



# REQUEST FOR QUALIFICATIONS

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## *BRANDING AND WEBSITE DEVELOPMENT*

**Cleveland County invites Submittals of Qualifications for the Cleveland County Branding and Website Development Project to be received until 5:00pm on Wednesday, August 31, 2016 at the Charles Harry Administration Building, 311 E. Marion Street, Shelby, North Carolina 28150**

Cleveland County, North Carolina is a county of approximately 97,000 residents which lies midway between Charlotte and Asheville. Our citizens share a unique passion for the community. Growth, prosperity and community partnerships have long been important factors to community leaders. From history, culture, entertainment and recreation to business, industry, housing and economic development, Cleveland County has it all.

**Project Description:** Cleveland County is seeking Statements of Qualifications (SOQ) from branding/marketing companies and website development firms specializing in Local Government to assist Cleveland County with a rebrand of the organization, redesign of the logo and website development.

**Scope of Work and Expected Deliverables:**

**Phase 1- Rebrand, Outreach Strategy**

- 1. Conduct and interpret research with key partners, stakeholders, employees and the public to determine existing perceptions about Cleveland County and the message that effectively communicates the story of Cleveland County to residents, existing businesses, commercial developers and visitors.**

Deliverable:

- Research summary and initial analysis of findings and their relevance to building the Cleveland County brand.

- 2. Create the message and brand including visual elements that will effectively communicate Cleveland County's brand to the target audience with a key driver being consistency so various departments and programs can use the brand product.**

Deliverables:

- The brand, and logo should portray Cleveland County in a modern, advanced and progressive light.
- The message should present Cleveland County in a modern flare, highlighting the benefits, and unique resources we have to offer to outside businesses and individuals in a growing global market.
- The Vendor shall provide staff a minimum of three (3) logo designs that are developed during this project.
- Style guide and graphic standards, including chosen logo.

- Templates for common needs such as PowerPoint, letterhead, brochures, etc.
- Recommendations on outreach to target audience and incorporation of new logo in other materials such as branded t-shirts, stickers, car decals, etc.
- Presentation to County Commissioners

## **Phase 2- Website redesign**

- 1. Create a website that is visually appealing and includes a simple/compatible content management system which highlights the adopted branding strategy while allowing for non-technical Cleveland County staff to update content.**

Deliverables:

### *Look and Feel Design*

- The Vendor shall provide staff a minimum of three (3) designs of the proposed website that are developed during this project.
- The Vendor will work with County staff to determine a new website content information architecture navigation framework to support easy navigation to key County services.

### *Content Management System*

- The Vendor shall provide a comprehensive CMS solution.
- The CMS software proposed shall be open-source and in use in a wide variety of industries and shall not be a beta, release candidate or other early adopter technology.
- The Vendor will provide a search engine solution that will support indexing of all contents within the CMS as well as external County website resources.
- Any custom source code and graphics should be made property of Cleveland County.

### *Website*

- The Vendor shall provide a fully operational and working website framework.
- Website should contain a section or page dedicated to "e-gov" where citizens can easily locate services and forms and exchange information with County Government.
- The County's current website contains sub-sites and links to other County stand-alone websites such as the Health Department, Board of Elections, EMS, and Sheriff's Office. Inclusion of these websites should be quoted as separate options.
- The Website shall be Responsive by Design and work as well on traditional Desktops/Laptops as well as Mobile Devices such as phones and Tablets.
- The Vendor shall be responsible for migrating existing information to the new website.
- The Vendor shall assist in addressing any URL name changes and /or URL naming conventions.
- The website shall be hosted by the County if at all possible, or the vendor shall assist the County in securing a compatible third party hosting service.

### *4) Training*

- The Vendor will provide full and complete training on the use of the CMS.

**Format:**

The format should include the qualifications requested and demonstrate that your firm can complete the professional work requested. You are welcome to provide any other information deemed appropriate for this project.

**Introduction:** Prepare a brief introduction demonstrating your understanding of the scope of the project. Include the following information on the Title Page:

Firms name, address, telephone number(s), Principal contact, email address  
Table of contents

**Personnel:** Identify key personnel and qualifications that would be assigned to the project. Specify the Project Manager

**Experience:** Provide number of years of experience and services provided including work satisfactorily completed in the last three years.

**Company:** Give a brief history of your Company and also include size in terms of full-time employees.

**Design:** Showcase your company's creative design capabilities related to graphic and web page design to include examples of logo's as well as websites designed by your firm. Clearly specify services provided in-house and those that are out-sourced.

**Project Plan and timeline:** Provide a description of the project plan and timeline from the initial phase to completion.

**Pricing and budget:** Proposal should contain the total cost as well as the detailed "line item" breakdown. Please specify, not to exceed fees, hourly rate schedule as well as any other additional costs (travel).

**Client references:** Provide three references with contact name and phone numbers.

**Evaluation Criteria:** Selection will be based on the firm's experience and qualifications as described in the submittal and proven ability to provide the required services. Quality and completeness of the proposal will be an important factor. Proposals will be reviewed by the Cleveland County Branding and Website Development Team.

**Deadline:** Proposals may be sent in electronic form or hard copy to be received no later than August 31, 2016 at 5:00pm. If submitting hard copies, please provide three (3) copies.

**Submit your proposals to Kerri Melton, Community Services Director, Cleveland County, 311 E. Marion Street or PO Box 1210, Shelby NC 28150 or [kerri.melton@clevelandcounty.com](mailto:kerri.melton@clevelandcounty.com).**