



Request for Proposal (RFP)

Logo and Branding Services

**Date Issued: November 11, 2025,
Proposal Due Date: December 1, 2025**

The Palatine Park District is seeking proposals from qualified design firms or individuals to develop a refreshed visual identity, including a new logo and comprehensive branding system. The goal is to modernize the Palatine Park District's image while maintaining a connection to its community values, history, and mission. The new logo will be used on a variety of signage, vehicles, apparel and marketing materials.

The proposal shall consist of the information requested and any additional information you wish to submit. Proposals must be received Monday, December 1 at 4:30 p.m.

Palatine Park District Overview and Mission

The Palatine Park District (PPD) serves approximately 83,000 residents with park, recreation, and open space services as stated in its Mission Statement: ***to provide a variety of safe, enjoyable, and affordable parks and recreation facilities and activities that will enhance the quality of life by promoting good health and well-being for all residents and visitors of the Palatine Park District.***

The Palatine Park District maintains 735 acres of land. There are 50 sites for park and facility use ranging in size from as little as .25 acres to 194 acres for the Palatine Hills Golf Course. The District operates and maintains three community recreation centers, three outdoor aquatic facilities, an 18-hole championship golf course with driving range, clubhouse, and pro shop. Other facilities include a 430-seat theater, outdoor amphitheater, and historic museum.

Project Objectives

- Redesign the current logo to reflect a modern, inclusive, and community-focused identity, while preserving its distinctive character.
- Develop a cohesive brand system that can be applied across digital, print, signage, apparel, and promotional materials, with a clear implementation timeline to ensure consistent rollout and adoption.
- Ensure the new branding is flexible, scalable, and accessible.
- The District logo should have elements that can be separated for additional marketing, such as facility or program logos, to ensure cohesive branding.

Scope of Work

The selected vendor will be responsible for the following:

Discovery & Research

- Conduct stakeholder interviews (staff, board members, community members).
- Review existing brand materials and communications.
- Analyze peer and industry branding for benchmarking.

Logo Design

- Present a minimum of 3 initial logo concepts that are distinct and fully developed
- Create tagline options that reflect the brand strategy and complement the logo concept
- Refine selected concept based on feedback (up to 3 rounds of revisions)
- Ensure all designs comply with accessibility best practices.
- Deliver final logo in multiple formats for use across various platforms.

Brand Identity System

- Define brand color palette, typography, and graphic elements.
- Create brand usage guidelines (logo usage, spacing, color usage, etc.).

Implementation Support

- Provide digital assets and brand guidelines in a final deliverable package.
- Offer training or consultation for internal staff on brand usage.
- Optional: Assist with rollout strategy and launch materials.

Qualifications & Requirements

Each Respondent interested in submitting a proposal must include a statement of qualifications providing the following information:

Background

- Name, address and contact information
- Overview including years in business and introduction/background of team members

Experience and References

- Examples of previous branding and logo design work
- Three references for similar projects. References from park and recreation agencies are preferred but not required.

Approach & Methodology

- Description of how the firm will approach the design process
- Proposed timeline for project completion

Budget and Fee Structure

- Cost breakdown, including any optional services
- Pricing model and payment schedule

Legal & Compliance

- Confirmation of compliance with all applicable state and federal laws including nondiscrimination policies and Illinois procurement regulations
- Proof of Insurance Coverage

Submission Process

Proposals shall be submitted via email in a digital file (PDF preferred) and will be received until Monday, December 1 at 4:30 pm. Submittals must be clearly identified as “Palatine Park District Logo and Branding Services RFP” and delivered to the email listed below or hard copies can be mailed to the following contact. **This contact information should be used for all communication regarding this project.**

Cheryl Lufitz, Communications and Marketing Manager

Palatine Park District

Email: clufitz@palatineparks.org

Address: 250 East Wood Street, Palatine, Illinois, 60067

Evaluation Criteria

Upon receipt and review of responses, Palatine Park District (PPD) will determine the proposal that represents the best value with respect to the evaluation criteria stated herein as well as our budget. Firms will be contacted during the process if further information is needed. PPD may choose to interview one or more firms before the final selection is made. This RFP does not commit the PPD to award a contract, pay any costs incurred in the preparation of a proposal based on this request or procure or contract for services. All proposals submitted become the property of PPD. PPD reserves the right to accept or reject any or all proposals or portions of proposals received as a result of this request, or cancel in part or in its entirety the RFP, if it is in the best interest of the District. No reasons shall be given for any decision by the District to accept or reject any or all of terms of any submitted proposals. PPD may require the selected company to participate in negotiations concerning contract price or the nature and extent of services to be provided.

Proposals will be evaluated on the following list of criteria:

- Relevant experience and portfolio (25%)
- Understanding of the project and community (20%)
- Creativity and design approach (25%)
- Proposed timeline and budget (15%)
- References and past client feedback (15%)

Proposed Project Schedule

The following timetable is anticipated for the various phases and aspects of this project.

<u>Date/Time Frame</u>	<u>Project Tasks/Deadline</u>
• November 11	Request for Proposal released
• December 1 at 4:30 p.m.	Request for Proposals Submittal Deadline
• December 8-12	Firm Interviews
• December 19	Firm Selected
• January 2026	Project Kickoff

General Terms and Conditions

- **Communications:** It is extremely important that all potential respondents are given clear and consistent information. Questions about the interpretations of specifications or the RFP process must be directed in writing to Cheryl Lufitz, Communications and Marketing Manager at clufitz@palatineparks.org
- **Incurred Cost:** Palatine Park District is not responsible for any costs incurred in preparation of a response to this RFP.
- **Confidentiality:** Proposals are subject to the Illinois Freedom of Information Act and the Local Records Act. Contracts are subject to review by Palatine Park District.
- **Subcontractors:** Contractors may utilize the services of subcontractors to complement the expertise for specialty services. Subcontractors should be noted in the proposal. Palatine Park District reserves the right to deny use of a Subcontractor at any time for any reason. The Contractor shall be responsible for replacement of a Subcontractor, if required.
- **Reserved Rights:** Palatine Park District reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to the accomplishment of the purpose of this RFP. PPD may seek clarification from a respondent at any time, after the submission date, and failure to respond promptly is cause for rejection. PPD reserves the right to reject any or all proposals for any reason.
- **Non-Discrimination:** Contractors shall comply with the Illinois Human Rights Act and any rules and regulations promulgated in accordance therewith including, but not limited to, the Equal Employment Opportunity Clause. Furthermore, the Contractor awarded the contract shall comply with the Public Works Employment Discrimination Act, the Illinois Drug Free Workplace Act and all other applicable state, federal, and local laws and regulations. The Contractor shall insure Subcontractor compliance with all laws.

Proposal Form

Name of Firm: _____

Proposes to complete and deliver a new District logo, as outlined above to the Palatine Park District for a total cost not to exceed \$_____. This amount includes all labor, transportation, meetings, training, and any other items considered a billable expense. Further, the undersigned is a duly authorized officer, hereby certifies that:

Vendor Name

agrees to be bound by the content of this proposal and agrees to comply with the terms, conditions and provisions of the referenced RFP and any addenda thereto in the event of an award.

Name: _____

Title: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Date of Proposal: _____

Notice to Respondents:

- This RFP is not a contract or an offer of employment.
- The cost of preparation of proposals shall be the sole obligation of the respondent.
- All submitted proposals, whether accepted or rejected, are property of Palatine Park District.
- Elements and/or tasks in a proposal may be added or deleted at the discretion of Palatine Park District pending negotiation of the scope of work and compensation.

- All Services and related documents, ancillary reports, and the final report, whether in written, video, or electronic formats, will be the property of Palatine Park District.
- The respondent selected to perform the work must enter into a standard Park District "Contract for Services" to perform the Services.
- The consultant shall certify that no official or employee of the Palatine Park District or any business entity, in which an official of the Park District has an interest, has been employed or retained to solicit or aid in the procuring of the contract