

**CONTRACT OPPORTUNITY: LOGO DESIGN
FOR THE LITTLE ROCK WORKFORCE DEVELOPMENT BOARD**

March 17, 2017

W. J. Monagle
Little Rock Workforce Development Board
5401 S. University Ave., Ste. 146
Little Rock, AR 72209

Dear Web Design Professional:

You are invited to submit a proposal for the Little Rock Workforce Development Board's Logo Design project in accordance with the requirements set forth in the attached request for proposal (RFP), which is also available at www.lrwib.org.

The original, four printed copies, and an electronic (CD or flash drive) version of your submission must be received no later than **April 7, 2017**; otherwise, your submission will be disqualified.

I anticipate that the provider whose proposal is the best solution for our project will be selected on May 1, 2017. We will notify all providers of the result of their submission after the selection date.

I will be the single point of contact for all inquiries and correspondence. I may be reached by email at w.j.monagle@arkansas.gov

Thank you for your time, effort, and interest in our Logo Design project.

Best Regards,

W. J. Monagle
LRWDB Executive Director

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PART I - BACKGROUND INFORMATION

1.1 Introduction

The Little Rock Workforce Development Board (LRWDB) is upgrading its current logo to align with and promote its transition to operations under the Workforce Innovation and Opportunity Act (WIOA). The LRWDB's overall goal is to use an updated logo to increase awareness of Little Rock's Talent Development System and support delivery of high-quality services through a network of board members, workforce center partners, employers, education providers, and community organizations.

This Contract Opportunity to cover logo design services is currently at www.lrwib.org.

1.2 Organizational Background

The Little Rock Workforce Development Board is a 501(c)3 Quasi-Municipal Government Workforce Agency, which operates a workforce center located at 5401 S. University Avenue in Little Rock. The Little Rock Workforce Center is at the forefront of workforce development and represents Arkansas' version of "the American Job Centers."

The LRWDB is composed of members from both the public and a majority private sector, reflecting local businesses, labor, partner agencies, and other key stakeholders. The LRWDB is committed to fulfilling the following vision and mission, as outlined in its Local Transitional Plan:

Vision: Little Rock will have a world-class workforce with the precise skills to supply in-demand occupations in local high-growth sectors and keep Little Rock's economy competitive in the global marketplace.

Mission: To establish and cultivate a talent development system that offers employers, job seekers, and communities in the Little Rock metropolitan area the opportunity to realize and sustain economic prosperity.

1.3 Project Background

The LRWDB maintains an active and current website at www.lrwib.org. The website is also currently going through an RFP process. Logo re-design activity is intended to serve as input for the website upgrade.

PART II - WORK REQUIREMENTS

In responding to the Contract Opportunity, Contractor should match proposed services to the objectives, requirements, and deliverables as outlined.

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2.1 Project Objectives

The LRWDB has identified several primary objectives for the logo upgrade:

- Develop a user-friendly logo that establishes a positive brand image through a next-generation “look and feel” for the logo that aligns with other marketing tools (e.g. website, brochures, etc.)
- Provide multiple formats of the logo so it can transfer easily across communication mediums (e.g., various print sizes, mobile media, video, web, photographic, etc.)
- The LRWDB has an interest in a logo design and layout that provides a current “look and feel,” aligning with promotional materials with:
 - Unique and large typography
 - Responsive “hero” images that provide an engaging visual experience
 - Flat or semi-flat design
- Color and style scheme that can match branding (website, print materials)

2.2 Vendor Selection and Project Timeline*

The LRWDB’s document checklist for project submissions includes:

- Cover letter introducing and describing your Logo Design concepts
- 4 additional printed copies of cover letter
- Your Logo Design submission and four (4) additional printed copies
- Your responses to Section 3.1 and four (4) additional printed copies
- Electronic (CD or flash drive) version of cover letter, Graphic Design submission and responses to Section 3.1

The maximum amount (i.e., contract ceiling) for this project is **\$3,000**. While selection criteria is deliberately unconfined to spur creativity, the LRWDB is not bound to select any submission. The LRWDB reserves the right to decline contracting with any or all submitters should their work be deemed to not meet the technical, artistic or creative needs set forth in this RFP.

The LRWDB’s timeline for vendor selection follows:

- Request for Submissions – March 20, 2017
- Responses Due – April 7, 2017
- Evaluation of Logo submissions – April 27, 2017
- Planned Contract Award Date – May 1, 2017

The target timeframe for completion of the logo upgrade is June 30, 2017. Based on RFP responses, the LRWDB may extend this timeline into the third quarter of 2017.

2.3 Selection Team

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The LRWDB has designated a team of staff and board members to review RFP responses and select a vendor to provide website design and hosting. The selection team includes:

Name	Title	Role
W. J. Monagle	LRWDB Executive Director	Selection Team Leader
Kathy Fulks	LRWDB Board Member	Selection Team Member
Linda Kindy	LRWDB Board Member	Selection Team Member

PART III – RFP QUESTIONS

Contractor is requested to provide information on all services that Contractor deems appropriate and effective.

3.1 Vendor/Contractor Organization Overview – In addition to your Logo Design submission, you may provide one (1) page of your background by expanding this box

<p>Years in business:</p> <p>Technology expertise:</p> <p>Design portfolio:</p> <p>Recent awards:</p> <p>References (or where appropriate, include at least one case study):</p>

PART IV – RFP SUBMISSION

- Contractors should submit RFP responses by due date to:
Little Rock Workforce Development Board
Attn: W. J. Monagle, Executive Director
5401 S. University Ave., Ste. 146 Little Rock, AR 72209