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# **Request for Proposals**

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## **Building Signage**

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**Open Date:  
May 14, 2018**

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**Deadline for Submissions:  
June 1, 2018**

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# REQUEST FOR PROPOSALS

## Town of Georgetown, DE

### *Building Signage Design, Procurement, and Installation for 37 The Circle*

**Requests for Proposals should be emailed in PDF form, with the Subject line of the email as “Response to RFP #2018-02 by [INSERT YOUR FIRM’S NAME]” to Mr. Gene Dvornick, Georgetown Town Manager, at [gdvornick@georgetowndel.com](mailto:gdvornick@georgetowndel.com). Proposals will be accepted until 3:00 p.m. EDT on Friday, May 25, 2018.**

#### **General Information**

The Town of Georgetown (Town) is seeking bids related to signage at the Town’s new Administrative Office, located at 37 The Circle, Georgetown. Vendors are invited to return a completed bid package for consideration as the chosen signage vendor.

Expenses incurred in preparing proposals in response to this request are the responsibility of responding Vendors..

The Town of Georgetown reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town considering proposed cost and fulfillment of specifications. If you have any questions please contact Jeff Ward at the Town of Georgetown at (302) 856-7391.

#### **Background Information**

The Town Administrative Office at 37 The Circle, Georgetown, Delaware 19947 is a restored two-story building that houses all administrative operations for the Town. This RFP is for a sign on the front of the building, directly above the entrance doors, in a space 32” x 191” (approximate).

#### **Scope of Services**

The scope of this RFP is as follows:

1. Design of the building signage (4 alternate designs)
2. Removal of existing signage
3. Surface restoration (as needed)
4. Installation of building signage

#### **Design Elements and Alternatives**

A total of four (4) design alternatives is requested. Additionally, bidders are to incorporate the following elements into their design alternatives:

- Georgetown Administrative Offices
- Colorized Town Seal (available electronically in various formats)
- Incorporation of Town Brand Colors (Palette details attached)

- Use of Town Brand Font (available electronically as a True Type Font)
- Fabrication material to be Komacel® (equal or equivalent substitute may be permitted)

#### Design Alternative 1

- Black background
- Gold Lettering
- Incorporation of Town Seal
- Gold Border

#### Design Alternative 2

- Black background
- Gold Lettering
- Incorporation of Town Seal – twice
- Gold Border

#### Design Alternative 3

- Black background
- Gold Lettering
- Gold Border Design

#### Design Alternative 4

- Bidder selection/recommendation of design (colors, etc.) incorporating the elements outlined above

### **Criteria for Selection**

All proposals submitted will be evaluated using the following criteria:

1. Experience with similar projects (please supply 3 examples and three (3) references)
2. Depth and breadth of experience and qualifications for personnel assigned
3. Cost

### **Contract, Law & Venue**

Upon selection by the Town of the successful bidder(s), the chosen Consultant(s) shall enter into a contract for performance of agreed upon services, in a format acceptable to the Town. Any and all disputes arising as a result of this RFP and/or any ensuing contracts shall be governed by the laws of, and subject to venue in, the State of Delaware.

### **Insurance**

By submitting a bid, bidders certify that they have and will maintain general liability insurance, auto insurance for any vehicles used in the performance of the work, errors and omissions/professional liability insurance, and standard workers' compensation, unemployment and Employer's Liability Insurance, and shall provide proof of coverage to the Town upon request. The successful Bidder(s) shall indemnify and hold the Town harmless from any and all liability, claims, expenses and damages which may arise or be asserted against Bidder or the Town in connection with Bidder's provision of services under the Contract. By submitting a proposal, Bidders further represent that they are operating in compliance with all applicable state, federal and local laws and have or will obtain any and all necessary permits and licenses.

### **Additional Information**

Requests for additional information should be directed to Georgetown Construction Coordinator Jeff Ward at (302) 856-7391 or [jward@georgetowndel.com](mailto:jward@georgetowndel.com).

### **Reservation of Rights**

By submitting a Proposal, Consultant consents to the Town undertaking such investigation as it deems necessary to investigate and verify Consultant's qualifications, reputation and experience. Consultant may be requested to execute releases. Failure to execute a release for information, if requested by the Town, may result in disqualification. The Town of Georgetown reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town.

**REQUEST FOR PROPOSALS**  
**Town of Georgetown, DE**

**Bid Response Form**

Bidder Name:

Address:

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Contact Name:

Contact Email:

Contact Phone:

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Design Alternative 1

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Design Alternative 2

\$ \_\_\_\_\_

Design Alternative 3

\$ \_\_\_\_\_

Design Alternative 4

\$ \_\_\_\_\_

Supplemental Information:

- Firm History
- Similar Project Examples (3)
- Similar Project References (3)



## Color Palette

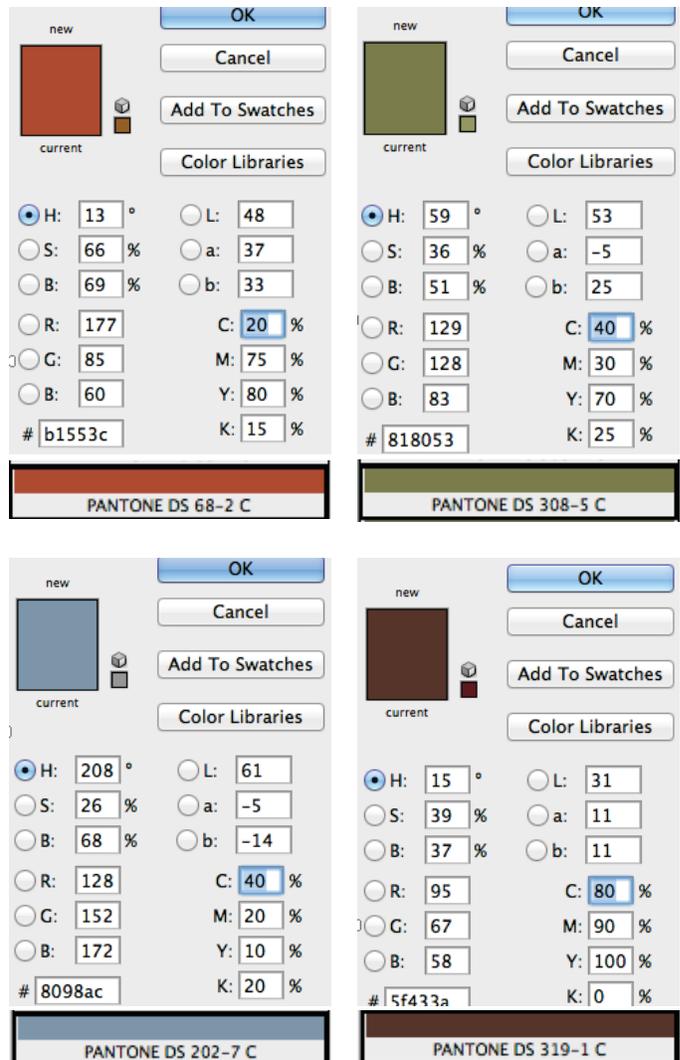
### Dealing With Consistent Color Using Pantones:

*The accuracy of color is critical in design. Because what you see on your monitor is never what will appear on a printed sheet, designers need a standardized color key.*

*It can be very frustrating to see the logo you worked hard to create look deep blue on the client's letterhead, blue-greenish on his business card, and light blue on his very expensive envelopes.*

*A way to prevent this is by using a standardized color matching system, such as the PANTONE MATCHING SYSTEM. Though PANTONE is not the only color standardization system, it is the most widely used and the one that most printers understand. Aside from being able to have consistency, PANTONE Colors allow you to use colors that cannot be mixed in CMYK.*

Use the primary palette on all branded materials such as logos, corporate identity, Web site, advertising, collateral, and imprintables. The colors printed here are NOT guaranteed to be matches. The use of a Pantone Swatch book is the best way to work with your vendors and assure color correctness. Always proof anything before production runs begin to assure that the colors are satisfactory.





### Installing Opentype or Truetype Fonts in Windows:

We recommend installing only one format - OpenType, TrueType, or PostScript - of a font. Installing two or more formats of the same font may cause problems when you try to use, view, or print the font.

Choose Start > Settings > Control Panel. Note: In Windows XP choose Start > Control Panel Double-click the Fonts folder. Choose File > Install New Font. Locate the fonts you want to install. In the drivers list, select the drive and the folder containing the fonts you want to install. In the Folders list, select a folder that contains the fonts you want to install. (Make sure you have unzipped them first.) The fonts in the folder appear under List of Fonts.

Select the fonts to install. To select more than one font, hold down the CTRL key and click each font.

To copy the fonts to the Fonts folder, make sure the Copy fonts to the Fonts folder check box is selected.

Note: If installing fonts from a floppy disk or a CD-ROM, you should make sure this check box is selected. Otherwise, to use the fonts in your applications, you must always keep the disk in the disk drive.

Click OK to install the fonts.

## Typography

To add consistency to the logo, The following fonts have been chosen as the approved typefaces.

*abcdefghijklmnop  
nopqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
123456789*

**Heroe Pro**

**abcdefghijklmnop  
nopqrstuvwxyz  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

**Athelas**



Town-Blue.jpg



Town-Brick.jpg



Town-Full-4C.jpg



Town-Gray.jpg



Town-Green.jpg



Town-Seal-4C.jpg



Town-Seal-B&W.jpg



Town-Seal-Blue.jpg



Town-Seal-Brick.jpg



Town-Seal-Gray.jpg



Town-Seal-Green.jpg



Wings&Wheels-1C.jpg



Wings&Wheels-B&W.jpg