Request for Information: Design House

About the Collaborative Summer Library Program

The Collaborative Summer Library Program (CSLP), is a consortium of public libraries with a presence in all fifty states, the District of Columbia, American Samoa, Bermuda, Cayman Islands, Guam, Mariana Islands and Micronesia. We work together to provide high-quality summer reading program materials for children, teens, and adults to our member libraries. CSLP produces themes, manuals and works with artists and vendors to produce materials designed for our members to use. Participating libraries can purchase program manuals, posters, reading logs, bookmarks, certificates, and a variety of reading incentives. The result is unified and high-quality promotional and programming products for its 16,000 member libraries. Members have access to the same artwork, incentives, and publicity in addition to an extensive manual of programming and promotional ideas, aimed to promote summer reading for all ages.

Project Summary

We are looking for a design house to take the illustrations we have commissioned from nationally known artists, and use them to create a dynamic and unified visual theme applied across a variety of media and products for our 2020 program year (October 2019 - July 2020). The designs will be used to make up the components of the summer reading program we make available to our members. By providing this service we are ensuring that libraries across the nation have the resources they need to run successful summer reading programs.

We commission illustrations for four posters (Early Literacy, Children's, Teen, and Adult) and five (5) to seven (7) "spot" illustrations for each of the four programs. Taking the provided illustrations, and incorporating them into the designs we need, will be the work of your studio.

Objectives

Every year, our organization selects a theme and a slogan to capture the imaginations of librarians, children, adults and teens. These themes and slogans are the springboard for creating a sandbox of ideas and products librarians use to create, and run, their summer reading program.

We need a design firm to use our illustrations to build the visual identity for the program year, and to craft designs we can send to our various vendors to create the necessary reading incentives and promotional materials.

Libraries of every size rely on CSLP to provide their summer reading programming. We need designs that are inviting, accessible, and have widespread appeal.

Our Audience

Our audience is all librarians who provide summer reading programming, as well as the communities they serve. We have four programs focusing on these audiences: Early Literacy, Children, Teen, and Adult.

Deliverables

To accomplish our goals we will need finished designs to send to our various vendors. We need completed designs, that have incorporated the slogan and illustrations, for the following:

- Develop a look and feel for the slogan that ties in with the illustrations and will also stand on its own. Approximately Nine (9) variations
- Three (3) designs using a Spanish Language translation of the slogan treated in a similar manner.
- Taking the illustration(s) that are provided and incorporating it into three (3) t-shirt designs; Childrens, Teen, and Adult
- Taking the illustration(s) that are provided and incorporating it into four (4) poster designs; Early Literacy, Children's, Teen, and Adult
- Taking the illustration(s) that are provided and incorporating it into one (1) wide-format banner
- Taking the illustration(s) that are provided and incorporating it into 8 (eight) facebook/web-ready banners; Early Literacy, Children's, Teen, and Adult
- Taking the illustration(s) that are provided and incorporating it into six (6) PowerPoint templates.
- Taking the illustration(s) that are provided and incorporating it into six (6) bookmark designs; Childrens, Teen, and Adult
- Taking the illustration(s) that are provided and incorporating it into four (4) reading log designs; Early Literacy, Children's, Teen, and Adult

In addition, we need you to design the 2020 summer reading manual, incorporating the slogan and illustrations. Our manual contains the programming ideas and resources librarians to use to run their summer reading programs. We hire writers and editors to generate the content, but will need you to work with our team to ensure the finished manual has the proper flow and layout.

Historically, our manuals have averaged 500 pages, but we are looking to condense it, and will be asking you to help create a fresh design and layout. We estimate that it will require approximately 40 additional illustrations, either created in house, or from a provider of stock imagery. Designs for worksheets and handouts will be needed. We also ask that you isolate some of the design elements in the manual to be made available as additional clip art.

Finally, we need a full color, print ready, catalog of the products commissioned with your designs for the program year. The catalog will contain approximately 90 products, and will be about 28 pages in total (this includes cover, list of products, and order form).

Samples of previous year's manuals and catalogs can be provided upon request.

Our Competitors

While CSLP is the preeminent provider summer reading programming, we are not alone in providing this service. Our chief competitor is iReads. Because of our collaborative nature, and the strength of our programming, we are a much larger program. However, there are things that iReads does very well. Particularly, they do a better job leveraging their art assets, and have a more consistent look across their product line.

https://www.ireadprogram.org/

Details on tone, message, and style

CSLP's mission is to empower libraries to foster community. In order to accomplish this mission we are committed to creating programming that is welcoming, inclusive, honors diversity, and meets the needs of many constituents.

Proposed Timetable

- Completed illustrations will be delivered to your studio by October 12, 2018
- Content for the Manuals will be delivered to your studio by February 1, 2019
- Initial slate of designs will be sent to the Vendor Committee by January 11, 2019
- The Vendor Chair will act as liaison with the designers to incorporate committee feedback into the design slate.
- Finalized design slate is due March 1, 2019
- Initial design of Manuals will be sent to the Manual Chairs by April 1, 2019
- Print ready photos of all products to be included in the Incentive Catalog will be delivered to your studio by May 17,2019
- Initial design of Incentive Catalog will be sent to the Vendor Committee by June 21, 2019
- Print ready copies of the Manual and Incentive catalog are due July 15, 2019

Contact information

The work you provide will play a key role in our ability to further our mission "to empower libraries to foster community". Because of this, we want to make sure we find the right design house to meet our needs. If your organization is interested in working for us, please send Luke Kralik, our Organizational Coordinator; a letter of intent, three references from similar sized jobs, and examples of work done within the past three years of similar projects. Questions and clarifications should be addressed to him as well.

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