

REQUEST FOR PROPOSAL (RFP)

LOGO and WEBSITE DESIGN

The Fayette County Commission (FCC) seeks a creative, qualified freelance graphic designer, design firm, or agency to establish a new digital logo to build a cohesive brand for the county. The FCC also desires a new website design for the county government which will market the tourism and business aspects of our area. Application deadline for proposals August 1, 2022.

ABOUT FAYETTE COUNTY AND THE COMMISSION

Fayette County is located in Southern West Virginia and is home to the New River Gorge Bridge and the newly established New River Gorge National Park and Preserve. The FCC is the governing body of Fayette County and oversees the financial needs for all county offices.

PROJECT OVERVIEW & SCOPE

The County's current seal was established in 2013 as part of WV's sesquicentennial celebration. While it included highlights of Fayette County's history and daily life at that time, many are no longer relevant. The actual seal is an oil and canvass painting, and any digital format is currently a JPEG photo of said painting.

The FCC desires a more relevant, impactful and current logo which accurately represents Fayette County which will be unique among other local government organizations in West Virginia. The logo needs to be used effectively across all media for marketing purposes including print, website and social media.

Scope of Work

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

- 2-3 concepts for a new logo for consideration
- Minimum of two revisions of selected logo included
- Provide a final digital file in vector format (.EPS) 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

PROPOSAL REQUIREMENTS

Professional History & Contact Information

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal
- Sample logos/seals as well as links to sample websites

Project Summary & Approach

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays. All expenses for respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the responsibility of the respondent and will not be billable to the FCC.

PROPOSAL EVALUATION AND SUBMISSION

This is an open and competitive process for all qualified designers and design firms. Proposals will be evaluated, and the contract awarded from this RFP will be based upon the most responsive vendor whose offer will be the best example of design and value as specified in this RFP.

The FCC reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of the FCC, including:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers

The proposal submitted in response to the RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission. The FCC will negotiate contract terms upon selection.

All contracts are subject to review by the FCC's legal counsel and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

All deliverables must be in PDF format and emailed with "FCC RFP Logo/Website" in the subject line by the deadlines in the schedule below to the contact listed below.

Ami Dangerfield, FCC Executive Assistant
ami.l.dangerfield@wv.gov

RFP Distribution to Vendor	July 7, 2022
RFP Deadline	August 1, 2022
Target Date for Review of Proposals	August 9, 2022
Potential Discussions with Candidates	August 16, 2022
Anticipated Decision and Selection of Vendor	August 19, 2022
Anticipated Commencement Date of Work	August 24, 2022
Desired Completion Date	TBD

Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include proposal due date.

Any questions may also be directed to Ami Dangerfield ami.l.dangerfield@wv.gov