



417 Spruce Street • Leavenworth, KS 66048 • 913-682-5666 • leavenworthpubliclibrary.org

Request for Proposal: Leavenworth Public Library Branding

A. Background

In the Spring of 2022, the Library began a new strategic planning process to determine a new direction for the future. Using information gathered from the community, we developed the following Vision, Mission and Values statements:

Vision: *We are a thriving library enriching the community.*

Mission: *The Leavenworth Public Library is a gathering space for everyone--stimulating discovery, understanding and enjoyment.*

Values: *Community • Openness • Service • Discovery*

Guiding Principles: *Operate ethically • Respect different points of view • Seek ways to improve*

We are currently finalizing our strategic priorities, which fall into four categories:

- Contemporary Facility
- Effective Communication
- Community Engagement
- Exceptional Service

B. Project Scope and Deliverables:

As part of our efforts to provide effective communication and increased community engagement, we are seeking a new branding strategy, as well as a new logo and website that reflect our updated Vision, Mission and Values.

1. Develop branding strategies and standards that purposefully combine all Library staff, processes and marketing efforts organically.
2. Create a new logo and tagline, along with marketing templates that can be customized by Library staff
 - a. Artwork should reflect the new branding strategy with less emphasis on the traditional library association with books
3. Design a more appealing, engaging and user-friendly website for both patrons and staff, with:
 - a. Suggestions for new platform/website software
 - b. Ability for Library staff to make content changes
 - c. Search engine optimization
 - d. New, innovative features
 - e. Ongoing support (as needed) for upgrades and other issues that may arise

C. Proposed Timeline - subject to negotiation with selected consultant(s):

1. Feb. 20, 2023: RFP due date
2. April 13, 2023: Consultant contract(s) to Board of Trustees for approval
3. June 30, 2023: Branding strategy due date
4. Aug. 10, 2023: Logo design to Library's Board of Trustees for approval
5. Oct. 1, 2023: Launch new website

D. Evaluation Process

Proposals must include client references, portfolio and website samples and estimated project costs. The Library's Administrative team will review and score all proposals and determine up to three consultants to interview.

Proposal Deadline: Feb. 20, 2023 - Submit proposal, three client references and links to portfolio samples to Cindy McGuire, Programming & Marketing Manager at cmcguire@lvplks.org.