

Purchasing Department

140 Stonewall Avenue West, Ste 204 Fayetteville, GA 30214 Phone: 770-305-5420 www.fayettecountyga.gov

April 21, 2022

Subject: Request for Quote #2105-A: Annual Brochure Printing - Addendum #2

Gentlemen/Ladies:

Below, please find responses to questions, clarification, or additional information for the above referenced Request for Quote. You will need to consider this information when preparing your quote.

Questions Received:

1. The design layout would be for all 3 issues?

Yes, we need a design layout for all 3 issues. Each issue would have a different design depending on the season.

2. The design and layout would be for the entire book? Does this include text (typesetting etc...)

Trying to figure out the extent of the degin/layout

Design and layout will be for the entire book including the text. Fayette County will provide content, some pictures, design directions, and instructions for each book.

3. Is there an option to quote the printing portion only?

No

4. Will this bid be based on price alone or will design quality be part of the decision?

Please see General Terms and Conditions #13 regarding evaluation.

5. We will be submitting a bid for this contract Request for Quotes #2105-A: Annual Brochure Printing and wanted to see if you had a *graphics branding Guideline* you could share so we can price the design portion accurately?

See Attachment 2 regarding County Logo.

6.	In regards to RFP #2105-A, we see that the design of the brochures is not listed in the pricing sheet, it is shown as just the printing aspect. Would you like us to include the design and corresponding draft edits into the total or would you like these listed as separate line items?								
	Pricing Sheet is for Design, Edits, and Printing Total for each brochure.								
7.	The paper cited in the rfq is $60\#$ offset black and colored artwork, could a heavier paper be used, such as $70\#$ or $80\#$?								
	Heavier paper may be used with county approval at no additional charge.								
8.	We are asking for the bid results the last time this referenced bid was actually bid upon?								
	The tally sheet for the previous RFQ is attached as Attachment 3. The contract was awarded to Fuentes Enterprises, Inc. dba Interprint for a total of \$8,035.00. This RFQ only included the printing of a larger quantity of brochures.								
9.	What are the specs for the brochures?								
	See RFQ#2105-A.								
10.	Are they printed in color or B&W?								
	See Specifications bullet point 1 under design & layout as well as bullet point 3 under printing								
11. What is the flat size and what is the finished size (are they bi-fold brochures, tri-fold, etc.)?									
	See Specifications under printing for size. Brochures are bi-fold like a magazine.								
12.	12. What paper stock do you need them printed on?								
	See Specifications under printing for paper stock								
13.	Will you be providing print ready art or will we need to design them?								
See Specifications under Design & Layout. Fayette County will provide text content, some pic design directions, and instructions for each brochure.									
Red	ceived by (Name): Company								
Νı	to: If this addandum is not returned to the Favette County Purchasing Department or if it is returned								

Note: If this addendum is not returned to the Fayette County Purchasing Department or if it is returned not signed, responding individuals or companies will still be responsible for the requirements of this addendum and the specifications or changes herein.

The due date and time has not changed. The date is 2:00 p.m. Wednesday, April 27, 2022. You may drop it off in person, there will be a large metal parcel drop box located outside the front door of the Purchasing Department, Suite 204, in the county complex at 140 Stonewall Avenue West, Fayetteville, Georgia. You may also provide your quote and other information via e-mail to tcrumbley@fayettecountyga.gov or fax to (770) 719-5509 on or before the received by date and time.

The time allowed for questions has expired.

11

Sincerely,

Ted L. Burgess

Director of Purchasing

ATTACHMENT 2



Brand Guidelines

FAYETTE COUNTY LOGO BRAND GUIDELINES

3 VARIATIONS:

There are 3 different variations of logos that can be used, depending on the format needed.







SPACING:

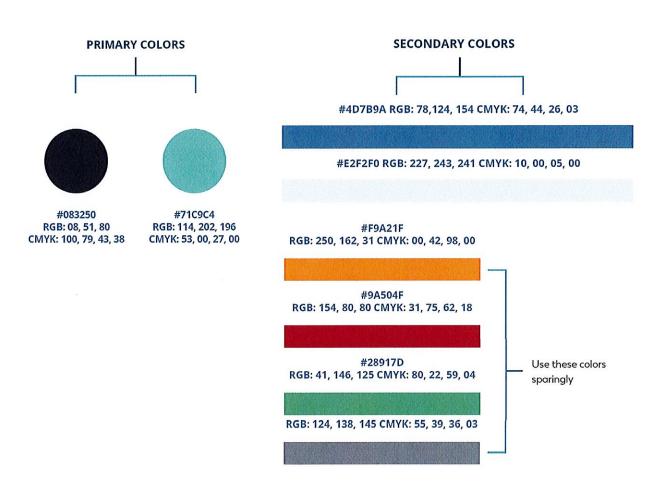
Please use the following spacing guidelines for use in all 3 logos. The "Fayette" Headline can be used as a guide.







FAYETTE COUNTY LOGO BRAND GUIDELINES



FAYETTE COUNTY LOGO BRAND GUIDELINES

FONT SELECTION

The font families Open Sans and Libra
Baskerville were selected for their readabilty
and ease of use across multiple platforms.
They pair well with the logo type and
contribute shaping a mature, but energetic
brand that breathes.

The primary fonts to be used in the Fayette brand include:

HEADLINES AND SHORT OR HIGHLIGHTED COPY

Open Sans Bold
Open Sans Bold Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Regular
Open Sans Regular Italic

For Extended Copy

Libre Baskerville Bold Libre Baskerville Regular Libre Baskerville Italic

For Advertisements and Headers

Born Ready

HEADERS

Open Sans Bold or Semi-Bold

Headlines should always be in all caps.

SUBHEADERS

Open Sans Regular

Subheaders should be all caps or title case.

BODY COPY

Libre Baskerville

Body copy should always be in sentence case. Additionally, Libre Baskerville should always be given a generous amount of leading.

FAYETTE Focus

LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



MONTH 2017 TITLE GOES RIGHT HERE

Lorem ipaum dolor sit amet, consecteur adipiscing elit, sed do eiusmod tempor incididunt ut labore et adore magna aliqua. Ut etim ad minim veniam, quis nostrat exercitation ullameo laboris niai ut aliquip ex ea comutodo consequat. Duis aute irure dolor in reprehenderit in oduptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaectat cupidatat non proident, sunt in culpa qui officia deserunt moliti anim id est laborum. Bead more,

FOR MORE GENERAL BRANDING GUIDANCE, PLEASE REFER TO THE "CREATE YOUR STORY" BRAND BOOK HERE.

BRAND

Create
FAYETTE
GOUNTY, GA

Your Story

BOOK

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ABBREVIATED

Abbreviated versions of the logo are available for use for social media and situations where a brand mark is desired, but space is limited.





CLARITY & SIZE

Whether for digital or print, the Fayette County emblem may begin to lose clarity in smaller sizes or when used on certain materials. If the emblem is displayed at any size smaller than 1.2 inches, an abbreviated version should be used. The emblem is not recommended for any use smaller the .4 inches.



SPACING

When using the Fayette County emblem, care should be taken to leave an appropriate amount of breathing room. The height of the Header/Subheader together from the logo can be used as a guide to define the minimum space required from the edges of the logo.

DO

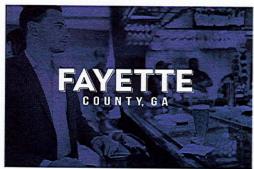
Place the white Fayette emblem on photos with color overlays or fields of color.





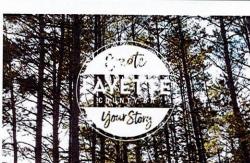
DO

Use the abbreviated logo when space is limited in digital ads.



DO NOT

Do not place the white version of the emblem on photos. Only use the white version of the logo over photos or fields of color or a photo with a large open expanse of color.



DO

Use the grey version of the emblem when in a partner's brand environment. It is preferable to use 50% black, but 10-15% adjustments can be made in either direction to accommodate a partner's brand.



DO NOT

Do not depict the Fayette emblem in any color other than Fayette blue, grey or white.





FONT SELECTION

The font families Open Sans and Libra Baskerville were selected for their readabilty and ease of use across multiple platforms. They pair well with the logo type and contribute shaping a mature, but energetic brand that breathes.

The primary fonts to be used in the Fayette brand include:

HEADLINES AND SHORT OR HIGHLIGHTED COPY

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Open Sans Bold Italic
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Open Sans Regular
Open Sans Regular Italic

For Extended Copy

Libre Baskerville Bold Libre Baskerville Regular Libre Baskerville Italic

For Advertisements and Headers

Born Ready

HEADERS

Open Sans Bold or Semi-Bold

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SUBHEADERS

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BODY COPY

Libre Baskerville

Body copy should always be in sentence case. Additionally, Libre Baskerville should always be given a generous amount of leading.

FAYETTE FOCUS

LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullameo laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in volupiate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Read.more.

COLOR GUIDELINES

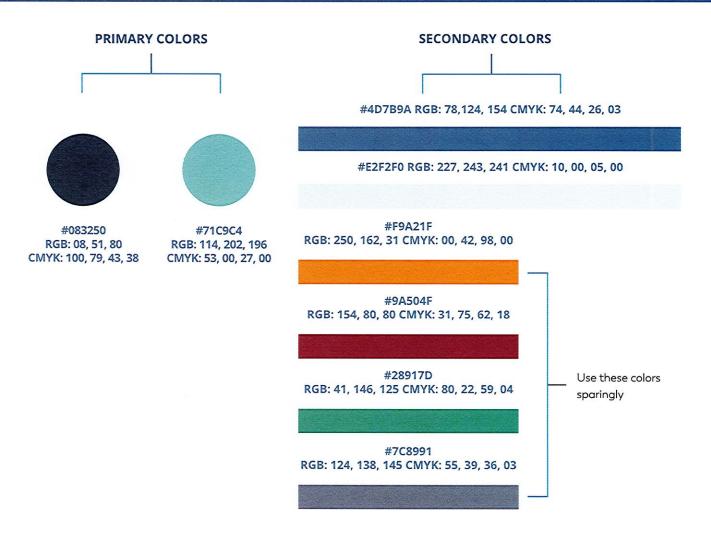


USING THE COLOR PALETTE

Because of the multiple design elements used in the Fayette County emblem, color plays an important role in making the logo "pop" as one unified visual. The primary colors indicate what colors should be given the most prominence in branded materials. The "standard" emblem should only include the dark navy blue. This blue will also be the color that should be used the most in any accompanying brand materials.

The dark navy blue is bold, but also authentic to the classic feel of Fayette County, without feeling dated. The alternate primary color to be used to fill the Fayette County emblem is a lighter, teal blue. This blue has a more casual feel and can be used when the emblem needs to contrast against a dark background. This color may also be used as an accent in branding materials.

The supporting colors of grey blue, light blue and "sunny-side" yellow should be used sparingly as accents on branding materials. We recommend keeping the "Create Your Story" text white, but the supporting colors could be used as-needed. All colors included in the palette also work with the greens and greys currently used in the logos for the Fayette Chamber of Commerce and Fayette County Development Authority.





PLAYING WELL WITH OTHERS

When the Fayette County emblem is used in conjunction with another logo or brand a few basic rules apply.

If the additional logo is being used within the Fayette County brand environment, it should be either to the right of or below the Fayette County emblem.

HORIZONTAL ALIGNMENT





SIZING

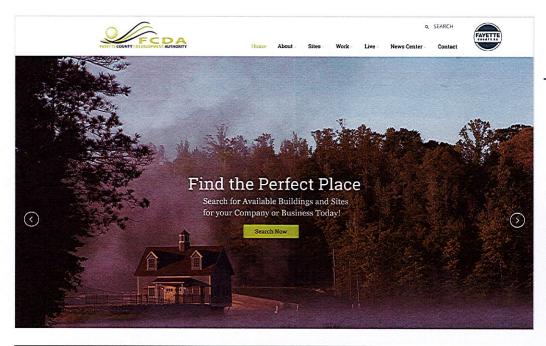
On our materials and sites, the partner's logo size should generally be up to 25% smaller to compensate for the optical contraction circles artificially create. When the materials or site belongs to our partner, the logos should match in height.

VERTICAL ALIGNMENT











While using the standard full or abbreviated blue Fayette County emblem is ideal, using a grey or white version of the logo in another brand's environment is acceptable.

Under no circumstances should the Fayette emblem adapt another brand's color(s).







SAMPLE LETTERHEAD



PARTNER BUSINESS CARDS

Lucinda Costlow Membership Manager



P 770.461.9983 ext. 206 C 678.640.0812 Lucinda@FayetteChamber.org 600 West Lanier Ave., Suite 205 Fayetteville, Georgia 30214 www.FayetteChamber.org

Where Business and Community Connect



FRONT BACK

600 West Lanier Avenue | Suite 205 Fayetteville, GA 30214 770.461.9983 FayetteChamber.org





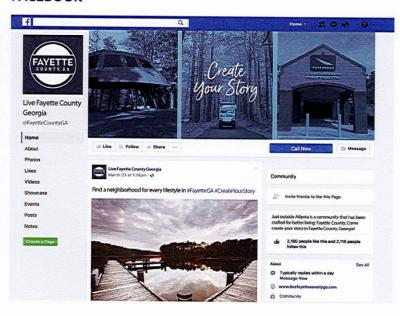
SOCIAL ICON



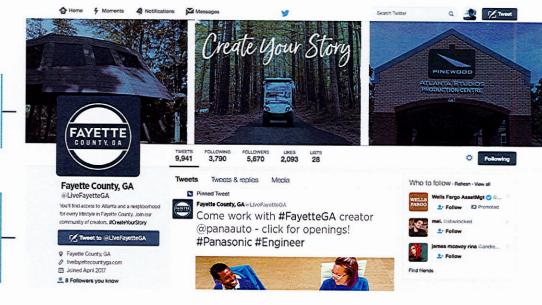
ABBREVIATED EMBLEM

The abbreviated emblem is to be used on social media to optimize legibility across a wide range of sizes.

FACEBOOK



TWITTER



PHOTOS

Social media covers should highlight the best that Fayette has to offer.

CUSTOMIZE

When possible, social buttons should be customized to feature Fayette County's colors.



ECONOMIC DEVELOPMENT E-NEWS



LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Read more.

FAYETTE COUNTY BOASTS A GROWING ROSTER OF GLOBAL BUSINESSES THANKS TO SUPERB INTERNATIONAL ACCESS AND GEORGIA'S STRONG BUSINESS CLIMATE.



Site selection questions? Contact Emily Poole epoole@fayettega.org or 770.461.5253





www.fayettega.org
Fayette County Development Authority
200 Courthouse Square | Fayetteville, GA 30214

POSTCARDS





DIGITAL ADS

















BRAND APPLICATIONS: MERCHANDISE



BRAND AMBASSADORS

Creating useful or wearable merchandise that looks great is important. When done well, it encourages people to use and show off your brand, making them ambassadors for Fayette County.

BAG TAG



WATER BOTTLE



BASEBALL CAP



T-SHIRT



PHONE CASE





BUMPER STICKER









PHOTO SELECTION

Whether used in presentations, collateral or on a website, photos should be selected with care to communicate the story of the Fayette County brand. Use photos with people to give the Fayette County brand more vitality than just architectural shots.

After an audit of Fayette County's existing photographic materials that were either provided to us or found online, we suggest placing a priority on creating photos that showcase Fayette County's diversity both in terms of race and age.

HIGH QUALITY

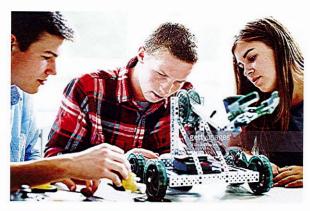
All photos should be sharp and of high quality and resolution.

COLOR & CONTRAST

The selected photos should feature rich color values.

UNNATURAL

Avoid photos that look staged. Select photos that feel sophisticated, yet spontaneous. This conveys a visual honesty to the viewer that promotes trust in your brand.







PUTTING IT ALL TOGETHER

The following comprises the graphic elements as well as the methodology for staying consistent with the Fayette County brand.



THE BAND

The Fayette County emblem is crafted to flexible in its application. It can be used as a free-standing logo, abbreviated for headlines and tight spaces, or (as shown above) used on a band that evokes a seal of quality.

OVERLAY

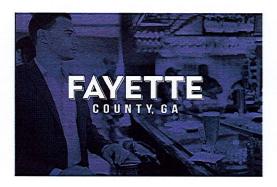
In some situations, such as for headers that need added visual interest, adding a blue tinted overlay is recommended.

BREAKING FAYETTE

The Fayette County emblem may be further abridged and combined to make headlines and mastheads, but this should only be reserved for internal initiatives.

DIVIDING IT UP

In terms of composition, we encourage layouts that divide things up into large stripes that allow the information being conveyed to be processed in reader-friendly segments.



FAYETTE Focus

LATEST INVESTMENT NEWS FROM FAYETTE COUNTY, GA



MONTH 2017 TITLE GOES RIGHT HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullameo laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore cu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Read more,

FAYETTE COUNTY BOASTS A GROWING ROSTER OF GLOBAL BUSINESSES THANKS TO SUPERB INTERNATIONAL ACCESS AND GEORGIA'S STRONG BUSINESS CLIMATE.



Site selection questions? Contact Emily Poole epoole@fayettega.org or 770.461.5253



USING CIRCLES

While they should be used sparingly, circles are a good way of balancing a design with the emblem.







2. ONE LINE

1. STACKED

Create Your Story Create your Story

CREATE YOUR MESSAGE

The following are the acceptable configurations for using the "Create Your Story" tagline in branded materials apart from the emblem.

ATTACHMENT 3

QUOTE #1646-A: ANNUAL RECREATION BROCHURE - TALLY SHEET

	FALL		WINTER		SUMMER		TOTAL
	UNIT	EXT	UNIT	EXT	UNIT	EXT	COLOR
RESPONDERS	2700		2700		3600		
BTECH PRINTING & GRAPHICS	\$1.35	\$3,645.00	\$1.35	\$3,645.00	\$1.03	\$3,708.00	\$10,998.00
CREASEY PRINTING SERVICES	\$1.198	\$3,234.60	\$1.198	\$3,234.60	\$1.003	\$3,610.80	\$10,080.00
DECATUR ATLANTA PRINTING	\$1.77	\$4,779.00	\$1.77	\$4,779.00	\$1.55	\$5,580.00	\$15,138,00
ELANDERS USA	\$1.080	\$2,915.00	\$1.080	\$2.915.00	\$0.919	\$3,307.68	\$9,138.00
GEORGIA CORRECTIONAL INDUSTRIES	\$2.3600	\$6,372.00	\$2.3600	\$6,372.00	\$2.3600	\$8,496.00	\$21,240.00
GREATER GEORGIA PRINTERS	\$1.281	\$3,458.70	\$1.281	\$3,458.70	\$1.084	\$3,902.40	\$10,819.80
INTERPRINT COMMUNICATIONS	\$0.99	\$2,685.96	\$0.99	\$2,685.96	\$0.81	\$2,914,92	\$8,035.00
LEOMESAS LLC	\$3.290	\$8,883.00	\$3.290	\$8,883.00	\$3.290	\$11.844.00	\$29,610.00
LEWIS COLOR, INC.	\$1.06	\$2,862.00	\$1.06	\$2,862.00	\$0.91	\$3,276,00	\$9,000.00
M & R PRINT SOLUTIONS	\$1.31	\$3,529,21	\$1.32	\$3,529.21	\$1.15	\$4,139.30	\$11,197,72
MORE BUSINESS SOLUTIONS	\$1.420	\$3,834.00	\$1.420	\$3,834.00	\$1.346	\$4.845.60	\$12,513.60
NITTANY VALLEY OFFSET	\$1.172	\$3,164.40	\$1.172	\$3,164.40	\$0.993	\$3,573.00	\$9,901.80
NYSTROM PUBLISHING COMPANY	\$1.030	\$2,781.00	\$1.030	\$2,781.00	\$0.871	\$3,135.60	\$8,697.60
PANAPRINT, INC.	\$1.0407	\$2.809.90	\$1.0407	52,809.89	\$1.1833	\$4,259,88	\$9,879.67
POWER MARKETING + PRINTING	\$1.510	\$4,077.00	\$1.510	\$4,077.00	\$1.280	\$4,608.00	\$12,762,00
PRIMERICA PRINTING + DISTRIBUTION	\$1.02	\$2,762.10	\$1.02	\$2,762.10	\$0.92	\$3,301.20	\$8,825,40
QUALITY PRINTING	\$1.24	\$3,348.00	\$1.24	\$3,348.00	\$1.04	\$3,744.00	\$10,440.00
SKINNER PRINTING COMPANY	\$1.38	\$3,726.00	\$1.38	\$3,726.00	\$1.14	\$4,104.00	\$11,556.00
STUDIO DESIGN PRINTING	\$1.230	\$3,321.00	\$1.230	\$3,321.00	\$1.020	\$3,672.00	\$10,314.00
SULL GRAPHICS, INC.	\$1.46	\$3,934.98	\$1.46	\$3,934,98	\$1.23	\$4,424.40	\$12,294,36
THE P.A. HUTCHINSON COMPANY	\$1.438	\$3,882.60	\$1.438	\$3,882.60	\$1.185	\$4.266.00	\$12,031,20
THE PRINTING PEOPLE, INC.	\$1.360	\$3,672,00	\$1.360	\$3,672.00	\$1.120	\$4,032.00	\$11,376.00
TUCKER CASTLEBERRY	\$1.76	\$4,752.00	\$1.76	\$4,752.00	\$1.42	\$5,112.00	\$14.616:00
WALSWORTH	\$1.04	\$2,808.00	\$1.04	\$2,808.00	\$0.88	\$3,168.00	\$8,784.00
ZYLACOE INDUSTRIES	\$2.194	\$5,924.88	\$2.194	\$5,924.88	\$1.989	\$7,161.48	\$19.011.24

-			uzno.			
1 7	ALL	WIN	NTER	SUM	TOTAL	
UNIT	EXT	UNIT	EXT	UNIT	EXT	BLACK &
2700		2700		3600		WHITE
\$1.15	\$3,105.00	\$1.15	\$3,105.00	\$0.95	\$3,420.00	\$9,630.00
\$0.991	\$2.676.24	\$0.991	\$2,676.24	\$0.854	\$3,074.04	\$8,426.52
\$0.46	\$1,242.00	\$0.46	\$1,242.00	\$0,42	\$1.512.00	\$3,996.00
\$1.331	\$3,593.97	\$1.331	\$3,593,97	\$1.110	\$3,994.92	\$11,182.86
\$2.1800	\$5,886.00	\$2.1800	\$5,886.00	\$2.1800	\$7,848.00	\$19,620.00
\$1.026	\$2,770.20	\$1.026	\$2,770.20	\$0.881	\$3,171.60	\$8,712.00
\$0.76	\$2,053.89	\$0.76	\$2,053.89	\$0.66	\$2,385.00	\$6,492.78
\$3.000	\$8,100.00	\$3.000	\$8,100.00	\$3.000		\$27,000.00
\$0.96	\$2,592.00	\$0.96	\$2,592.00	\$0.85	\$3,060.00	\$8,244.00
\$0.63	\$1,710.71	\$0.63	\$1,710.71	\$0.58	\$2,100.80	\$5,522.22
\$0.795	\$2,146.50	\$0.795	\$2.146.50	\$0.765	\$2.754.00	\$7,047.00
\$1.030	\$2,781.00	\$1.030	\$2,781.00	\$0.892	\$3,211.20	\$8,773.20
\$0.716	\$1,933.20	\$0.716	\$1,933.20	\$0.621	\$2,235.60	\$6,102.00
\$1.0720	\$2,894.40	\$1.0720	\$2,894.40	\$0.9305	\$3,349.80	\$9.138.60
\$1.210	\$3,267.00	\$1.210	\$3,267.00	\$1.050	\$3,780.00	\$10,314.00
\$0.79	\$2.137.05	\$0.79	\$2,137.05	\$0.70	\$2,527.20	\$6,801.30
\$1.06	\$2,862.00	\$1.06	\$2,862.00	\$0.92	\$3,312.00	\$9,036.00
\$0.85	\$2,295.00	\$0.85	\$2.295.00	\$0.72	\$2,592.00	\$7,182.00
\$1.110	\$2,997.00	\$1.110	\$2,997.00	\$0.920	\$3,312.00	\$9,306.00
\$1.16	\$3,120.12	\$1.56	\$4,201.20	\$0.99	\$3,549.96	\$10.871.28
\$0.925	\$2,497.50	\$0.925	\$2,497.50	\$0.771	\$2,775.60	\$7,770,60
\$1.060	\$2,862.00	\$1.060	\$2.862.00	\$0.910	\$3,276.00	\$9,000.00
\$1.16	\$3,132.00	\$1.16	\$3,132.00	\$0.97	\$3,488,40	\$9,752,40
\$0.87	\$2.349.00	\$0.87	\$2,349.00	\$0.75	\$2,700.00	\$7,398.00
\$2.032	\$5,486.13	\$2.032	\$5,486.13	\$1.946	\$7,006.68	\$17,978.94

Items extended and total amounts in red represents calculations errors.