

**ADDENDUM #2****RFP# 2022-004****PROJECT: ART MURAL DESIGN – ENTRANCEWAY TO THE “HEART OF THE BAY” NBV****DATE: 07/22/2022**

- A. **The purpose of this addendum is to answer questions submitted by the vendors before the 4 p.m. deadline on July 21, 2022.**

Question 1: What is the compensation or project budget?

Answer 1: **The Project budget is estimated at \$40,000. This is subject to change, if additional funding sources are received.**

Question 2: Give an example of the type of licenses and/or certificates that would meet the requirements of this application?

Answer 2: **This RFP is a standard form and the licenses and certificates would apply to a field or a specialization typically or if any of the work you will be doing is going to require a specific license of some type. Examples would be if you have any specialization or if you are an Architect or Engineer, but that will most likely not apply in this case. However, if you have any certifications you can attach them.**

Question 3: Can I apply even though I don't have corporation and instead I'm a sole proprietor? Also I have some questions about the format of the digital package.

Answer 3: **You do not need to be a corporation to submit a proposal for this RFP. If you have not done so, please download the RFP on DemandStar and sign up so you receive all the updates that are posted. The back section of the RFP will explain what needs to be submitted, along with the forms that need to be completed. Once you have reviewed those sections if you still have questions, please submit your questions in writing to me by the Question Deadline.**

Question 4: What are the dimensions of the wall that you want a mural painted on?

Answer 4: **Please see Section 5.1 on Page 18 of the RFP. The Dimensions of the design space for the Art Mural are approximately 40 feet by 60 feet.**

Question 5: Please provide higher resolution images of Village Logo.

Answer 5: **See Below:**
<https://www.dropbox.com/t/rKyDNxSO0116buIW>



Question 6: The NBV brand guide link does not work. Can you please provide a copy?

Answer 6: Please see Attachment.

Question 7: Is the artist invited to only design the mural? The call states that "This is a Call to Artists for an opportunity to design an Art Display (Mural) for North Bay" it doesn't say and install. Then it goes on giving either the choice of installing it on the wall or in panels.

Answer 7: Bidders should include installation in the cost of their proposal. Please see Section 5.1 on Page 18 of the RFP. It gives an Overview of the project and includes photos of the Grove by the Bay building where the Mural should either be painted, an art installation comprised of a series of individual panels, or any other art composition that achieves the artistic and branding goals in the RFP. Please refer to Section 5.1 in the RFP for more details.

Question 8: What does the chosen artist get paid for the mural?

Answer 8: Please see Question 1.

Question 9: Are you only looking for hand painted or are you ok with a vinyl print of our artwork being blown up and attached?

Answer 9: Please see the Overview in Section 5.1 of the RFP for the criteria of the art submissions.

Question 10: How do I apply?

Answer 10: You must submit everything electronically through DemandStar www.DemandStar.com.

Question 11: When I go to demand star, even if I'm logged in it doesn't take me to the correct page. Do you have a direct link other than just the website?

Answer 11: DemandStar is not a Village site. You will need to search for North Bay Village and locate the RFP number. I have provided a link but if you are not registered it will not work. <https://www.demandstar.com/app/buyers/bids/401138/details>. DemandStar has a toll-free number for assistance (866-273-1863) and they also have a supplier help section that explains how to submit your bid: <https://network.demandstar.com/business-support/#submitting-the-bid>



This Addendum to the proposal is issued to provide additional information and clarification to the original proposal and is hereby declared a part of the original proposal and documents. In case of conflict, this Addendum shall govern.

All other terms and conditions of this RFP remain unchanged.

This Addendum shall be considered an integral part of the RFP and Contract Documents and this Addendum must be signed and returned with your submittal **by 2:00 p.m. on July 28, 2022**, and acknowledged on Bid Form, Designated in Section 8.2. Failure to comply may result in disqualification of your bid submittal.

Angela C. Atkinson

Angela Atkinson
Chief Financial Officer

Acknowledgement is hereby made of Addendum#2 to RFP#2022-004: ART MURAL DESIGN – ENTRANCEWAY TO THE "HEART OF THE BAY" NBV.

Authorized Signature

Firm

Printed, Title

Date

Email Address



North Bay Village

B R A N D G U I D E





North Bay Village Brand Guide

North Bay Village Brand Guide

Brand Story

North Bay Village is a thriving waterfront community with a diverse and rich blend of cultures, situated in the heart of Biscayne Bay.

With roughly 4.75 miles of private and public property along the water, North Bay Village boasts one-of-a-kind views and opportunities for its residents, visitors, and businesses.

Home to several of South Florida's most popular restaurants, two family-friendly playgrounds and a dog park for canine companions, the Village's more than 8,000 residents are within walking distance to unique recreational and social experiences.

The Village's three islands—North Bay Island, Harbor Island, and Treasure Island, hold a unique history. Treasure Island derives its name from Robert Louis Stevenson's literary adventure novel. Cutlass, Buccaneer, Hispanola, and Pirates Alley are some street names drawn from this classic adventure novel.

In the early years, the Village's nightlife attracted celebrities like Frank Sinatra and Judy Garland. Dean Martin even opened his own night club along Kennedy Causeway, which connects the Village to its neighboring cities—Miami and Miami Beach.



North Bay Village Brand Guide

Mission Statement

To serve our diverse residential and business community by preserving our natural resources, stimulating economic activity, and enhancing the quality of life for present and future generations.

NBV Pillars

The Village is striving to become a more sustainable and prosperous community that can adapt to the challenges of a changing climate. The three pillars that guide the Village are the following:

Prosperity

Livability

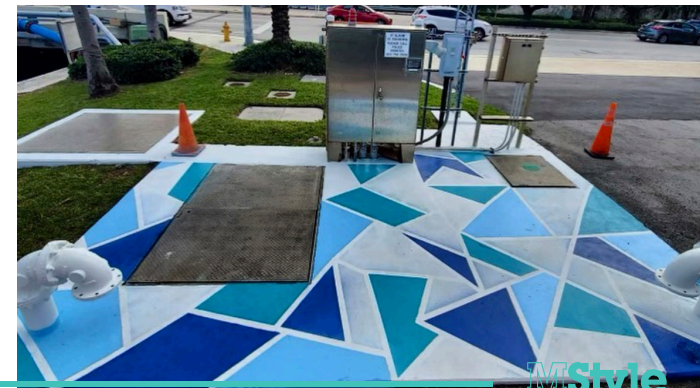
Resilience



North Bay Village Brand Guide



Dolphins: the iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.



North Bay Village Brand Guide

Dolphin Icon



Village Seal



North Bay Village Brand Guide

Updated Village Seal

The Village seal should be used for Village-sanctioned long term activations to include official documents, public services, and permanent installations.



North Bay Village Brand Guide

Updated Village Seal



BACKGROUND:

Represents the emblematic sunrises and sunsets present in the Village.

DOLPHINS:

The iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.

PALM TREE AND WAVES:

The three lines in the palm tree and the three waves symbolize the three islands that make up North Bay Village: Harbor Island, North Bay Island, and Treasure Island.

FONT:

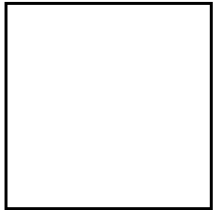
The font is friendly, fresh, and engaging – important traits of the Village.



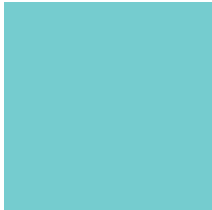
North Bay Village Brand Guide

Color Palette

This color palette should be used in situations when utilizing the Village Seal.



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Pantone: White



CMYK: 51, 0, 21, 0
RGB: 117, 204, 207
Pantone: 630 C



CMYK: 2, 3, 90, 0
RGB: 255, 232, 52
Pantone: 106 C



CMYK: 0, 58, 100, 0
RGB: 255, 133, 0
Pantone: 1505 C



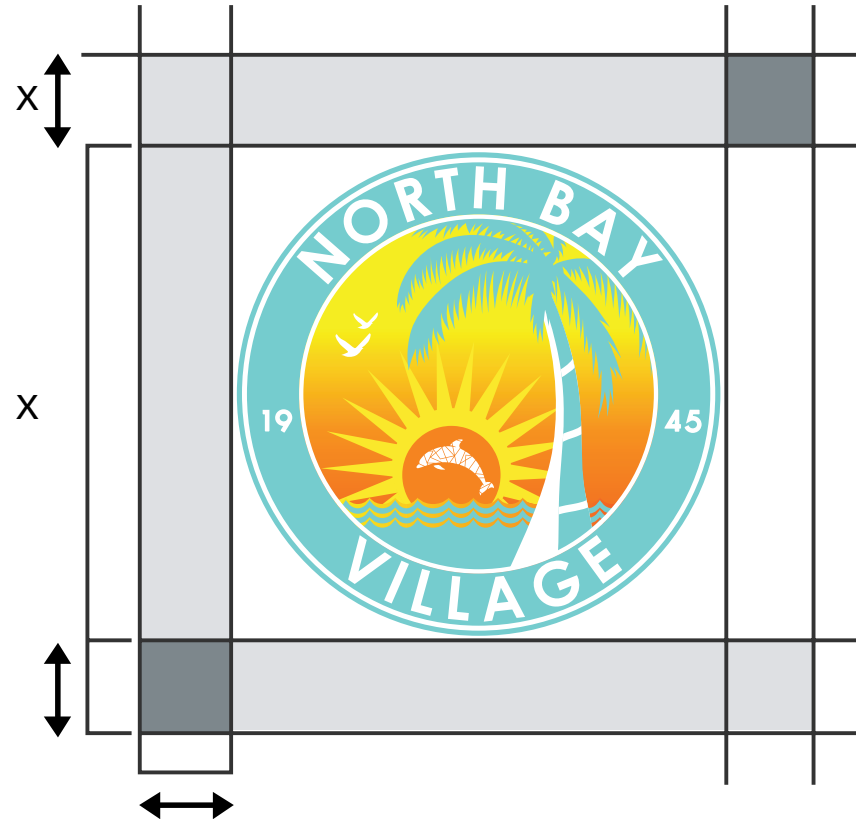
North Bay Village Brand Guide

Village Seal – One Color Version



North Bay Village Brand Guide

Clear Space Guidelines



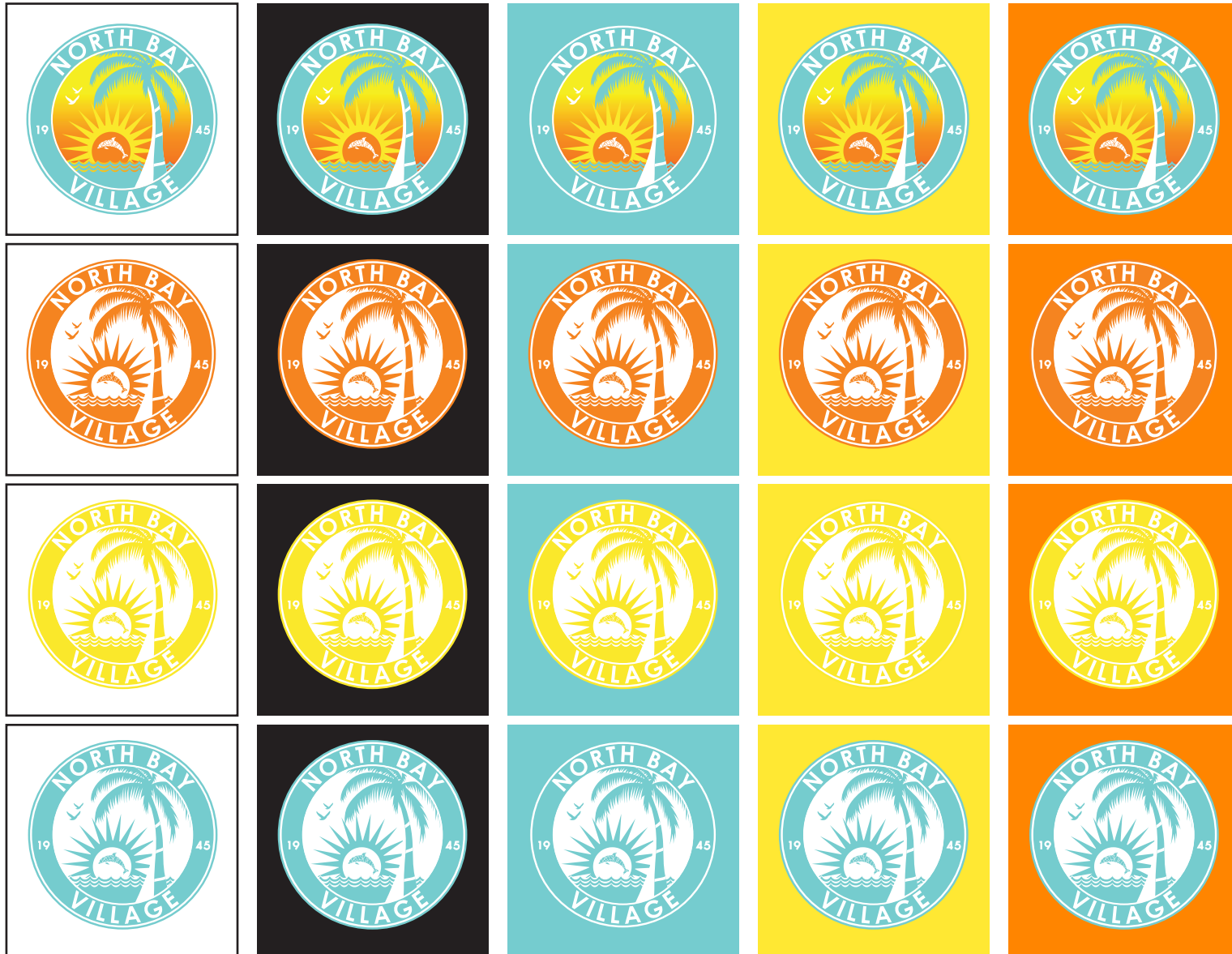
The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X". It is very important that designers or desktop publishers do not attempt to construct the logo themselves.



North Bay Village Brand Guide

Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:

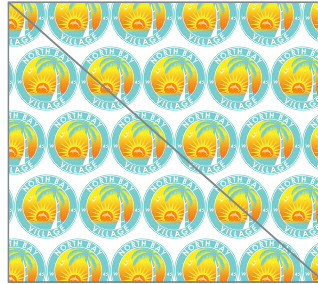


North Bay Village Brand Guide

Logo Restrictions



1. At no time should anything (other logos, type, etc.) be placed over or under the identity elements.



2. Identity elements should not be used as a repeat in closed patterns.



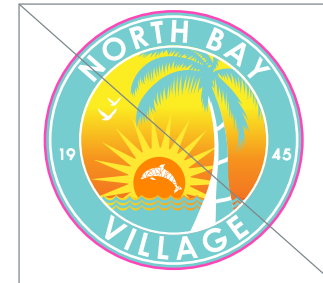
3. Identity elements should not be modified, stretched or distorted in any way.



4. Identity elements should not be used in any other color combinations other than those specifically called out in this manual.



5. At no time should the logo be placed on patterned backgrounds or colors not specified in this manual.



6. Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



7. Identity elements should not be used as an outline.



8. At no time should effects be added to the identity elements. (Glow, posterize, inner shadow, etc.)



9. Do not crop the identity elements in any way.



Logo



North Bay Village Brand Guide

Primary Logo - Vertical

The North Bay Village logo should be used for marketing and promotional materials of the Village, merchandise, temporary activations, and digital media.



NORTH BAY VILLAGE
HEART OF THE BAY



North Bay Village Brand Guide

Primary Logo - Vertical



NORTH BAY VILLAGE
HEART OF THE BAY

VIBRANT COLORS:

The colors of the new logo represent a fresh, progressive, and friendly North Bay Village.

DOLPHIN:

The iconic, new symbol of North Bay Village. Dolphins can be seen from every Island of North Bay Village. The stylized Dolphin represents the fragility of the local environment and our collective commitment to our marine life and the health of Biscayne Bay.

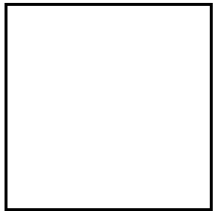
PALM TREE:

The roots of the palm tree are growing clockwise, symbolizing our commitment to a sustainable and resilient future of NBV.



North Bay Village Brand Guide

Color Palette



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Pantone: White



CMYK: 52, 0, 28, 0
RGB: 117, 203, 195
Pantone: 570 C



CMYK: 0, 50, 97, 0
RGB: 255, 148, 28
Pantone: 1375 C



CMYK: 9, 90, 27, 0
RGB: 219, 61, 120
Pantone: 205 C



CMYK: 61, 27, 0, 63
RGB: 36, 67, 93
Pantone: 2168 C



North Bay Village Brand Guide

Primary Logo - One Color



NORTH BAY VILLAGE
HEART OF THE BAY



NORTH BAY VILLAGE
HEART OF THE BAY



NORTH BAY VILLAGE
HEART OF THE BAY



NORTH BAY VILLAGE
HEART OF THE BAY

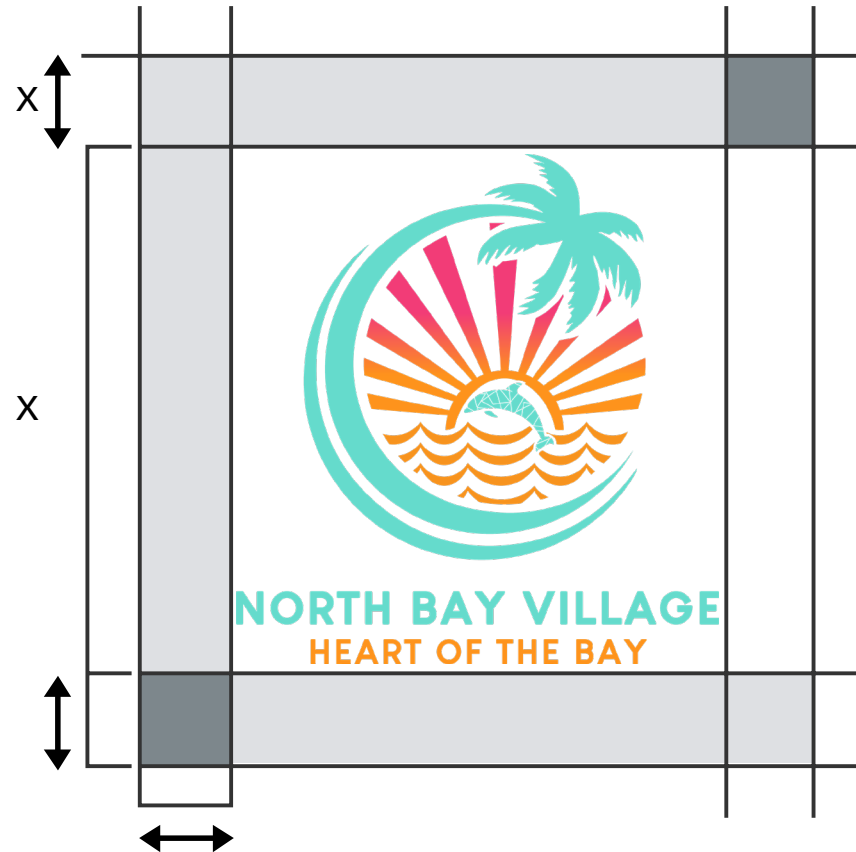


NORTH BAY VILLAGE
HEART OF THE BAY



North Bay Village Brand Guide

Clear Space Guidelines



The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X". It is very important that designers or desktop publishers do not attempt to construct the logo themselves.



North Bay Village Brand Guide

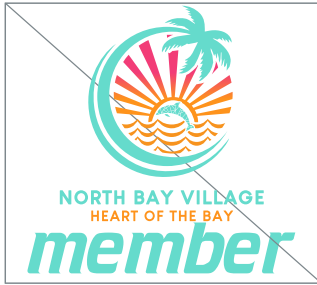
Logo Usage - Background Colors

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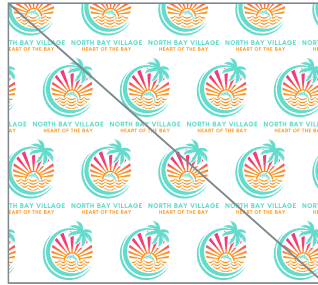


North Bay Village Brand Guide

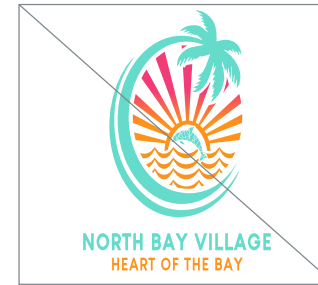
Logo Restrictions



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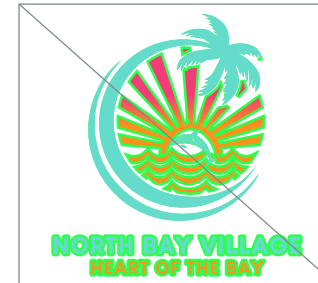
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North Bay Village Brand Guide

Logo - Horizontal (Sunset Version)



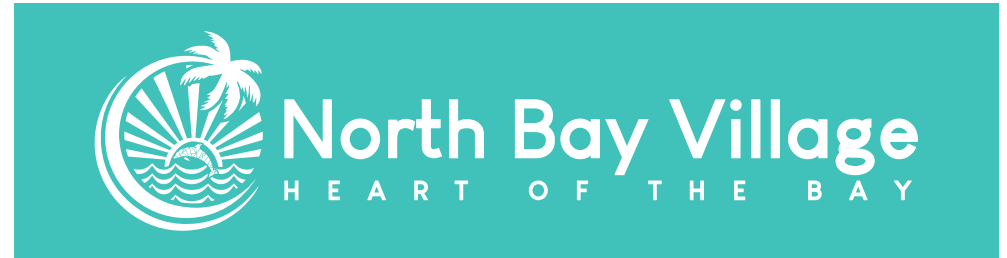
North Bay Village Brand Guide

Logo - Horizontal (Water Version)



North Bay Village Brand Guide

Logo - Horizontal (One Color)



North Bay Village Brand Guide

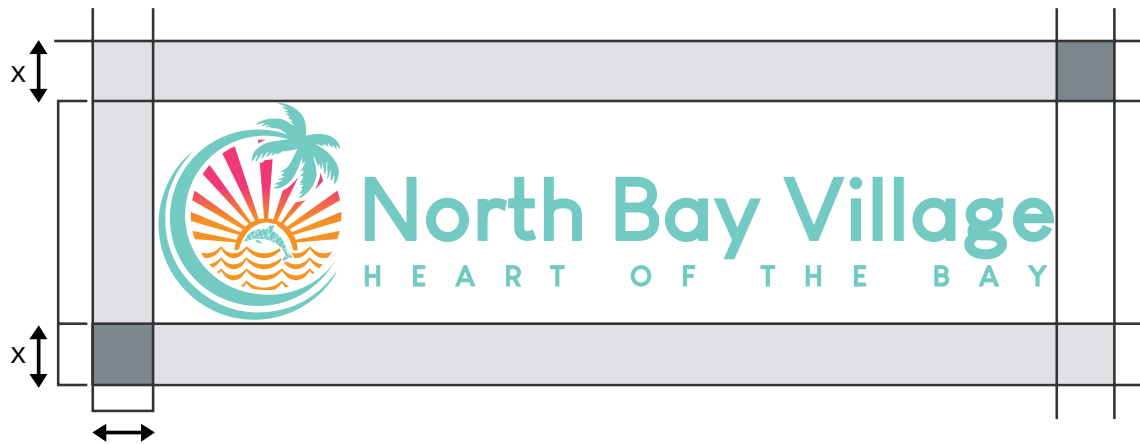
Logo Usage - Background Colors

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North Bay Village Brand Guide

Clear Space Guidelines



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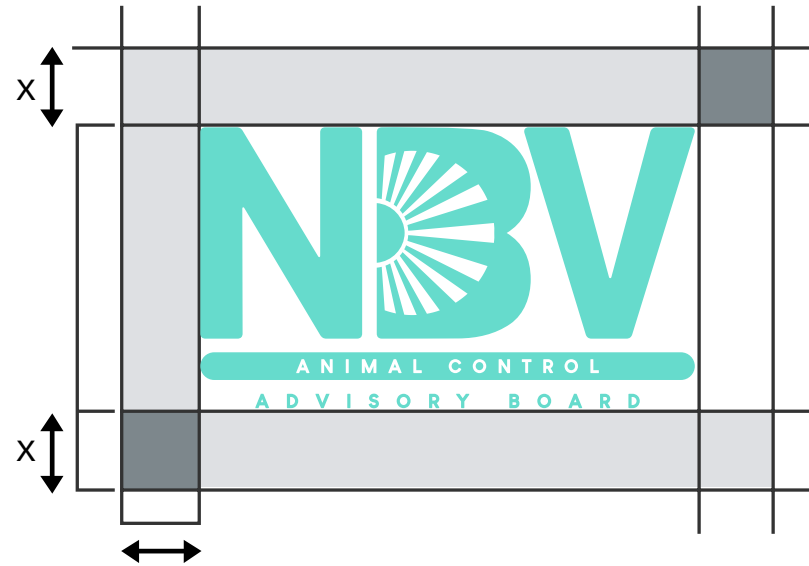
North Bay Village Brand Guide

Advisory Board/Task Force Wordmarks



North Bay Village Brand Guide

Clear Space Guidelines



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North Bay Village Brand Guide

Logo Usage - Background Colors

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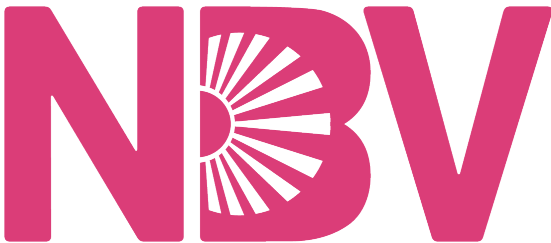
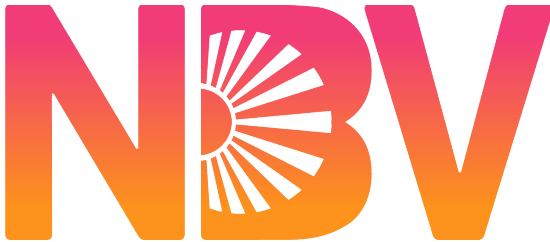


Icons



North Bay Village Brand Guide

Icons



North Bay Village Brand Guide

Icons (Alternate)



North Bay Village Brand Guide

Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:



North Bay Village Brand Guide

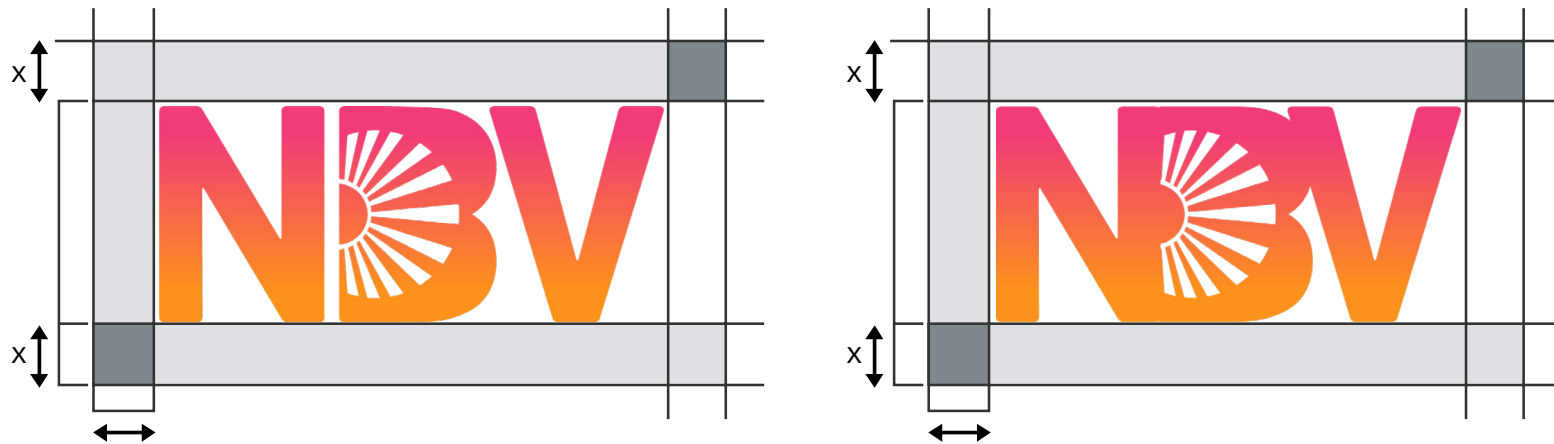
Logo Usage - Background Colors

Please see the approved solid color backgrounds you may place the logo on:



North Bay Village Brand Guide

Clear Space Guidelines

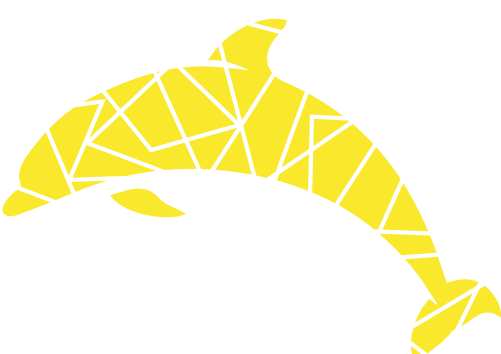


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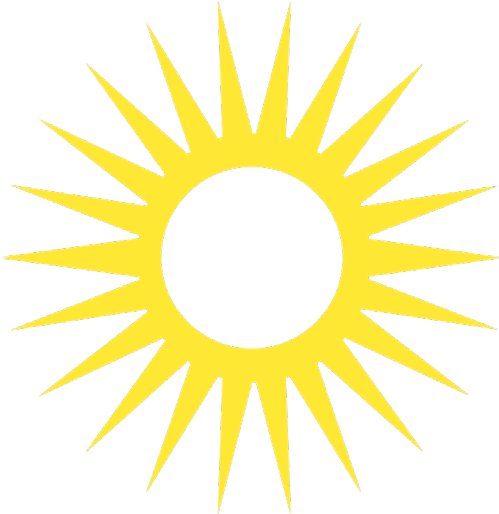
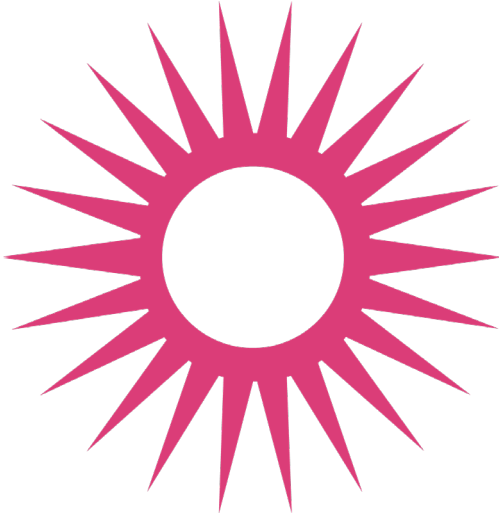
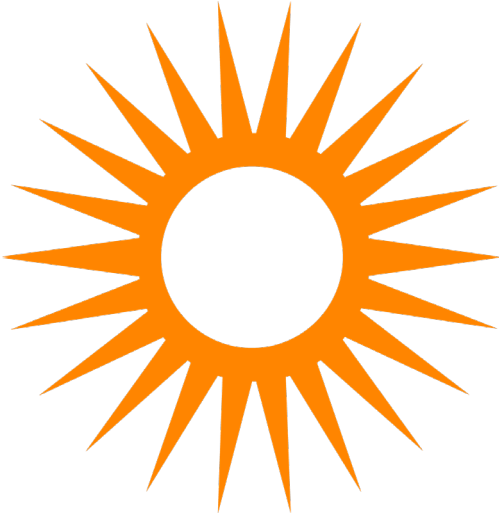
North Bay Village Brand Guide

Dolphin Icon



North Bay Village Brand Guide

Sun Burst Icon



Brand Elements



North Bay Village Brand Guide

North Bay Village Full Typeface Set

Headline Font (Century Gothic - Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Subtitle Font (Louis George Café - Bold)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Body Font (Century Gothic - Regular)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890

Accent Font (Century Gothic - Italic)

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890



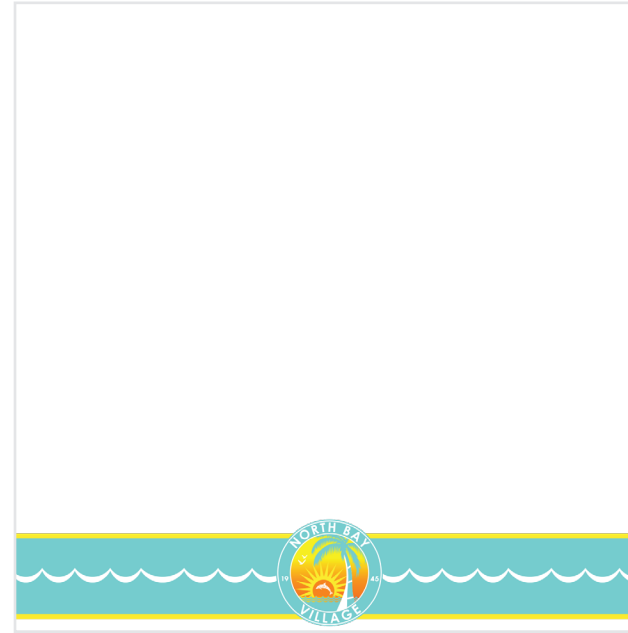
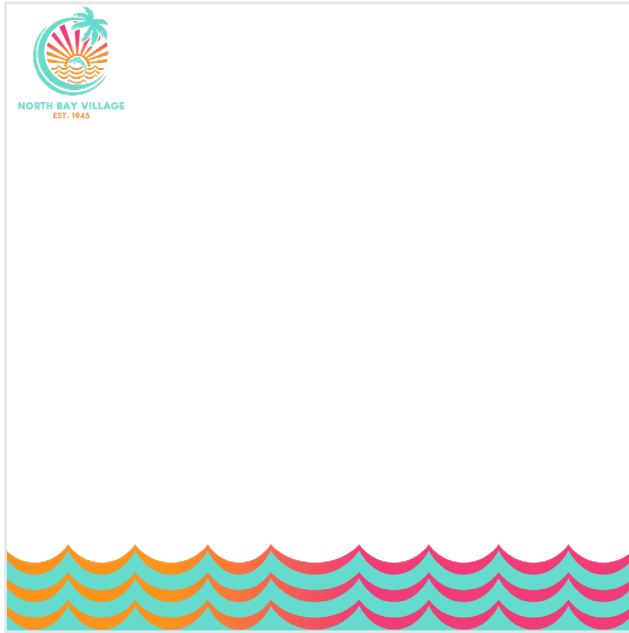
North Bay Village Brand Guide

Borders/Trims/Dividers



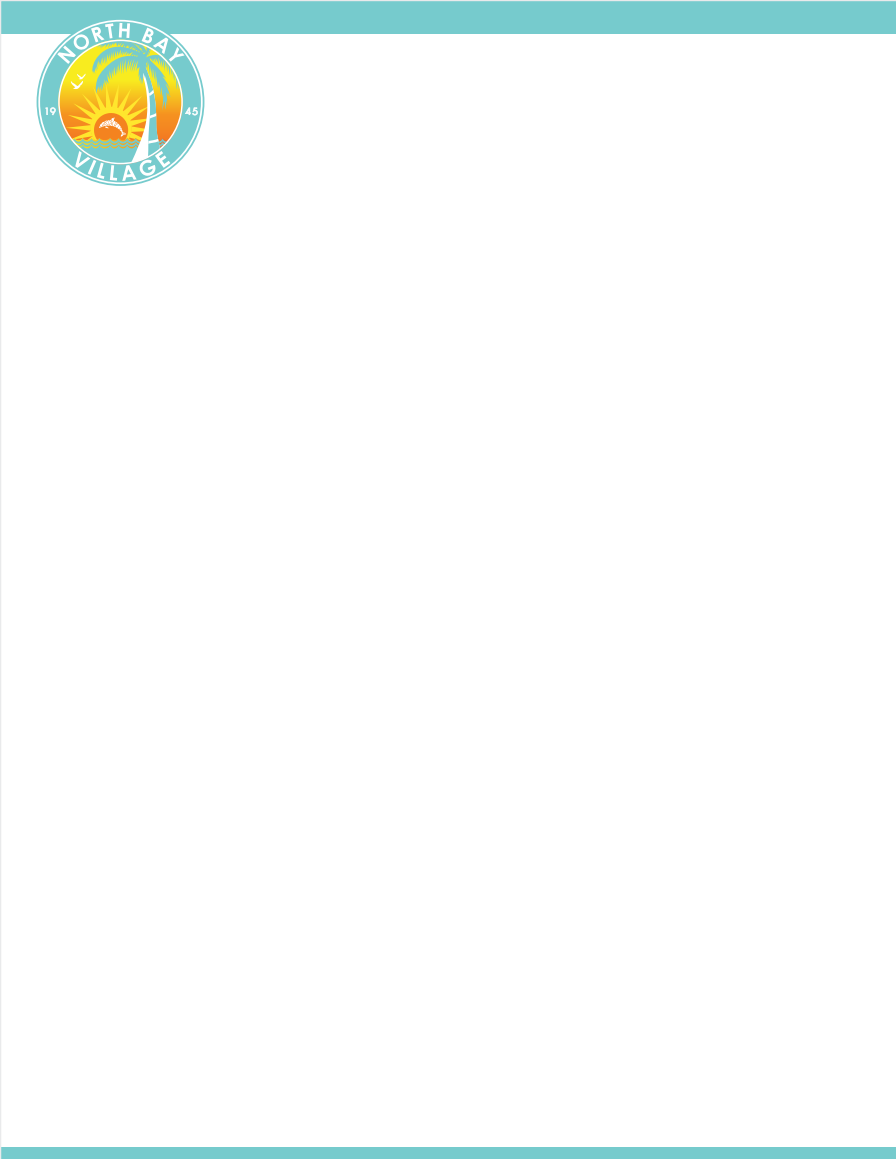
North Bay Village Brand Guide

Social Media Image Frames



North Bay Village Brand Guide

Letterheads



North Bay Village Brand Guide

Business Cards



Police Department Seal/Badge



North Bay Village Brand Guide

Police Seal and Badge – Primary Version



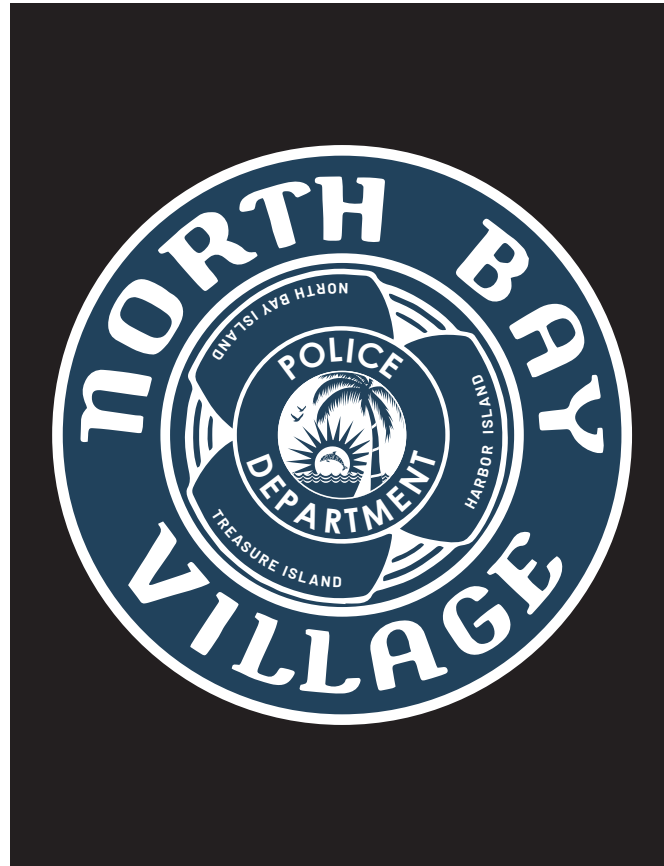
North Bay Village Brand Guide

Police Badge and Seal – Alternate Version



North Bay Village Brand Guide

Police Badge – Vintage Seal Version



Vintage "Drawn" Seal



North Bay Village Brand Guide

Vintage Seal - "Drawn" Version





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