



CITY OF LEMOORE

REQUEST FOR PROPOSALS (RFP)

MUNICIPAL BRANDING SERVICES

1. INTRODUCTION

The City of Lemoore ("City") is soliciting proposals from qualified firms or individuals ("Firm") for municipal identity/branding services including, but not limited to development of a City seal, City logo, mission statement, vision statement, slogan/tagline, and color palette, herein referred to as "Project."

This branding is intended to provide the City with brand identity and visibility.

The City intends to enter into a professional services agreement with the Firm determined to be most qualified and whose proposal is in the best interest of the City.

2. BACKGROUND

The City of Lemoore does not currently have a City seal.

The City's current logo is below in its various formats:



The City's current mission statement is "We are a proud & progressive organization committed to vibrancy, safety and professionalism" and the current vision statement is "Lemoore – the model City for service excellence."

The commonly used slogan is "There is more in Lemoore."

Our current color palette can be seen in the logos above.



We are in the process of developing our new City website and have adopted the colors of deep red, dark blue, tan and white. These are the colors we would like included in our color palette, seal and logo.

3. SCOPE OF SERVICES

The City is seeking professional consulting services to create a municipal identity and brand. The selected Firm will be expected to:

- Attend meetings with City Management staff and assigned Project Manager;
- Employ creative means of public involvement to ensure that community members are aware of and involved in the project;
- Lead and facilitate various focus groups and/or community meetings regarding the project;
- Create and implement a brand research plan, which will include qualitative and quantitative research to identify key elements of the City of Lemoore;
- Develop draft City seals, City logos, mission statements, vision statements, slogan/taglines, and color palette;
- Submit a minimum of three (3) City seals, three (3) City logos, three (3) mission statements, three (3) vision statements, and three (3) slogans/taglines for consideration based on research results and community input;
- Incorporate Project revisions suggested by City Management staff and City Council;
- Deliver the selected seal, logo and color palette with a style manual, font and guidelines. City seal must be embroiderable;
- Provide estimated costs, proposed timelines for Project completion and recommended logo positioning and brand guidelines.

4. PROPOSAL REQUIREMENTS

Proposals shall include the following:

A. Cover Letter

Include:

- Firm name.
- Contact information.
- Statement of interest.
- Authorized signature.

B. Qualifications and Experience

Include:

- Firm history.
- Relevant experience.



- Similar projects.
- Sample work.

C. Project Team

Include:

- Organization chart.
- Resumes.
- Qualifications.

D. References

Provide a minimum of three (3) professional references where similar Projects were completed.

E. Cost Proposal

Provide full cost proposal with itemization. Clearly define what is included in the price. List any assumptions made in preparing costs proposal.

F. Timeline

Provide full, detailed timeline from selection to Project completion.

G. Contract Termination

If Firm has had a contract terminated in the last five (5) years, describe such incident.

Termination for default is defined as notice to stop performance due to the vendor's nonperformance or poor performance and the issue of performance was either (a) not litigated due to inaction on the part of the vendor, or (b) litigated and such litigation determined that the vendor was in default. If the Firm has not experienced any such termination for default or early termination in the past five (5) years, so indicate.

5. EVALUATION CRITERIA

Proposals shall be received and evaluated by a selection panel organized by the City. The proposals will be evaluated based on the contents of the proposal. An interview may be scheduled if deemed necessary. Staff will make a recommendation to the City Council, who will award the work to the Firm. All Firms will be notified in writing of the outcome of the selection process.

6. SUBMISSION REQUIREMENTS

Proposals must be submitted by Thursday, October 1, 2026, by 2:00 p.m. (late proposals will not be considered) either in person, by mail or by recognized carrier to the following address:

City of Lemoore
Attn: Marisa Avalos, City Clerk
711 W. Cinnamon Dr.
Lemoore, CA 93245



Three (3) printed copies and one (1) electronic version (on a flash drive or FTP site) of the proposal must be submitted in an enclosed envelope, box or similar container. No softcopy submitted by electronic means will be accepted in lieu of the specified hardcopies as both formats are required. Costs of preparation and submittal of a proposal will be wholly borne by the Firm. This Request for Proposal (RFP) does not constitute an offer of contract for services. The City reserves the option to retain all proposals received. The City reserves the option to reject any or all proposals, wholly or in part.

7. SUBMITTAL OF QUESTIONS

All questions associated with this RFP shall be submitted in writing to Marisa Avalos, City Clerk, via email to: cityclerk@lemoore.com. All questions shall clearly identify that they are in association with this RFP. The deadline for submitting questions is 5:00 p.m. on the seventh business day following the City's RFP advertisement date. Answers to questions will be posted as an addendum at least 72 hours prior to the proposal due date.

8. TENTATIVE TIMELINE FOR PROJECT AWARD

Proposals Due	October 1, 2026
Evaluation	October 5-15, 2026
Possible Interviews	October 19-29, 2026
Anticipated City Council Approval	November 17, 2026

9. INSURANCE REQUIREMENTS

The selected proposer shall maintain:

General Liability

\$2,000,000 per occurrence

Professional Liability

\$1,000,000 per claim

Automobile Liability

\$1,000,000 combined single limit

Workers Compensation

Statutory limits

Certificates of insurance shall be provided prior to contract execution.

The City reserves the right to require a performance bond.

10. CITY BUSINESS LICENSE

Firm will be required to obtain a City of Lemoore Business License and maintain a valid City of Lemoore Business License for duration of Project.



11. TERMS AND CONDITIONS

The City reserves the right to:

- Reject any or all proposals.
- Waive minor irregularities.
- Request additional information.
- Negotiate scope and compensation.
- Cancel the solicitation at any time.

The selected Firm shall enter into a Professional Services Agreement approved by the City Attorney.

12. EQUAL OPPORTUNITY

The City of Lemoore is an Equal Opportunity Employer and encourages proposals from all qualified firms.

END OF REQUEST FOR PROPOSALS