

West Orange Public Library, New Jersey

Brand Refresh RFP

Issued: February 18, 2025

Response Deadline: March 6, 2025

Budget: Up to \$5,000

Project Overview

The West Orange Public Library (WOPL), NJ seeks a brand refresh to modernize its visual identity while honoring its deep-rooted role as a community hub. The new branding should reflect the new and modernized WOPL and West Orange's diversity, historical richness, and cultural vibrancy while ensuring accessibility and ease of use across digital and print platforms.

Key Deliverables

- Logo Refresh – Updated logo capturing WOPL's unique identity
- Color Palette & Typography – Accessible, cohesive colors and modern fonts.
- Brand Messaging & Voice – Refined tagline and key messaging pillars.
- Branded Templates – Social media, flyers, signage, and digital banners.
- Brand Guidelines – Mini guide for staff use and future consistency.

Submission Requirements

- Portfolio showcasing relevant branding work. Please highlight if prior library branding work has been done.
- Proposed approach to incorporating West Orange's diverse community identity and its unique history.
- Project timeline with completion by April 2025.
- Breakdown of deliverables and pricing.

Response Format

- One-page proposal summary.
- Examples of past work.
- Timeline & fee.

Submission & Contact

Email responses to Director **Dave Cubie** (admin@westorangelibrary.org) by **March 6, 2025**