



City of Round Rock, Texas
Purchasing Division
221 East Main Street
Round Rock, Texas 78664-5299
www.roundrocktexas.gov

INVITATION FOR BID (IFB)

**PRINTED BUSINESS CARDS, ENVELOPES AND
LETTERHEAD**

SOLICITATION NUMBER 17-016

MAY 2017

**CITY OF ROUND ROCK
INVITATION FOR BID
PRINTED BUSINESS CARDS, ENVELOPES, AND LETTERHEAD**

**PART I
GENERAL**

PURPOSE: The City of Round Rock, herein after “the City” seeks quotes from firms experienced in all goods, labor and services necessary to provide printing services of letterhead, envelopes, and business cards for the City of Round Rock.

1. **ATTACHMENTS:** Attachments A through C, are herein made part of this Invitation For Bid:

- 1.1 **Attachment A:** Bid Sheet (Pg. 11 of IFB)
- 1.2 **Attachment B:** Respondent's Reference Sheet (Pg. 12 of IFB)
- 1.3 **Attachment C:** Addendum Acknowledgment Form (Pg. 13 of IFB)

2. **Exhibits:** Exhibits A and B are herein made part of this Invitation For Bid:

- 2.1 **Exhibit A:** The City of Round Rock Identity Style Guide (Pgs. 14 – 34 of IFB)
 - 2.1.1 Sample Business Card, (Pg. 26 of IFB, Pg. 12 of Identity Style Guide)
 - 2.1.2 Sample Envelope, (Pg. 26 of IFB, Pg. 12 of Identity Style Guide)
 - 2.1.3 Sample Letterhead, (Pg. 27 of IFB, Pg. 13 of Identity Style Guide)
- 2.2 **Exhibit B:** Round Rock Logo – White Star Horizontal (Pg. 35 of IFB)

3. **CLARIFICATION:** For questions or clarification of specifications, you may contact:

Primary Contact :
Oscar Wise
Purchasing Division
City of Round Rock
Phone: 512-218-5456
E-mail: owise@roundrocktexas.gov

Secondary Contact:
Yvonne Hopkins
Purchasing Division
City of Round Rock
Phone 512-218-3228
Email: yhopkins@roundrocktexas.gov

The individuals listed above may be contacted by e-mail for clarification of the specifications only. No authority is intended or implied that specifications may be amended or alterations accepted prior to solicitation opening without written approval of the City of Round Rock through the Purchasing Department.

4. **RESPONDENT QUALIFICATIONS:** The City has established the following minimum qualifications. Respondents who do not meet the minimum qualifications will not be considered for award. The Respondent shall:

- 4.1 Be firms, corporations, individuals or partnerships normally engaged in providing printing services of letterhead, envelopes, and business cards as specified herein and have adequate organization, facilities, equipment, financial capability, and personnel to ensure prompt and efficient service to the City;
 - 4.2 Provide all labor, supplies and materials required to satisfactorily perform the services as specified herein and own or acquire at no cost to the City all construction aids, appliances, and equipment Respondent deems necessary and maintain sole responsibility for the maintenance and repair of Respondent's vehicles, equipment, tools and all associated costs. The City shall not be responsible for any Respondent's tools, equipment or materials lost or damaged during the performance of the services specified herein;
 - 4.3 Be domiciled in or have a home office or headquarters inside the United States. Respondents domiciled outside the United States, or not having a home office or headquarters inside the United States will not be included for consideration in this procurement process.
5. **SUBCONTRACTORS:** Respondent shall not subcontract or otherwise engage subcontractors to perform required services. The City seeks to do business directly with a company experienced in printing services of letterhead, envelopes, and business cards.
6. **DAMAGE:** The Respondent shall be responsible for damage to the City's equipment and / or property, the workplace and its contents by its work, negligence in work, its personnel and equipment usage.
7. **SAFETY:** The City reserves the right to remove any employee from City property for violation of federal, state, and local health, safety and environmental laws, ordinances, rules and regulations. The Respondent shall:
 - 7.1. Ensure that all employees comply with all Occupational Safety and Health Administration (OSHA), State and City safety and occupational health standards and other applicable federal, state, and local health, safety, and environmental laws ordinances, rules and regulations in the performance of these services;
 - 7.2. Be held responsible for the safety of their employees and unsafe acts or conditions that may cause injury or damage to any persons or property within and around the work site. In case of conflict, the most stringent safety requirement shall govern;
 - 7.3. Indemnify and hold the City harmless from and against all claims, demands, suits, actions, judgments, fines penalties and liability of every kind arising from the breach of the Successful Respondents' obligations under this paragraph.
8. **PRICING:** The Respondent shall determine and submit a fixed cost for the work and shall include all incidental costs, labor, overhead charges, travel, payroll expenses, freight, equipment acquisition and maintenance, demurrage, fuel surcharges, delivery charges, costs associated with obtaining permits, insurance, bonds and risk management. No separate line item charges shall be permitted for either response or invoice purposes.
9. **PRICE INCREASE:** Contract prices for printing services of letterhead, envelopes, and business cards shall remain firm throughout the initial term of the contract. A price increase to the agreement may be considered at renewal time each year and shall be equal to the consumer price index for that year, but at no time can the increase be greater than 15% per line item.
 - 9.1. **Consumer Price Index (CPI):** Price adjustments will be made in accordance with the percentage change in the U.S. Department of Labor Consumer Price Index (CPI-U) for all Urban Consumers. The price adjustment rate will be determined by comparing the percentage difference between the CPI in effect for the base year six month average (January through June OR July through December); and each (January through June OR July through

December six month average) thereafter. The percentage difference between those two CPI issues will be the price adjustment rate. No retroactive contract price adjustments will be allowed. The Consumer Price Index (CPI) is found at the Bureau of Labor Statistics, Consumer Price Index website: <http://www.bls.gov/cpi/>.

9.2. Procedure to Request Increase:

9.2.1. Mail the written price increase request with the rate detail comparison and comprehensive calculation to the designated City Contract Specialist a minimum of 45 days prior to each renewal period. The detailed written calculation will be verified and confirmed. All written requests for increases must include the City of Round Rock contract number, solicitation reference information and contact information for the authorized representative requesting the increase. Price increase requests shall be sent by mail to:

**City of Round Rock
Purchasing Department
Attn: Contract Specialist
221 East Main Street
Round Rock, TX 79664-5299**

9.2.2. Upon receipt of the request, the City reserves the right to either, accept the escalation and make change to the purchase order within 30 days of the request, negotiate with the Vendor or cancel the agreement or purchase order if an agreement cannot be reached on the value of the increase.

10. AGREEMENT TERM: The terms of the awarded agreement shall include but not be limited to the following:

10.1 The term of the initial Agreement shall begin from date of award and shall remain in full force for 60 months.

10.2 The City reserves the right to review the awarded respondents' performance anytime during the contract term.

10.3 If the awarded respondent fails to perform its duties in a reasonable and competent manner, the City shall give written notice to the respondent of the deficiencies and the respondent shall have thirty (30) days to correct such deficiencies. If the respondent fails to correct the deficiencies with the thirty (30) days, the City may terminate the agreement by giving the respondent written notice of termination and the reason for the termination.

11. ACCEPTANCE/INSPECTION: Acceptance inspection should not take more than five (5) working days. The awarded respondent will be notified within the time frame if the services delivered are not in full compliance with the specifications. In the event the services are not performed to the satisfaction of the City, provide new product at no additional cost to the City. The City designated representative shall determine if this is necessary. If any agreement or purchase order is cancelled for non-acceptance, the needed services may be purchased elsewhere and the vendor may be charged liquidated damages.

PART II
SPECIFICATIONS

SCOPE: The City of Round Rock requests printing services for letterhead, envelopes, and business cards.

1. POINT OF CONTACT / DESIGNATED REPRESENTATIVE:

- 1.1. Respondent's point of contact:** In order to maintain consistent standards of quality work performed across the City, the City shall be provided with a designated and identified point of contact upon award of the contract to include contact information. The City's designated representative shall be notified by the Respondent immediately should the point of contact change.
 - 1.2. The City's designated representative:** The City's designated representative shall be:
Kristin Brown
Communications and Marketing Manager
Communications and Marketing
Phone: (512) 218-5447
E-mail: kbrown@roundrocktexas.gov
- 2. WORKFORCE:** Successful Respondent shall:
 - 2.1.** Ensure Respondent's employees perform the services in a timely, professional and efficient manner;
 - 2.2.** Ensure Respondent's employees, while working on City property, wear a company uniform that clearly identifies them as the Respondent's employee;
 - 2.3.** Employ all personnel for work in accordance with the requirements set forth by the United States Department of Labor. The City reserves the right to verify citizenship or right to work in the United States.
- 3. DELIVERY REQUIREMENTS:** Respondent shall deliver the printing within seven (7) to ten (10) calendar days after receipt of the order. Delivery shall be to specified destination on Purchase Order. All deliveries shall be within the City limits.
- 4. ORDER QUANTITY:** The quantities shown on the solicitation are estimates only. No guarantee of any minimum or maximum purchase is made or implied. The City will only order the products or services needed to satisfy requirements within budgetary constraints, which may be more or less than indicated.
 - 4.1** The City shall not be charged for over runs.
 - 4.2** No shortages are permitted.
 - 4.3** Estimated annual quantity of Letterhead Shells: 50,000
 - 4.3.1** City anticipates requiring between one and five boxes of 500 envelopes imprinted at a time.
 - 4.4** Estimated annual quantity of Envelopes Shells: 50,000
 - 4.4.1** City anticipates requiring between one and five boxes of 1,000 letterhead imprinted at a time.
 - 4.5** Estimated annual quantity of Business Cards Shells: 125,000
 - 4.5.1** City anticipates requiring per employee imprint order of 500 business cards per order.
 - 4.5.2** City may order one set of 500 cards or multiple sets of 500 cards.
 - 4.6** Vendor to specify any minimum order requirements for each item.
- 5. PRINTING SERVICES:** Respondent is directed to Exhibits A and B for specific identification of guidelines to be used in the printing of letterhead, envelopes, and business cards.
 - 5.1** All printing shall be a flat finish (no thermography required).
 - 5.2** Logo components shall consist of the logo graphics: three brush strokes converging to create a star, the logotype: Round Rock, Texas, typeface: Play Bold upper case font.

- 5.3 Application of the version of the logo shall be “color” as described in the logo color palette listed as Pantone/Color Conversions consisting of Pantone 288, Pantone 1805, and Pantone 288-80%.
- 5.4 The City Communications Director shall retain approval authority for all logo artwork/files. Any files/artwork received shall be used as is, without alteration, with the exception of size. Misusing Round Rock’s logo has the potential of causing damage in the form of brand devaluation. The City of Round Rock shall preapprove any usage of the logo, in any form, by vendors or partners.
- 5.5 Clear space should be left around the logo and tagline. No artwork, text symbols, colors or any sort shall intrude into this area. Using the Signature Cap Height and applying that measurement as a framed border around the logo determine minimum clear space. The City Communications Director shall retain approval authority for all logo artwork/files.
- 5.6 Font Guidelines are to include Play as the primary logotype font. Play shall be the print font.
- 5.7 Proof sheets of printed items shall be required on each order. The types of items to be printed will be transmitted electronically for approval. City shall approve, electronically, all proofs prior to printing of job.
- 5.8 Design shall not bleed off sheet for any element detailed herein.
- 5.9 The City will accept digitally-produced letterhead, envelopes, and business cards as long as the required specifications are met.
- 5.10 All colors and preferred reproduction methods are addressed in the Round Rock Identity Style Guide. All imprinting will be one of the colors addressed in the Guide. The City Communications Director shall retain approval authority for all logo artwork/files.
- 5.11 All printing shall be one-sided only.
- 5.12 Shells are required. The City does not require the Vendor to print and store all shells at one time. The shells will be prepaid by the City at the beginning of the agreement and the Vendor shall be responsible for determining storage.
- 5.13 The business cards will not always have the same number of lines imprinted.
- 5.14 Shipping cost should be included in the price and shall be FOB Destination.
- 5.15 There shall be no design costs.
- 6. **PRINTED BUSINESS CARDS:** Stock shall be 80# Sirius, Neenah Starwhite Cover. Cover colors shall be Pantone 288, Pantone 1805 and Pantone 288-80%. Business Cards shall include the City of Round Rock logo with employee’s name, title, phone numbers, and fax numbers, etc. See Pg. 12 of Exhibit A - Identity Style Guide.
- 7. **PRINTED ENVELOPES:** Envelope style shall be Business A-10. Stock shall be 24# Sirius, Neenah Starwhite. Text Colors shall be Pantone 288, Pantone 1805 and Pantone 288-80%. Envelopes shall include the City of Round Rock logo with return addresses. See Pg. 12 of Exhibit A - Identity Style Guide.

8. **PRINTED LETTERHEAD:** Stock shall be 70# Sirius, Neenah Starwhite Text. Cover Colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Letterhead to include the City of Round Rock logo with header and footer. See Pg. 13 of Exhibit A - Identity Style Guide.
9. **ARTWORK:** City shall provide successful Respondent digital file of any necessary artwork. Successful Respondent shall provide typesetting and layout services as needed.
10. **PERMITS:** The Successful Respondent shall obtain all necessary permits, licenses, and/or certificates required by federal, state and local laws, ordinances, rules or regulations for the completion of the services as specified herein.

PART III

SCHEDULE AND RESPONSE INSTRUCTIONS

1. **SCHEDULE OF EVENTS:** It is the City's intention to comply with the following solicitation timeline:

EVENT	DATE
Solicitation released	May 30, 2017
Deadline for submission of questions	June 6, 2017 @ 5:00 PM, CST
City responses to questions or addendums	June 9, 2017 @ 5:00 PM, CST
Deadline for submission of responses	June 19, 2017 @ 3:00 PM, CST

All questions regarding the solicitation shall be submitted in writing by 5:00 PM, CST on the due date noted above. A copy of all the questions submitted and the City's response to the questions shall be posted on the City's webpage in the form of an addendum at <http://www.roundrocktexas.gov/bids>.

Questions shall be submitted to the City contact named herein. The City reserves the right to modify these dates. Notice of date change will be posted to the City's website.

2. Respondents shall be responsible for monitoring the City's website at <http://www.roundrocktexas.gov/bids> for any updates pertaining to the solicitation described herein. Various updates may include addendums, cancellations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response. The City will not be held responsible for any further communication beyond updating the website.

3. **RESPONSE DUE DATE:** Signed and sealed responses are due at or before 3:00 PM, on the due date noted in Part III, Section 1. Mail or hand deliver sealed responses to:

**City of Round Rock
Attn: Oscar Wise
Purchasing Department
221 E. Main Street
Round Rock, Texas 78664-5299**

- 3.1 Sealed responses shall be clearly marked on the outside of packaging with the Solicitation title, number, due date and "DO NOT OPEN".
- 3.2 Facsimile or electronically transmitted responses are not acceptable.
- 3.3 Responses cannot be altered or amended after opening.
- 3.4 No response can be withdrawn after opening without written approval from the City for an acceptable reason.

- 3.5 The City will not be bound by any oral statement or offer made contrary to the written specifications.
 - 3.6 Three (3) samples of work similar in scope for each item shall be included with the Respondent's bid. Samples shall be furnished at no expense to the City. Sample shall be identified with Respondent's name and IFB number.
4. **BEST VALUE EVALUATION AND CRITERIA:** The City reserves the right to reject any or all responses, or to accept any response deemed most advantageous, or to waive any irregularities or informalities in the response received that best serves the interest and at the sole discretion of the City. All solicitations received may be evaluated based on the best value for the City. In determining best value, the City may consider:
- 4.1 Purchase price;
 - 4.2 Reputation of Respondent and of Respondent's goods and services;
 - 4.3 Quality of the Respondent's goods and services;
 - 4.4 The extent to which the goods and services meet the City's needs;
 - 4.5 Respondent's past performance with the City;
 - 4.6 The total long-term cost to the City to acquire the Respondent's goods or services;
 - 4.7 Any relevant criteria specifically listed in the solicitation.
- Respondents may be contacted for clarification of bid and/or to discuss details of the services they are proposing. This may include a presentation and/or the request for additional material/information to clarify.
5. **AWARD:** The City reserves the right to enter into an Agreement or a Purchase Order with a single award, split award, primary and secondary award, non-award, or use any combination that best serves the interest and at the sole discretion of the City. Award announcement will be made upon City Council approval of staff recommendation and executed agreement. Award announcement will appear on the City's website at <http://www.roundrocktexas.gov/bids>.
6. **POST AWARD MEETING:** The City and Successful Respondent(s) may have a post award meeting to discuss, but not be limited to the following:
- 6.1 The method to provide a smooth and orderly transition of services performed from the current contractor;
 - 6.2 Provide City contact(s) information for implementation of agreement.
 - 6.3 Identify specific milestones, goals and strategies to meet objectives.
7. **NON-APPROPRIATION:** The resulting Agreement is a commitment of the City's current revenues only. It is understood and agreed the City shall have the right to terminate the Agreement at the end of any City fiscal year if the governing body of the City does not appropriate funds sufficient to purchase the estimated yearly quantities, as determined by the City's budget for the fiscal year in question. The City may affect such termination by giving Vendor a written notice of termination at the end of its then current fiscal year.
8. **INTERLOCAL COOPERATIVE CONTRACTING (PIGGYBACK):** Other governmental entities may be extended the opportunity to purchase off of the City's agreements, with the consent and agreement of the awarded Vendor(s) and the City. Such consent and agreement shall be conclusively inferred from lack of exception to this clause in a Respondent's submittal. However, all parties indicate their understanding and hereby expressly agree that the City is not an agent of, partner to, or representative

of those outside agencies or entities and that the City is not obligated or liable for any action or debts that may arise out of such independently-negotiated "piggyback" procurements.

PART IV

RESPONSE REQUIREMENTS

1. The City of Round Rock makes no warranty that this checklist is a full comprehensive listing of every requirement specified in the solicitation. This list is only a tool to assist participating Respondents in compiling their final responses. Respondents are encouraged to carefully read the entire solicitation.

Respondents shall submit one (1) evident signed "Original" and one (1) copy of the response requirements including any required attachments. The samples and/or copies shall be provided at the Respondent's expense, and shall become the property of the City.

This Invitation For Bid (IFB) does not commit the City to contract for any supply or service. Respondents are advised that the City will not pay for any administrative costs incurred in response preparation to this IFB; all costs associated with responding to this IFB will be solely at the interested parties' expense. Not responding to this IFB does not preclude participation in any future RFP/RFQ/IFB.

2. For your bid to be responsive, all required items identified below shall be submitted with your proposal.

Attachment A: Bid Sheet - Responses shall be submitted on itemized, signed Bid Sheet provided herein. Failure to itemize or sign solicitation may result in disqualification. Submission of responses on forms other than the City's Bid Sheet may result in disqualification of the response.

Attachment B: Reference Sheet - Provide the name, address, telephone number and **E-MAIL** of at least three (3) Municipal, Government agencies or firms of comparable size that have utilized similar service within the last two (2) years. City of Round Rock references are not applicable. References may be checked prior to award. Any negative responses received may result in disqualification of submittal.

Attachment C: Addendum Acknowledgement Form - Provide signed copy of the Addendum Acknowledgement Form or a signed copy of each issued addendum with bid upon submission.

3. **ADDITIONAL INFORMATION REQUESTED: Contract Information** - Respondent shall provide information of any current established contract with a local City, County, Municipality, Cooperative Agreement, Comptroller of Public Accounts (CPA) Texas Smart Buy Contract, Texas Multiple Award Schedule (TXMAS), General Services Administration (GSA), Inter-local Agreement, or any other contractual resource.
4. **The following items shall be made available upon request prior to award and the approval of any contract:**

Proof of insurance for General Liability, Worker's Compensation and standard automobile liability coverage as set forth by the Insurance Requirements as identified on the City's website at: <http://www.roundrocktexas.gov/bids>.

PART V

CONFIDENTIALITY OF CONTENT

1. **CONFIDENTIALITY OF CONTENT:** All documents submitted in response to a solicitation shall be subject to the Texas Public Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be

exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances.

- 1.1 Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.
- 1.2 If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the Attorney General of Texas for final determination.

PART VI

GENERAL TERMS AND CONDITIONS / INSURANCE REQUIREMENTS

(ITEMS BELOW APPLY TO AND BECOME A PART OF THE CONTRACT)

1. **INSURANCE:** The Respondent shall meet or exceed all insurance requirements set forth by the Insurance Requirements as identified on the City's website at: <http://www.roundrocktexas.gov/bids>.
2. **DEFINITIONS, TERMS AND CONDITIONS:** By submitting a response to this solicitation, the Respondent agrees that the City's standard Definitions, Terms and Conditions, in effect at the time of release of the solicitation, shall govern unless specifically provided otherwise in a separate agreement or on the face of a purchase order. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of respondents to stay apprised of changes. The City's Definitions, Terms and Conditions can be obtained from the City's website <http://www.roundrocktexas.gov/bids>.
3. **PROMPT PAYMENT POLICY:** Payments will be made in accordance with the Texas Prompt Payment Law, Texas Government Code, Subtitle F, Chapter 2251. The City will pay Vendor within thirty days after the acceptance of the supplies, materials, equipment, or the day on which the performance of services was completed or the day, on which the City receives a correct invoice for the supplies, materials, equipment or services, whichever is later. The Vendor may charge a late fee (fee shall not be greater than that which is permitted by Texas law) for payments not made in accordance with this prompt payment policy; however, this policy does not apply to payments made by the City in the event:
 - 3.1 There is a bona fide dispute between the City and Vendor concerning the supplies, materials, services or equipment delivered or the services performed that causes the payment to be late; or
 - 3.2 The terms of a federal agreement, grant, regulation, or statute prevent the City from making a timely payment with Federal Funds; or
 - 3.3 There is a bona fide dispute between the Vendor and a subcontractor or between a subcontractor and its suppliers concerning supplies, material, or equipment delivered or the services performed which caused the payment to be late; or
 - 3.4 The invoice is not mailed to the City in strict accordance with instructions, if any, on the purchase order or agreement or other such contractual agreement.

City of Round Rock
 PRINTED BUSINESS CARDS, ENVELOPES, AND LETTERHEAD
 IFB No. 17-016
 Class/Item: 966-07 / 966-31 / 966-51
 May 2017

ATTACHMENT A: BID SHEET

Responses are due to the Purchasing Department by 3:00 PM on 6/19/2017.
 Show solicitation opening date & solicitation number in lower left hand corner of sealed response envelope with return address of responding firm.
 Facsimile and emailed responses shall not be accepted.

REQUIRED INFORMATION:
TAX ID NO.:
LEGAL BUSINESS NAME:
ADDRESS:
CONTACT NAME:
TELEPHONE NO:
BUSINESS ENTITY TYPE:
E-MAIL:

DESTINATION:
 CITY OF ROUND ROCK
 PURCHASING DEPT.
 221 E. MAIN ST.
 ROUND ROCK, TX 78664

INVOICE TO:
 CITY OF ROUND ROCK
 ACCOUNTS PAYABLE
 221 E. MAIN ST.
 ROUND ROCK, TX 78664-5299

Respond F.O.B. Destination, Freight prepaid and allowed unless otherwise specified.

Item #	Description	Unit Of Measure	Price
1	Letterhead Shells - Estimated Annual Quantity 50,000	Lot	\$
2	Envelope Shells - Estimated Annual Quantity 50,000	Lot	\$
3	Business Card Shells - Estimated Annual Quantity 125,000	Lot	\$
		Total for Item #'s 1-3	\$
4	Letterhead Imprint	1 Box of 500	\$
5	Envelope Imprint	1 Box of 500	\$
6	Business Card Imprint	1 Box of 500	\$

Bidder shall sign below. Failure to sign this bid will disqualify bidder.

Print Name

Authorized Signature

Date

"By the signature hereon affixed, the bidder hereby certifies that neither the bidder nor the entity represented by the bidder, or anyone acting for such entity has violated the antitrust laws of this State, codified in Section 15.01 et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly, the response made to any competitor or any other person engaged in such line of business."

Bidder agrees to comply with all conditions set forth in this bid.

**ATTACHMENT B:
RESPONDENT'S REFERENCE SHEET**

PLEASE COMPLETE AND RETURN THIS FORM WITH THE SOLICITATION RESPONSE

SOLICITATION NUMBER: _____

RESPONDENT'S NAME: _____ **DATE:** _____

Provide the name, address, telephone number and e-mail of at least three (3) Municipal and/or Government agencies or firms of comparable size that have utilized similar service within the last two (2) years. City of Round Rock references are not applicable. References may be checked prior to award. Any negative responses received may result in disqualification of submittal.

1. Company's Name _____
Name of Contact _____
Title of Contact _____
E-Mail Address _____
Present Address _____
City, State, Zip Code _____
Telephone Number () Fax Number: ()

2. Company's Name _____
Name of Contact _____
Title of Contact _____
E-Mail Address _____
Present Address _____
City, State, Zip Code _____
Telephone Number () Fax Number: ()

3. Company's Name _____
Name of Contact _____
Title of Contact _____
E-Mail Address _____
Present Address _____
City, State, Zip Code _____
Telephone Number () Fax Number: ()

FAILURE TO PROVIDE THE REQUIRED INFORMATION WITH THE SOLICITATION RESPONSE MAY AUTOMATICALLY DISQUALIFY THE RESPONSE FROM CONSIDERATION FOR AWARD.

**ATTACHMENT C:
ADDENDUM ACKNOWLEDGMENT FORM**

NOTE: If multiple addendums have been issued, respondents may complete and return this attachment with their proposal in place of the individual addendums to be submitted. Failure to provide either this form or the individual addendums with signatures may result in disqualification of the proposal.

Addenda Acknowledgment: The undersigned acknowledges the receipt of the following Addenda:

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Addendum #: _____ **Dated:** _____

Respondent (Company): _____

Signature (in ink): _____

Name (Typed/printed): _____

Title: _____ **Date:** _____

EXHIBIT A:
The City of Round Rock Identity Style Guide

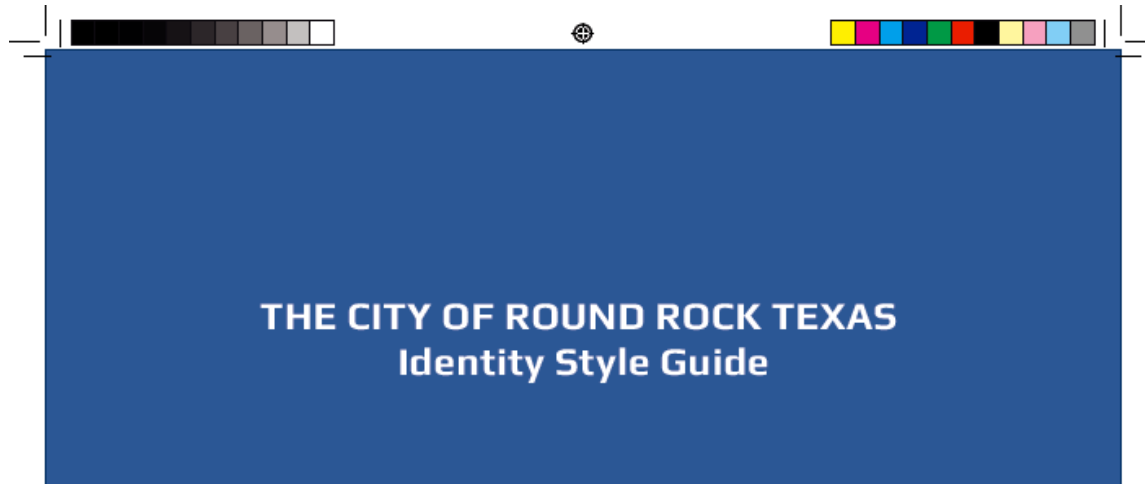


EXHIBIT A: The City of Round Rock Identity Style Guide



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EXHIBIT A: The City of Round Rock Identity Style Guide

ROUND ROCK LOGO STYLE

INTRODUCTION:

The Round Rock logo identity, look and feel is an important aspect of how people will identify and separate Round Rock, Texas. This logo is a source of pride and is composed of many elements including the font, the style, the colors and the overall usage.

Protecting this logo provides leverage for Round Rock, strengthens our presence, increases awareness, develops recall and loyalty among our audiences and ultimately, creates staying power. This is why establishing guidelines and regulations about our logo's usage is important, and these guidelines should be followed by all, City and Chamber employees, media, our partners and our vendors. From press releases, to city vehicles, to newsletters, to Web sites, flyers, brochures and promotional items, the logo should remain consistent.

The following document provides guidelines on usage for the City's logo, covering almost any situation in which the logo might be used. If you need assistance or have any questions on identity usage, details or formats, please contact the City of Round Rock Communications Director at 512-218-5409.

Logo PERSONALITY

All communications, large and small, should reflect the key logo attributes and personality. Round Rock's primary personality is a City that is a center of success. Round Rock provides employees, employers, citizens, families and all people access to and elements of success. Rather than trendy, Round Rock is established, proven and stable, as well as visionary.

Additionally, we need to consider the communications needs of our target markets and partners. All aspects of our communications, including the design, writing tone and content should reflect the fact that we are addressing a range of audiences, from employees to employers, current citizens, prospective small, mid and large-sized businesses and their CEOs.

EXHIBIT A: The City of Round Rock Identity Style Guide

LOGO USAGE

ROUND ROCK'S LOGO & GUIDELINES FOR USAGE:

LOGO COMPONENTS

The Round Rock logo consists of the following:

- **The Logo Graphics:** Three brushstrokes converging to create a star
- **The Word Mark:** Round Rock, Texas
- **The Typeface:** Play bold, upper case



DIFFERENT VERSIONS FOR SPECIFIC APPLICATIONS

For flexibility, the following pages show multiple versions of the logo for your use—color, black-and-white and reversed, horizontal and vertical versions (both with and without the tagline).

PROPER USAGE OF THE LOGOS

All logo artwork/files will be provided by the Communications Director with the City of Round Rock. Any files/artwork received should be used as is, without alteration, with the exception of size.

Misusing Round Rock's logo has the potential of causing damage in the form of logo devaluation. Any usage of the logo, in any form, by vendors or partners should be approved by the City.

APPROVED USAGE

- Directional road signs with City approval.
- Web and printed documents where the allowable space for the logo is not less than 1 inch with City approval.

NOT APPROVED USAGE FOR NON-CITY ORGANIZATIONS

- Letterhead, business cards, envelopes, forms, or other pre-printed paper products
- Promotional items like shirts, caps, pens, tickets, mugs, etc.
- On Vehicles
- In advertisements, brochures, newsletters, or other publications

EXHIBIT A: The City of Round Rock Identity Style Guide

LOGO USAGE

CLEAR SPACE

To give it presence, an area of clear space should be left around the logo and tagline. No artwork, text, symbols, colors of any sort should intrude into this area.

Minimum clear space is determined by using the Signature Cap Height and applying that measurement as a framed border around the logo.

STAGING & SIZE

"Staging" refers to the area directly surrounding the City of Round Rock's logo

Minimum clear area (protected space) around the logo is shown to the right.

The amount of clear space shown is a minimum requirement. More space should be used whenever possible to highlight the logo.



POSITIONING

The City of Round Rock's logo must also appear as predominantly as any third-party trademarks.

REFERENCING

When referenced in writing, the City of Round Rock's name should appear in the same typeface as the body copy. No effort should be made to stylize the name in a typeface other than the one already being used in the body copy in which the City of Round Rock's name is being referenced.

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AVAILABLE FILE FORMATS

The logos will be used in many different formats and mediums. As a result, the following file formats are available for your use:

File Type	Name	Features and Uses	Sample Applications
JPG	Joint Photograph Expert Group	Raster (bitmap) format; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
AI	Adobe Illustrator	Vector art like EPS Format and scalable to any size without altering resolution.	Word, PowerPoint, Excel, Adobe Suite
GIF	Graphics Interchange Format	Raster (bitmap) format; can become "jagged" when enlarged; versatile format; can be used with transparent background.	Word, PowerPoint, Excel, Adobe Suite, Web
TIFF	Tagged Image File Format	Raster (bitmap) format; works best for printed documents in MS Office programs; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
PNG	Portable Network Graphic	An Open, Extensible Image Format with Lossless Compression. PNG is superior to GIF in that it has better compression and supports millions of colors.	Word, PowerPoint, Excel, Adobe Suite, Web

MINIMUM SIZE

The logo and tagline should never be reduced so small they become illegible. Use your best judgment when reproducing Round Rock artwork. Typically we recommend no smaller than one inch horizontally. Any questions or concerns about usage should be directed to Will Hampton, City of Round Rock Communications Director.

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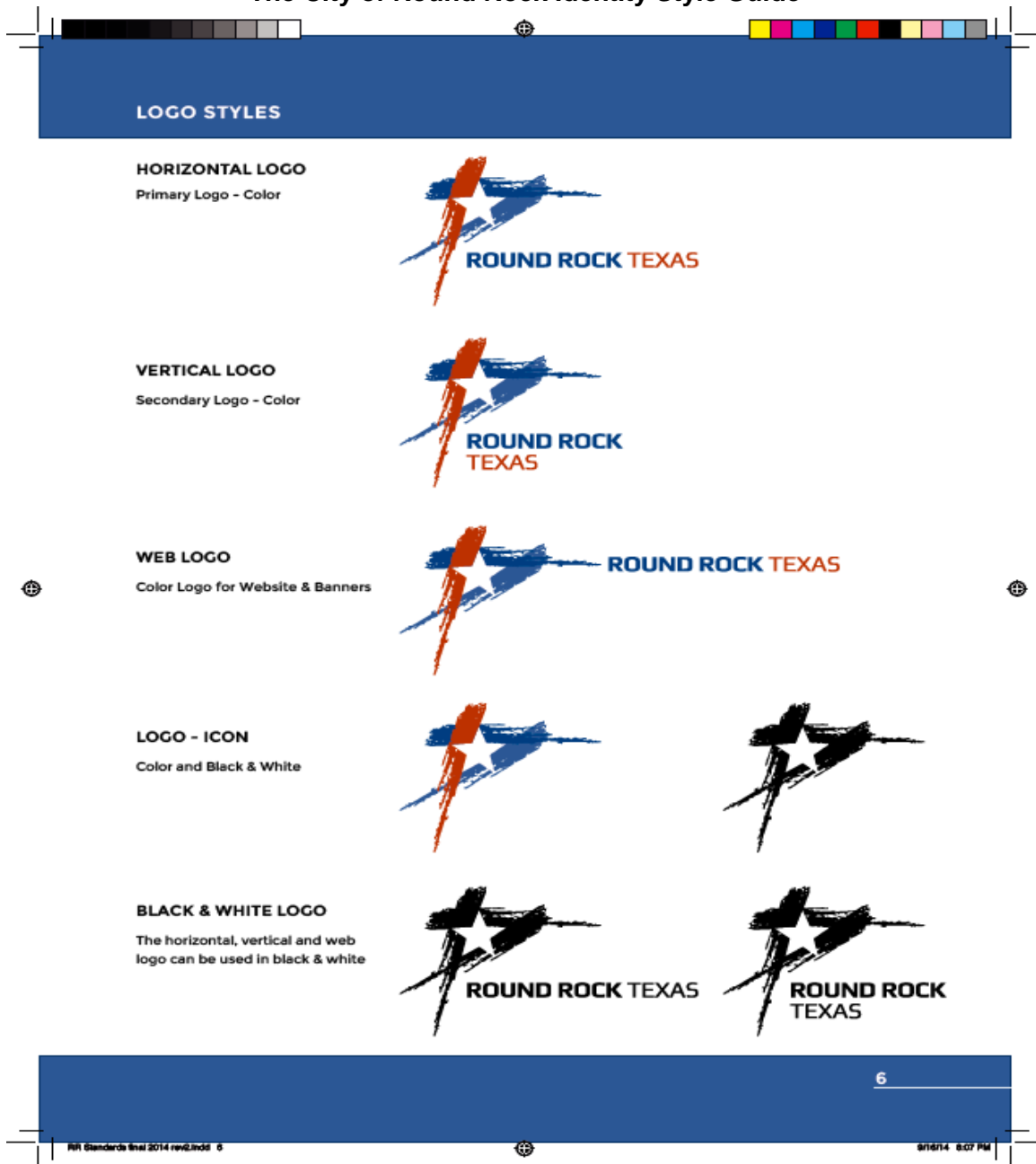


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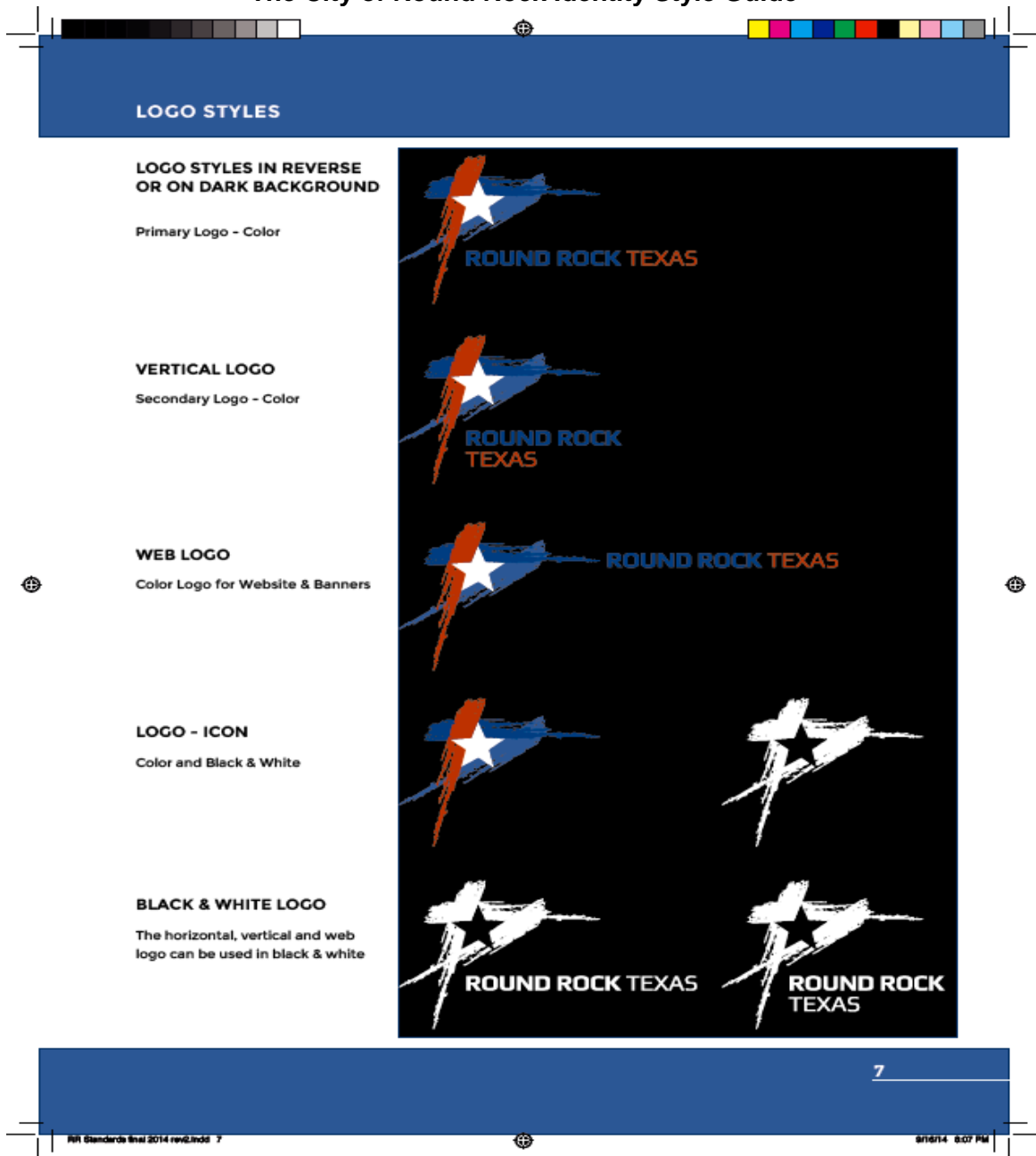


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LOGO STYLES

IMPROPER LOGO USE

Always use the authorized version of our logo. Use reproduction proofs (positive or negative) or digital files available from the office of the Director of Communications whenever offset printing, silk-screening, embroidering and applying to signage, lapel pins, banners, vehicles and promotional items. Always follow the guidelines in this manual for color and placement.



WHAT NOT TO DO:

- Do not alter the symbol, reset the type, or change the letter-forms in any way
- Do not reverse out of very light backgrounds
- Do not scale unevenly
- Do not tilt on an angle
- Do not reverse it out of a box
- Do not use borders
- Do not put it on a brightly or heavily patterned background

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PANTONE/COLOR CONVERSIONS

The following colors are approved for use in Round Rock communications and must be used when reproducing our logo.

Four-color process (CMYK) is the preferred reproduction method in print mediums.

RGB values are provided for broadcast use, and web values are provided for interactive use.



PANTONE 288 - 80%

RGB Values:

R - 66

G - 87

B - 142

CMYK Values:

C - 80

M - 52

Y - 0

K - 24

Web Value:

336699



PANTONE 288

RGB Values:

R - 0

G - 40

B - 122

CMYK Values:

C - 100

M - 65

Y - 0

K - 31

Web Value:

003366



PANTONE 1805

RGB Values:

R - 187

G - 45

B - 63

CMYK Values:

C - 0

M - 91

Y - 100

K - 24

Web Value:

CC3333



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FONT GUIDELINES

APPROVED FONTS

The provisions of font for use in Round Rock communication materials should include the following:

LOGO FONT

• **Play font - Bold** **Play Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,:;'"-%/!?)

PRINT FONTS

• **Headline and Sub Heads:**

Play - Bold **Play - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,:;'"-%/!?)

Montserrat - Bold **Montserrat - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,:;'"-%/!?)

Verdana - Bold **Verdana - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,:;'"-%/!?)

EXHIBIT A: The City of Round Rock Identity Style Guide

FONT GUIDELINES

APPROVED FONTS CONTINUED

PRINT FONTS

• Body text typeface:

Play - Regular	Play - Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)
Montserrat - Regular	Montserrat - Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)
Verdana - Regular	Verdana - Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)

WEB FONTS

These are a few font choices that work well in HTML format. We feel the best choices for our needs and for readability are as follows:

• Headline and body text typefaces:

Same as stated previously.

Play - Bold and Regular

Montserrat - Bold and Regular

Verdana - Bold and Regular

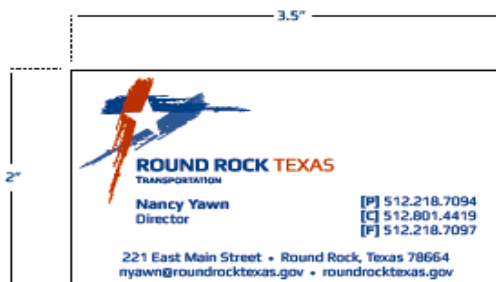
Play - Bold and Regular	Play - Bold and Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)
Montserrat - Bold and Regular	Montserrat - Bold and Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)
Verdana - Bold and Regular	Verdana - Bold and Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz (1234567890.,;:'"-%/!?)

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BUSINESS CARD

Size - 3.5" x 2"
 logo - 2.1" x 1.2"
 Name - 9.5 Play Bold
 Title - 8.55 Play Regular
 Address - 8.55 Play Regular
 Stock - 80# Sirius, Neenah Starwhite Cover



ENVELOPE

Size - No. 10, 9.25" x 4.125"
 logo - 2.1" x 1.2"
 Address - 8.55 Regular
 Stock - 24# Sirius, Neenah Starwhite #10 Envelopes
 Address - 8.55 Play Regular

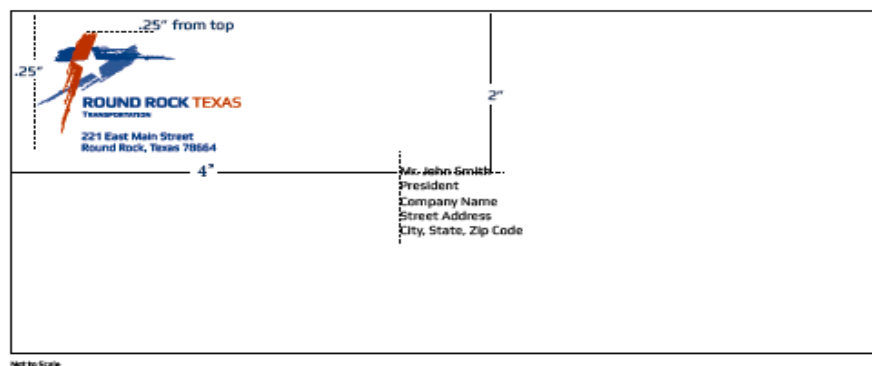


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0.25" 0.4" from top

OFFICIAL PAPER SYSTEM

LETTERHEAD

Size - 8.5" x 11"
Logo - 2.6" x 1.5"
Name - 9.5 Play Bold
Title - 9.0 Play Regular
Address - 9.0 Play Regular and Bold
Body - 9.0 San Serif Font
Red Rule - 0.5 Hairline Rule
Stock - 70# Sirius, Neenah
Starwhite Text

0.25" 1" 1" 0.5"

ROUND ROCK TEXAS

Mayor
Alan McElroy

Council/Board/Commission
Cathy Morgan
Joe Cifuentes
Will Rackham
John Marston
Katy Whitfield

City Manager
Steve Harwood

City Attorney
Stephen L. Smith

Mayor Pro-Tem
George White

Date
Mr. John Smith
President
Company Name
Street Address
City, State Zip code
Dear Mr. Smith:
It is rare that anyone sees a letterhead without the typewritten message. When a letter is typed on The City of Round Rock letterhead, in a sense, the design of the letterhead is complete. The style or format of the letter is an important part of the overall design of our city's stationery. This is an example of the typewritten format on city stationery. As you can see, all the typewritten elements are flush left on the page. Everything aligns with the left-hand margin which is 1" from the edge of the page. This format is double-spaced between paragraphs. There are no paragraph indentations. This particular letter format presents a very clean and business like appearance. A consistent type written style, as well as an error-free letter, will communicate an image of our city as very organized, competent and professional.
Sincerely,
Bob Jones
Bj/gk
Enclosures

CITY OF ROUND ROCK 221 East Main Street • Round Rock, Texas 78664
(P) 512.270.5499 • (F) 512.270.5297 • roundrocktexas.gov

Not to Scale

EXHIBIT A: The City of Round Rock Identity Style Guide

DEPARTMENTS - LOGO & VEHICLES

DEPARTMENT LOGOS

All departments have their names printed in Round Rock blue, all caps and flush left under the logo.



VEHICLE DECALS

The City of Round Rock has many vehicles in its fleet and each one represents an opportunity to expose the logo to a great number of people every day.

The logo and department names are reflective adhesive decals. It is impossible to specify exact measurements for applying the decals to every type of vehicle, since vehicles vary from manufacturer to manufacturer and from year to year. However the decals should be applied in accordance with these guidelines as closely as possible.

The logo size decal for all vehicles is 14" x 16" and displayed in the two-color version or white for dark vehicles.



EXHIBIT A: The City of Round Rock Identity Style Guide

PROMOTIONAL ITEMS

GUIDELINES

Promotional items are important reflections of The City of Round Rock's identity. Each item is a visual reminder of our organization.

Follow these simple rules when applying the logo to promotional items like shirts, mugs, hats and bags:

- Always maintain the clear area around the logo.
- The logo must appear in one of the approved color treatments and configurations specified in this manual. Be sure the background provides sufficient contrast.
- Make sure all promotional items are in good taste and quality.
- Always use the reproducible artwork or digital files labeled for promotional items. Obtain these files from the Office of the Director of Communications. Do not use photocopies for original artwork.
- For embroidery purposes, the City has chosen five color options. The logo may be embroidered in blue and red, blue only, red only, black only or white only. Embroidered items should complement thread colors.



EXHIBIT A: The City of Round Rock Identity Style Guide

QUESTION & ANSWER

Q: I have a photocopy of the logo. Can I give this to a vendor for reproduction on to a banner?

A: No. Under magnification photocopies have low quality. When enlarging for purposes of display the imperfections become obvious and degrade the integrity of the logo. Please obtain a reproduction logo sheet or an AI (Illustrator) digital file from the office of the Director of Communications.

Q: What is AI?

A: It stands for Adobe Illustrator. Denoted by the suffix .AI, AI is a file format typically created in a vector-based drawing program like Corel Draw®, Adobe Illustrator® and Macromedia Freehand®. This digital format is the best choice when reproducing the logo for offset printing or any other application.

Q: Then why do we need TIFF digital files?

A: TIFF stands for tag image file format, denoted by the .tif suffix. Some word processors cannot import the AI digital file, so TIFF files are provided. TIFF files work best for printed documents in MS Office programs

Q: I have imported the logo into my word processing document. Can I enlarge or reduce it?

A: To maintain consistency only two sizes are to be used for internal and external communication. They are 2.5" in width for maximum size and 1" in width for minimum size.

Q: I have imported a color logo into my word processing document. Can I use it?

A: Yes. The two-colored version can be used internally for any literature printed to a color printer. For optimum color results please consult your printer's manual. Word processors should never be used to output the logo to film.

Q: We want to have the logo embroidered on a dark-colored shirt. Can we use the two-color logo?

A: No. The two-color logo will not offer sufficient contrast and will diminish the strength of our new identity. The general rule of thumb is use the white (reversed) logo for anything dark and use the black or blue and the two-color logo for anything light in color.

Q: What color shirts do you recommend for embroidering the logo?

A: Blue, red, khaki, white, light blue and denim are the best choices. We expect the public to view these colors, with the appropriate logo, as an integral part of our visual identity.

If you have any other questions pertaining to this standards guide or proper usage of the various design elements please contact:

Communications Director
221 East Main Street
Round Rock, Texas 78664
(512) 218-5409

EXHIBIT A: The City of Round Rock Identity Style Guide

COPYRIGHT & TRADEMARK

The following copy should appear on all communications, including collateral materials, Web sites, print ads and interactive uses. The only exceptions are internal communications.

COPYRIGHT

The copyright notice should include all years of the creation of the material. For example,

Current use:

© Copyright 2014, City of Round Rock, All rights reserved.

Multi-year use:

© Copyright 2002-2005, City of Round Rock, All rights reserved.

TRADEMARK

Currently being investigated by the City of Round Rock.

EXHIBIT A: The City of Round Rock Identity Style Guide



CITY OF ROUND ROCK
Communications Director
221 East Main Street
Round Rock, Texas 78664
(512) 218-5409



EXHIBIT A:
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Mayor
Alan McGraw

Councilmembers
Craig Morgan
Joe Clifford
Will Peckham
John Moman
Kris Whitfield

City Manager
Steve Norwood

Mayor Pro-tem
George White

City Attorney
Stephan L. Sheets



CITY OF ROUND ROCK 221 East Main Street • Round Rock, Texas 78664
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EXHIBIT B
The City of Round Rock Logo

