



Ontario Library Service – North
Service des bibliothèques de l'Ontario – Nord



SOLS | SBOS

Southern Ontario Library Service
Service des bibliothèques de l'Ontario-Sud

REQUEST FOR PROPOSAL FOR:

1. CORPORATE VISUAL IDENTITY AND
2. WEBSITE DESIGN AND DEVELOPMENT

INTRODUCTION

Southern Ontario Library Service (SOLS) and the Ontario Library Service-North (OLS-North) are both Transfer Payment Recipients of the Ontario Ministry of Heritage, Sports, Tourism and Culture Industries. Over the last eighteen months, SOLS and OLS-North have overcome some major hurdles stemming from cuts to funding from the Ministry of Heritage, Sports, Tourism and Culture Industries in April 2019. To strengthen the sustainability of our provincial agencies, the boards of both organizations recently approved plans to join forces and officially amalgamate to form the *Ontario Library Service / Service de bibliothèque de l'Ontario*.

By doing so, the Ontario Library Service will:

- Improve service delivery through one larger organization that is more resilient.
- Strengthen agency sustainability and capacity by combining staff and services and ensuring a provincial standard of service.
- Be better positioned as a single organization to receive possible future funding.

The new organization will be in place for the fiscal year which begins on April 1st, 2021. Links to the current websites can be found below:

- [OLS-North](#)
- [SOLS](#)

The mandate will remain to deliver programs and services on behalf of the Ministry by:

- Increasing cooperation and coordination among public library boards and other information providers in order to promote the provision of library service to the public; and
- Assisting public library boards by providing them with services and programs that reflect their needs, including consultation, training and development.

Some quick facts about SOLS and OLS-North:

- We serve over 310 public libraries with over 1,000 branches across the province.
- We work with staff and board members from these public libraries.
- Almost 6,000 subscribers receive one or more of our newsletters.
- The two main service areas include: Training & Consulting and Resource Sharing.

Project Outcomes:

SOLS and OLS-North are seeking to create a new website and microsite templates that encompass the services and programs currently offered by both organizations. In addition, a new corporate visual identity is being sought for the *Ontario Library Service*.

PROJECT DESCRIPTION

This project is divided into two streams:

- 1) Corporate Visual Identity, and
- 2) Website Design and Development.

Prospective vendors are invited to submit proposals for either stream or both.

Stream 1: Corporate visual identity

Purpose

The goal of this request for proposal is to secure a new corporate identity to brand our services, products, and programs.

Background

SOLS and OLS-North were both incorporated over thirty years ago to serve public libraries across northern and southern Ontario respectively, each with its own corporate identity. In 2018, SOLS undertook a corporate website redesign and introduced a new logo but retained the tagline “*Stronger Libraries. Stronger Communities.*” The OLS-North logo has been in place for over 20 years. Additional programs and services, with their own unique branding, have been added through the years. This branding disconnect has not served us well and has led to confusion in the public library sector.

Project Description

While the provincial mandate for *Ontario Library Service* will remain the same, the new organization wishes to establish a memorable/impactful/strong look that will resonate with Ontario’s public libraries. The organization wishes to instill upon all those who come seeking information, a sense of confidence that they have reached a site that will provide them with the trusted and reliable information they need. Appendix B identifies the programs and services with unique branding and the organization’s anticipated changes.

General Statement of Work

As a new corporate entity, the Ontario Library Service wishes to create a visual identity that:

- Uniquely recognizes and brands our services, products, and programs
- Unifies our disparate services, products, and programs
- Maintains the tagline: **Stronger libraries. Stronger communities.** / French: **Enrichir nos bibliothèques, c’est enrichir nos communautés.**

Deliverables

The successful vendor must:

- provide high resolution design deliverables for the final design that can be deployed on the web and on print materials.
- create a bilingual logo for the new *Ontario Library Service*, including colour and black and white design options.
- Logo options should include designs with and without the tagline.
- Create a guidelines document that will specify, articulate, and depict the defining elements of the visual identity and title components, and provide examples for marketing communications materials. The following items are suggested for inclusion:
 - Brand creative parameters (i.e. fonts, design styles, colour palette, spacing requirements, etc.)
 - Samples of how the brand could be applied to the website and social media
 - Business card and letterhead templates
 - File types suitable for print and online use, in ready to use and editable formats (e.g. .jpeg, .png, .tiff, .eps, .ai)

Appendix B identifies SOLS and OLS-North programs and services with unique logos or brand identities, ancillary programs, and social media. The new *Ontario Library Service* does not require new logos for these programs and services but would like to establish a clearer affiliation with the main corporate identity.

Post award development process

The Joint Management Team will work with the chosen vendor to provide feedback on design options during the development process of the new corporate identity. Consultations with this group on draft designs are expected. These will be conducted virtually. The Team looks forward to establishing a new and fresh look that will take us into the future with confidence.

Stream 2: Website Design and Development

Purpose

The goal of this request for proposal is to secure a new corporate website and a microsite template.

Background: Current web properties

Both the current SOLS and OLS-North corporate websites use Joomla as the CMS. The websites are managed and updated internally by staff. For the purposes of this project, the SOLS website should be used to gain insight into the mandates and work of both organizations and a sense of the content required for the new *Ontario Library Service*.

Both the SOLS (sols.org) and OLS-North (olsn.ca) are hosted on web hosting platform services. In addition to the main corporate websites, SOLS and OLS-North maintain 6 microsities.

Appendix C indicates which microsites are required to be integrated into the corporate website and which should continue as microsites.

Project Description - Corporate website and micro website templates

SOLS and OLS-North invite prospective vendors to submit proposals that include all necessary professional development services for designing and developing an inaugural corporate website for *Ontario Library Service*, including all relative tools such as reporting, analytics, and content management system. The Ontario Library Service also requires a template for creation of microsites.

The websites communicate information regarding programs and services, upcoming events and meetings, professional resources, listings of Collective Purchasing Agreements, and a password-protected webpage for e-resources pricing. In addition, both SOLS and OLS-North have other websites for specific services. Some of the content from these websites will be migrated to the main corporate website, while some content will be moved to the new microsite templates.

[LearnHQ.ca](#) and [Resources.LearnHQ.ca](#) are the Learning Management System and professional resources website that SOLS and OLS-North manage for library client training. The vendor will offer suggestions to better highlight and integrate both these web properties into the corporate website, especially in terms of user experience and how to better direct users to the LMS login.

Deliverables

A list of mandatory and optional requirements is outlined in Appendix C for the new corporate website. Please indicate your ability to provide EACH feature on the spreadsheet by indicating YES or NO to EACH feature listed. Use the Comments column to provide the specific information requested or to describe alternative ways in which you can meet the requirement. In addition, please indicate the additional cost of incorporating full bilingual functionality.

1. Development and Design Deliverables

The design must be user friendly, meet AODA accessibility requirements, adhere to current UX principles, and integrate, through APIs or links, other web platforms used by SOLS and OLS-North. SOLS and OLS-North require an open source CMS. SOLS and OLS-North currently use Joomla, but open source CMS will be considered.

Deliverable	Additional Information
Site Map/Information Architecture	The successful vendor develops a site map of the corporate website, based on high-level categories/content provided by SOLS and OLS-North. The structure of the Information Architecture should primarily be based on our services and programs and include our corporate information and contact info.
Wireframes	The successful vendor provides wireframes of the main types of pages, including but not limited to: <ul style="list-style-type: none"> ▪ Home page ▪ Standard informational page for a service or program ▪ About Us ▪ E-Resource Ordering page, including the process of logging in.

Web Development	With the creation of the new <i>Ontario Library Service</i> , many of the services and programs offered by SOLS and OLS-North will continue. Content for the new website will be provided to the successful vendor. The vendor will make suggestions where necessary to improve the content.
Website Launch	The new website will be publicly launched on April 1, 2021. SOLS and OLS-North require the website to be launch-ready one to two weeks prior to April 1.
After launch Follow-up	Over the months of April and May 2021, the successful vendor will be available to make minor changes as necessary to improve any design or functionality of the new website.

An identical process is also required for the microsites template. In addition to a template for future use and creation of microsites by the Ontario Library Service, SOLS and OLS-North require that the creation of microsites by the successful vendor, based on the template, for the selected current web properties identified in Appendix C, Part D.

2. Proposed Workplan

The successful vendor must provide a proposed workplan with a schedule, indicating the major deliverables and regularly scheduled meetings with SOLS and OLS-North to allow feedback. At a minimum, there should be meetings with the successful vendor and SOLS and OLS-North for the three major deliverables identified above in (1.), including any necessary follow up meetings. A finalized workplan and schedule will be agreed upon by the vendor and SOLS and OLS-North once the vendor’s bid is selected.

SUBMISSION PROCESS

Proposals will be accepted by email only to swalls@sols.org, with attachments saved in PDF or spreadsheet format. Proposals are to be submitted to Sue Walls by November 16, 2020. Please clearly indicate in the email subject line: **“RFP: corporate visual identity and website design and development”**

Please ensure that any settings in documents or spreadsheets are set up to be print-ready. Receipt of submissions will be acknowledged by e-mail. SOLS is accepting the submissions on behalf of both organizations and the new *Ontario Library Service*.

Timeline

ITEM	DATE
RFP released	October 28, 2020
Vendors to submit written questions	November 4, 2020
Questions with written answers provided to all interested vendors	November 6, 2020
Submission deadline for proposals	November 16, 2020
Finalists notified <i>(if required)</i>	November 20, 2020
Finalists interviews <i>(if required)</i>	November 26-27, 2020
Vendor selected	December 3, 2020
Vendor signed	December 31, 2020

Contact information

Questions: Visual Identity Barbara Franchetto SOLS CEO bfranchetto@sols.org 647-264-7328	Questions: Website Brandon Fratarcangeli Consultant brandonf@sols.org 647-264-7330	Submissions: Sue Walls Administrator swalls@sols.org 647-264-7345
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EVALUATION PROCESS

Evaluation of the proposals

All completed proposals will be reviewed by a committee and evaluated using the same evaluation matrix. SOLS reserves the right, at its sole discretion, to seek further information.

Evaluation matrix

Quality and feasibility of proposal	60%
Cost	20%
Experience (qualifications of individual or project team)	20%

NOTIFICATION OF DECISION

SOLS and OLS-North intend to make a final decision on the results of this RFP by December 1, 2020. Notifications will be made to all unsuccessful vendors via email and/or telephone conversation by December 4, 2020, at our discretion. The successful vendor will be required to enter into an agreement with SOLS, with agreed-upon deliverables, milestones, timelines, and payment schedule. It is expected that the successful vendor will enter into an Agreement with SOLS by no later than December 31st, 2020.

STATEMENT OF INTENT

- SOLS reserves the right to reject any or all responses to this RFP
- SOLS reserves the right to award the contract to more than one vendor
- SOLS reserves the right to cancel the award of contract any time before the execution of the contract by both parties
- Responding vendors bear sole risk and responsibility for costs incurred in the preparation of the proposal
- Responding vendors warrant that they are licensed to do business in Canada and are or will be registered to collect and remit the Harmonized Sales Tax.
- SOLS reserves the right to ask for clarification in the proposal, should the need arise.

SUBMISSION CHECKLIST

To ensure that all proposals are evaluated equally, the proposals should include all information required in the Appendices and should be input in the spreadsheet provided. If you require additional space or different formatting for a particular requirement/aspect, please submit PDF and indicate this in the spreadsheet.

- Appendix A – Vendor Profile and Budget
- Appendix B – Corporate Visual Identity
- Appendix C – Website Design and Development and microsite template information

All submission must include Appendix A. Submissions for only one of the two streams require the applicable Appendix of B or C. Submissions for both streams require all Appendices to be completed.