

*Get to Know Newton Sign Project
City of Newton, Iowa*



Request for Qualifications

*Issue Date: 3/10/2014
Submission Deadline: 3/21/2014 at 4:30 PM*

1. Overview of Get to Know Newton Sign Project

The City of Newton has updated its brand and logo to “Get to Know Newton,” which serves as both a new communication strategy and a new visual design for Newton. This scope of this project includes creating new signs which reflect and are in-line with the new brand and logo design.

2. Project Scope

We are looking for a sign maker who can design, create, and install Get to Know Newton signage at 8 City buildings, 13 City parks, and 2 City entryways, as well as design and apply vehicle wraps and office window decals. We are looking for creative, modern designs that reflect the optimism and energy behind the Get to Know Newton campaign.

Please see attached materials for visual examples of the City’s current signage, the Get to Know Newton brand guidelines, and way-finding signage which will be installed throughout the community in 2014.

3. Request for Qualifications

3.1 Enquiries

All enquiries related to this RFQ are to be directed to Natalie Umsted at natalieu@newtongov.org or 641-791-0859.

3.2 Closing Date

Qualifications must be received by March 21, 2014 at 4:30 PM. Qualifications may be submitted electronically to Natalie Umsted at natalieu@newtongov.org. Hard copies may be mailed to:

Natalie Umsted
City of Newton
PO Box 399
Newton, IA 50208

3.3 Review and Selection

The qualifications review committee will review qualifications based on experience, creativity, and aesthetic appeal. The review committee may contact individuals with further questions and requests for additional information.

The review committee will use the qualifications to select a vendor to work with on the sign project. Once a vendor is selected, the committee will work with the vendor on design and installation expectations.

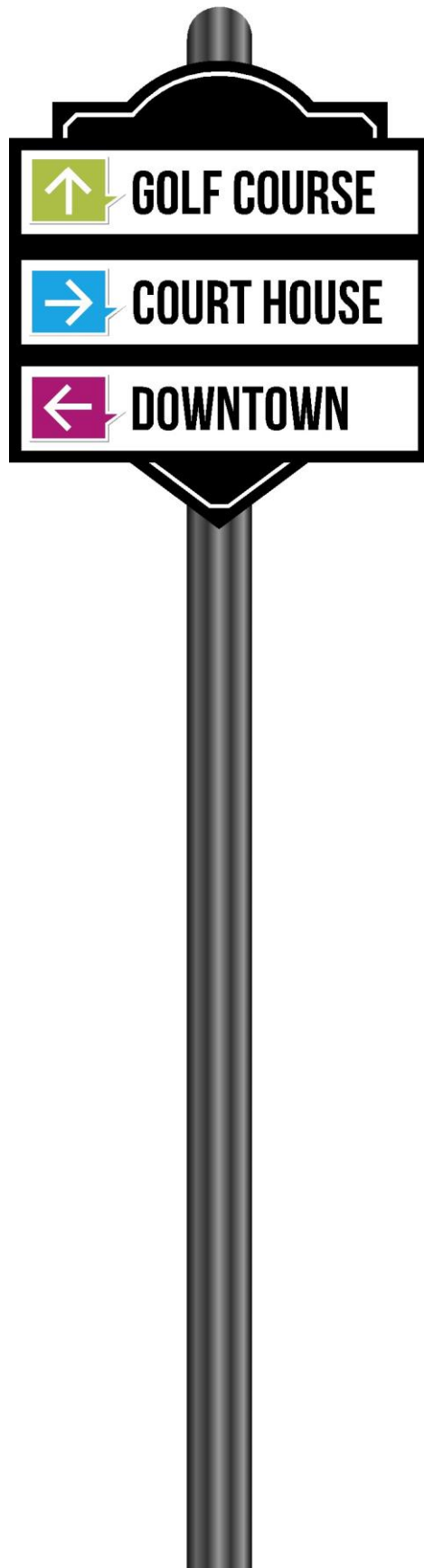
4. Submission Requirements

- A. A statement of interest
- B. A resume outlining the respondent’s experience, the experience of key team members and a response to the qualification review criteria
- C. A portfolio showing a minimum of three sign projects that reflect your ability to design, create, and install signage
- D. Three professional references

Examples of Current City Signs



Example of way-finding signage that will be installed this year



A blue callout box with a white border and a white arrow pointing to the right. The text inside is white and reads "CITY OF NEWTON" in a large, bold, sans-serif font, and "BRAND STANDARDS GUIDE" in a smaller, bold, sans-serif font below it.

CITY OF NEWTON
BRAND STANDARDS GUIDE

Logo Usage

Primary Logo



Newton's new branding is in your hands. Please be diligent to preserve the integrity of our brand. Be careful not to distort the logo when re-sizing. Never substitute fonts or attempt to enhance the logo through special effects or filters. This color version is the preferred version and should be used when possible as it is a powerful aspect of our brand identity. When one color usage is dictated, the black version of the logo should be used. The screen percentage of the bubble drop shadow is 40% black.

Secondary Logos



It is preferable to use the horizontal lockup of the logo, but some circumstances may warrant using the vertical layout of the logo with the graphic on top. The 'N' bubble can be used as a stand-alone object, and should not be used in close proximity to the actual logo. The 'N' bubble is intended to be a compliment to the 'GET TO KNOW Newton' logo. Below are the one color versions as well as the reversed version (use when necessary on a black or solid dark background). The logo should not be scaled to smaller than 1" in width.

1 Color Logos



Minimum Size



Logo Usage

Logo Clear Space



Always allow minimum clear space around the logo, as indicated by the Xs. The minimum clear space of X is the height of the lowercase 'n' in the logo.

Campaign Logos



These logos are intended to be used with the corresponding marketing campaigns. They should be used as stand-alone logos and not in direct competition with the 'GET TO KNOW Newton' logo. Do not use these in close proximity to the 'GET TO KNOW Newton' logo.

Departmental Logo Usage

It is important for each department of the city to be easily recognizable, which is achieved by creating a family of logos that are similar in nature to each other in color and type treatment. All departments should be listed under the 'GET TO KNOW Newton' logo in the logo blue color. All caps are to be used and each department name is to be right justified to the logo. The font to set the department in is Bebas, the font used in the logo bubble. The size of the department name should be the same size as the word 'KNOW' in the logo.



Brand Palette / Color Usage

Our brand identity is as much about the colors we use as the fonts we employ. To ensure brand consistency, we have provided PMS numbers and screen mixes to guarantee that the brand palette does not vary. When having an outside vendor (e.g., printer, agency, sign maker, etc) implementing communication materials, make sure that they are provided a copy of this page.



70c 0m 0y 0k - Digital Printing
PMS 299 coated / PMS 2985 uncoated - Offset Printing
Or 192g 243b - Website, PowerPoint, Online Media
HEX: 00c0f3 - Website, Online Media



20c 100m 0y 10k
PMS 675 coated / PMS 227 uncoated
180r 14g 128b
HEX: b40e80



0c 100m 50y 0k
PMS 144 coated / PMS 144 uncoated
247r 148g 30b
HEX: f7941e



0c 0m 0y 70k
PMS 425 coated / PMS 425 uncoated
109r 110g 113b
HEX: 6d6e71
[Color used for the word 'Newton' in logo]



0c 0m 0y 40k
PMS 423 coated / PMS 422 uncoated
167r 169g 172b
HEX: a7a9ac
[Color used for the drop shadow on bubble]



100c 100m 100y 100k
Or 0g 0b
HEX: 000000

PANTONE is a registered trademark of Pantone, Inc. PANTONE is Pantone, Inc's check-standard for color reproduction and color reproduction materials.

The colors throughout this manual may not match the PANTONE color standards. Refer to current editions of the PANTONE Color Formula Guide for accurate hue and density match.

Font / Typography

Primary Font

The primary font that should be used on all in-house correspondence is Arial. Bolding should be used in headlines and to draw attention to important information. Text can be used in black and/or the 'Newton' gray color specified earlier. It is acceptable to use the logo blue to highlighted text and headlines.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Marketing Font

The marketing font that should be used on all external communications is Trade Gothic.

Trade Gothic

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Color Usage

Primary Color / Secondary Colors

The primary color (logo blue) is the only color to be used in the 'GET TO KNOW Newton' logo, however, to ensure optimum color selection when designing a PPT presentation, chart or brochure/flyer, the brand standards includes this selection of complementary colors that can be used.



50c 0m 100y 0k - Digital Printing
PMS 376 coated / PMS 382 uncoated - Offset Printing
141r 198g 63b - Website, PowerPoint, Online Media
HEX: 8dc63f - Website, Online Media



0c 73m 90y 25k - Digital/Professional Printing
PMS 1675c / PMS 1675u - Offset/Professional Printing
192r 53g 19b - Website, PowerPoint, Online Media
HEX: c03513 - Website, Online Media



90c 66m 0y 25k - Digital/Professional Printing
PMS 187c / PMS 187u - Offset/Professional Printing
19r 65g 192b - Website, PowerPoint, Online Media
HEX: 1341c0 - Website, Online Media