



Village of Mukwonago, WI

Request for Quotes Village Banner Program

Date Issued: April 20, 2021

PROJECT CONTACT

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Planner

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Background:

The Village of Mukwonago is requesting quotes for services from graphic design professionals for the development of graphic standards and detailed graphics for a downtown banner program. We are looking for a quote to provide both an hourly rate, as well as, the number of hours estimated for the job.

The project will be broken down into the following tasks. If you believe additional tasks are necessary or recommended please provide information regarding those tasks and amount of time the task is estimated to take.

Task One:

Develop or provide three examples of graphic styles that will coordinate with the Village’s current logo and downtown logo, which will allow the village to review and provide direction to the designer for final design products.

- Style suggestions may include WPA Style Graphics, Classic National Parks Graphics, or modernist tradition, however the Village is open to suggestion and creativity. We are looking for a graphic style that will lead to a lively, simple, bold, and colorful design.

Task Two:

Develop a series of banners that can be installed during the late spring early summer of 2021.

- Quantity:
 - The Village currently has 16 locations for banners within the downtown area.
 - The Village anticipated a banner program that may include 30-36 or more in the future.
 - Four locations will be reserved for special event banners. The locations will be at key areas entering the core are of the village. (See Task 3 below)
 - The Village is considering the installation of three designs for the remainder of the 12+ locations.
 - The Village would like to have at least 9 banner designs for the downtown area that can be changed over the next three years. Messaging may change or remain similar; graphics are intended to change, however graphic style at this time should remain similar for the three years to assist with reinforcing a branding image for the community. In addition, 3 banner designs shall be developed for the winter months to compliment the illuminated snowflakes and designed to promote the downtown during the winter season.
- Size:
 - The Village is proposing a banner size of approximately 2 ft wide by 4 ft tall.
 - The Village is would also like the designs (or a complimentary design) to be scalable for smaller banners to be installed on light post 18” x 36”
- Design:



- The Village is looking for an eye-catching design, but a design that is understandable while driving, thus minimal words are desired.
- The Village is looking for incorporation of the Village Logo and the Downtown logo (see below).
- The Village is considering the use of several slogan:
 - “Make Downtown Yours”, “Curative Waters” or “Place of the Bear”
 - The Village also has an emphasis on key words of live, learn, work, and play in the community’s vision statement.
 - Other concepts also include the concept of curative waters which is a concept developed out of a recent downtown visioning process.
 - The Village intends these banners as a marketing element for downtown and we are looking for ideas or words that market the downtown with simple statements such as: Shopping, Play, Dinning, Entertainment, or descriptor words such as Vibrant, Playful, Enjoy.
- Installation Time Frame:
 - Banners will be installed from February through October. While winter seasonal decorations such as snowflakes will be installed from November through February.
 - At least one - three banner design should have the same theme as the remainder of the year but address the winter season to compliment the seasonal snow flakes -
- Current Logos:

Downtown:



Village:



Task Three:

- Promotional Banner Template:
 - It is the Villages intent to have at least 4 locations to hang promotional banners that will promote community events, such as summer concert series, maxwell street days, farmers market, etc.
 - The Village would like to have a template and graphic standards that can be used for the development of these banners.



- Quantity:
 - The Village would like to have a selection of templates that will allow for flexibility, as well as diversity between events. At this time the Village is thinking of these templates that are similar yet visually different.
- Size:
 - At this time, we only anticipate that the special event banners will be the larger size of 2 ft by 4 ft.
- Design:
 - The Village would like the templates to be compatible to the overall theme of the banner program, but also allow the individual special events to stand on their own.
 - The Design should consider a color template that can be used if not specific colors exist for an event, however the design should also allow for unique colors to be selected for those events that already have a branding program.

Responses:

Submission: Please send response or questions to:

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Submission Deadline:

Please submit by Monday May, 24, 2021

Quote Reviews will begin on May 26, 2021.