates@gmail.com) by November 6, 2022

### **Award**

We will provide a \$1,500 award to the designer selected to be paid in two installments mid-way and at the completion of the project.

### **Questions**

We welcome any questions prior to the RFP submission. Any questions regarding this proposal or project may be emailed to [wmladvocates@gmail.com](mailto:wmladvocates@gmail.com).