



### **Our Mission**

The Charles County Public Library creates opportunities for the community to engage, discover, and learn.

### **Our Vision**

We are the trusted source for connecting everyone to endless possibilities.

### **Our History**

The Charles County Public Library (CCPL) was originally formed in 1922 by the Homemaker's Clubs of Charles County with the help of Extension Agent Paul Dennis "PD" Brown. The first library was housed in La Plata on the second floor of the old town jail (which still stands behind the County Courthouse today). The collection contained 3,000 volumes and additional books were delivered by railroad from Baltimore's Enoch Pratt Free Library.

Until 1950, the library was funded through private donations and fundraising. That year the Board of Trustees was formed and the library hired its first full-time librarian. Soon after, the system added a bookmobile to deliver materials throughout the county. Additional library branches were set up in 1959 at Potomac Heights and in 1964 at Waldorf. A fourth branch was added in 1973 at the Bryans Road Shopping Center.

The Potomac Heights location was called Glymont. Glymont Library moved to Rt. 210 and Glymont Road in 1982. Glymont closed in 1991 and merged with the library branch in Bryans Road. These combined libraries are now known as the Potomac Branch and moved into the current location on Ruth B. Swann Drive in November, 1996.

In the summer of 1966, the La Plata Library moved into its current home at the corner of Garrett and Charles Streets. In June of 1981, after outgrowing a series of smaller spaces, Waldorf opened at its current location in a building bearing the name of the Charles County Public Library's founder, P.D. Brown. The P.D. Brown Memorial Branch in Waldorf underwent an expansion and remodeling in September 2001.

### **Today**

Much has changed since the books arrived by train and were kept in a jail. The Charles County Public Library now has a staff of more than 80 full-time and part-time employees. Our three branches house over 200,000 volumes of printed material, audio books, film, and other documents. A fourth branch, Waldorf West, opened in October 2012. Currently, there are over 70,000 county residents who have library cards and that number grows every day.

## **GENERAL INSTRUCTIONS**

### **Proposal Format**

- Please provide your design response in a PDF document.
- For supporting materials, such as sketches or illustrations, you are invited to send those documents to support your design.

### **Proposal Submission Closing Date**

Proposals are due to the [marketing@ccplonline.org](mailto:marketing@ccplonline.org) email by **July 21st, 2017**.

### **Questions**

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## **PROJECT OVERVIEW AND OBJECTIVE**

CCPL is accepting proposals to design the organization's logo and develop the brand/style guide. CCPL is seeking the creation of a new logo / visual identity that captures the values and mission of the library and is distinctive and memorable.

This logo will be incorporated into a revamped website, our social media accounts and other possible future web presence that CCPL may have. It will also be used on letterhead, business cards, brochures, banners, and other print materials as needed. It is expected that the development of the new logo will evolve as part of a conversation with CCPL staff. A 'creative strategy' or brand document will be produced capturing how the existing mission, values and priorities of CCPL are reflected in the proposed logo.

CCPL needs the logo to convey our passion for what we do and the magic of libraries as well as the realization of possibilities and the knowledge that our users gain from the library.

The Library is more than books. We desire a logo that is classic, adult and inclusive and provides a feeling of comfort and stability for our community.

## **PROJECT SCOPE REQUIREMENTS**

The graphics must be produced in an electronic format that can be modified by CCPL staff as necessary – InDesign, Illustrator, Photoshop or Microsoft Publisher files. The designs must be adaptable for use in the production of print and online ads, web and social media content, posters, flyers, and merchandise (i.e. t-shirts). The logo must also be capable of reproduction in different sizes and in both color and black and white.

Graphics and materials submitted do not need to be 100% original artworks, but the designer must certify that any images, illustrations or wording submitted are copyright

free and may be used by CCPL in all print and online promotions without violation of any copyright law.

We are relying on a graphic designer to propose a design process for our consideration. However, we request an explanation of the design process and methodology and how it relates to this project.

## **Visual Identity**

Design scope to include:

- Use of the vibrant colors (no more than 2-3 colors in the design).
- Books should not be the primary element used in the design.
- Creation of 2-3 color versions for client review.
- Creation of 2-3 black and white logo designs for client review and selection.
- Three rounds of refinement on the original selection.
- An electronic logo file in a MAC and PC file format on disk.
- One 8 1/2" x 11" black and white logo sheet.
- One 8 1/2" x 11" color logo sheet.
- Font Family Selection.

## **Timeline**

- Submissions will be accepted up until July 21st, 2017.
- CCPL will make final design decisions on or around July 31st, 2017.
- Designer will be expected to meet with CCPL for first consultation the first week of August 2017.