Request for Proposal (RFP)

# Interior Signage

Muskegon Area District Library



March 13, 2026

Jackie Endres

Muskegon Area District Library

4845 Airline Rd

Muskegon MI 49444

Response Due: April 10, 2026, 5pm EST

## I. Purpose

This is a Request for Proposals (RFP) issued by Muskegon Area District Library ("MADL") for proposals from qualified sources to establish firm fixed price contract(s) through competitive negotiations from experienced and qualified Signage Contractors for design, fabrication, and installation services to provide and install various types of signage across 11 distinct library locations ("Branches") in Muskegon County.

## II. About MADL

Founded in 1938, the Muskegon County Library became the Muskegon Area District Library in 2006 as a result of a successful millage campaign. MADL serves 19 local governmental units throughout Muskegon County; the residents of which are taxed 1.5143 mills. Although everyone in Muskegon County is welcome to use all of the MADL branches, the millage does not include residents of the City of Muskegon and Muskegon Public School District, which are served by Hackley Public Library; the Township of Fruitport and The Village of Fruitport, which are served by the Fruitport District Library; and the City of Whitehall and the Whitehall Public School District, which are served by White Lake Community Library.

Muskegon Area District Library (MADL) serves a community of over 107,000 residents located throughout Muskegon County. Our collection contains over 192,000 physical materials including books for all ages, audio books, CDs, DVD, hotspots, and Playaway Tablets. Our e-resource collection contains over 7 million titles including the most popular albums, TV shows, Comics, eBooks, Movies, and independent films and documentaries. MADL connects a diverse community to resources and services that educate, inform, enrich and entertain.

## III. Scope of Services

There is a need for the establishment of a requirements contract between one or more contractor(s) and MADL for the design, fabrication, and installation of interior signage. The successful proposer shall furnish all equipment, labor, materials, and transportation required.

## IV. Proposed Timeline

MADL reserves the right to alter this timeline as necessary.

| | |
|---|---|
| RFP release date | Friday, March 13, 2026 |
| On Site Visit at Norton Shores Branch | Monday, March 23, 2026, 1pm – 4pm |
| Questions regarding RFP are due | Wednesday, March 25, 2026 |
| Answers to vendor questions will be posted | Friday, March 27, 2026 |
| RFP Submission due date | Friday, April 10, 2026 |
| Potential interviews/presentations of finalists | During week of April 20 |
| A recommendation is made to the Library Finance Committee for approval | Monday, May 11, 2026 |
| Possible contract signing | Wednesday, May 27, 2026 |
| Design, proofing, approvals, and product selection | Not to exceed 2 months from beginning of process |
| Removal, disposal, and installation begins | TBD based on contract and designs |

**V. Procedure for Proposal Submission**

1. Applicants can meet with MADL's contact person, Jackie Endres (Marketing Manager) on Monday, March 23, 2026 at any time between 1pm-4pm at MADL Norton Shores Branch (705 Seminole Rd).

2. Applicants may visit any other library branch during regular library open hours. Prior notification to jendres@madl.org with date of visit is requested so staff can be alerted.

3. Questions regarding this RFP must be sent exclusively to jendres@madl.org by 5:00 PM (EST) on Wednesday, March 25, 2026.

4. Responses to questions will be posted in the form of an addendum on MADL's website (https://madl.org/governance-financials/)

5. Proposals must be submitted in the format of one (1) electronic copy via email with the Subject Line "MADL Proposal for Interior Signage."

6. Proposals must be received by MADL no later than 5:00 PM (EST) on Monday, Friday, April 10, 2026.

7. Submission of Bid and related questions should be addressed to the following Library Contact:

   Subject: "MADL Proposal for Interior Signage"
   Email: jendres@madl.org

8. All proposals must be submitted in their entirety by the deadline.

9. Proposals delivered after the due date will not be given consideration.

**VI. Needs and Specifications**

| Branch | Address | Shelving Units | Estimated Sq. Footage | Estimated Number of Signs Needed |
|---|---|---|---|---|
| Dalton Branch | 3175 5th St. Twin Lake, Michigan 49457 | 13 - 24in shelves (moveable) | 2,470 | 13 |
| Egelston Branch | 5428 E Apple Avenue Muskegon, Michigan 49442 | 1 - 25.5in<br>3-19.5in<br>3-25.5 (moveable)<br>5 - 21.5in<br>4- 17.5in<br>1 -19.5in (short)<br>1 – 12in<br>1 – 15in | 5,120 | 33 |
| Holton Branch | 8776 Holton-Duck Lake Road | 4 – 21in (moveable)<br>1 – 25.5in (moveable) | 2,980 | 15 |

| | | | | |
|---|---|---|---|---|
| | Holton, Michigan 49425 | 3 - 14.5in (wall) | | |
| Laketon Branch | 991 West Giles Road Muskegon, Michigan 49445 | 2 – 25.5in (moveable) | 825 | 7 |
| LVPD Branch | 4845 Airline Road Muskegon, Michigan 49444 | 2 – 21in 12 – 22.25in (moveable) | 5,500 | 40 |
| Montague Branch | 8778 Ferry St, No. 2 Montague, Michigan 49437 | 5 – 25in 1 – 33in 2 – 25in (moveable) | 2,780 | 23 |
| Muskegon Heights Branch | 2808 Sanford Street Muskegon Heights, Michigan 49444 | 2 – 32.23 (end caps) 3 – 25in | 4,200 | 8 |
| Muskegon Township Branch | 1910 E Apple Ave Muskegon, Michigan 49442 | 3 – 12in 6 – 23.5 (moveable) | 2,198 | 24 |
| North Muskegon Branch | 1522 Ruddiman Drive North Muskegon, Michigan 49445 | 13 – 21.5in 2 – 25.5in (movable) 2 – 13in | 6,736 | 48 |
| Norton Shores Branch | 705 Seminole Road Norton Shores, Michigan 49441 | 2 – 24in 4 – 20.75in 8 -24.75 1 – 20.5 (black frame racks) 4 – 23in (moveable) 1 – 25in (end cap) 10 – 26.5 (moveable) 1 -19.75in (low) | 16,000 | 60 |
| Ravenna Branch | 12278 Stafford Street Ravenna, Michigan 49451 | 8 – 24in 4 – 25.5in (movable) | 4,460 | 25 |
| Signs in reserve | | | | 200 |

## VII. Material Requirements

- Durable materials for long term indoor use
- Ability for staff to change out shelf signage with no specialized equipment

## VIII. Design Specifications

- MADL logo and color scheme following MADL Brand Guidelines (attached)
- ADA compliance for interior signage

**IX. Award of Contract**

The following employee of MADL is the only contact person for any questions that may arise before the contract is awarded: Jackie Endres, Marketing Manager. Any questions or clarifications regarding this RFP should be emailed to [jendres@madl.org](mailto:jendres@madl.org). All questions should be submitted no later than Wednesday, March 25, 2026.

MADL reserves the right to award the total proposal, to reject any and all proposals in whole or in part, to award parts of the proposal to separate vendors, and to waive any informality or technical defects if, in MADL's sole judgment, the best interests of MADL will be so served.

**X. Evaluation and Selection Process**

After the period for receipt of proposals has closed, each proposal will be examined to determine compliance with the format and information requirements specified in the RFP. Any proposal that does not meet the format and information requirements may be eliminated from consideration.

Proposals will be reviewed by an evaluation team comprised of MADL staff. Proposals will be scored based on

- Completeness of Bid
- Prior Experience
- Overall cost of products and services
- Instate/local preference – Michigan

MADL staff will review the submitted proposals and may select proposers to meet with the evaluation team in the week of April 20 to discuss the package and to determine which proposer most closely meets the needs of MADL.

A multi-year contract may be considered.

The Library may reject any proposal if it is conditional, incomplete, or contains irregularities. MADL also reserves the right to reject all proposals. Following evaluation of proposals, the top candidates may be requested to participate in an interview to determine and select the vendor that most closely meets the needs of MADL; however, MADL reserves the right to select based solely on the written proposal without an interview.

MADL staff will prepare a recommendation to the Finance Committee of the Library Board, which will make the final determination to award the contract. The selected proposer will meet with MADL staff to prepare a contractual agreement between the library and the proposer as soon as is reasonable after the final selection is made. Failure to negotiate a mutually agreeable contract may result in the cancellation of any award.

**XI. Mandatory Response Checklist**

One (1) electronic copy of the proposal including:

- Cover letter
- Prior experience
- Photos of completed related work
- References – minimum of three (3)
- Proposed approach to scope of services
- Estimated timeline for Design, proofing, approvals, product selection, removal, disposal, and installation
- Technical specifications of hardware
- Vendor contact information
- Cost breakdown

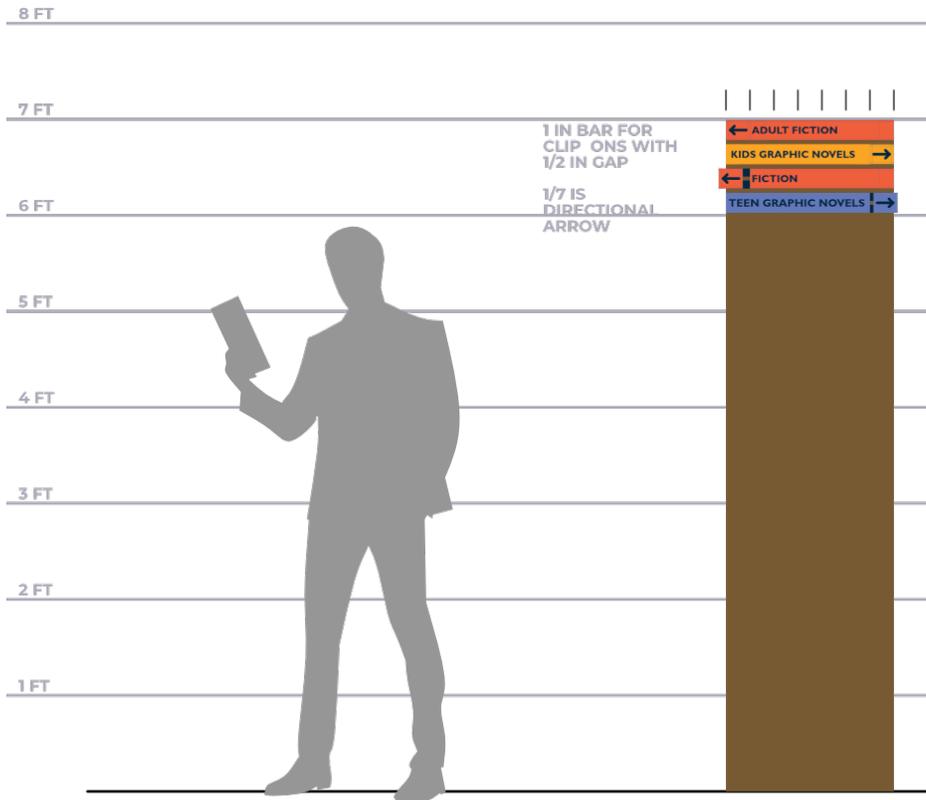## XII. Samples of Current Shelving Styles and Potential Design Ideas

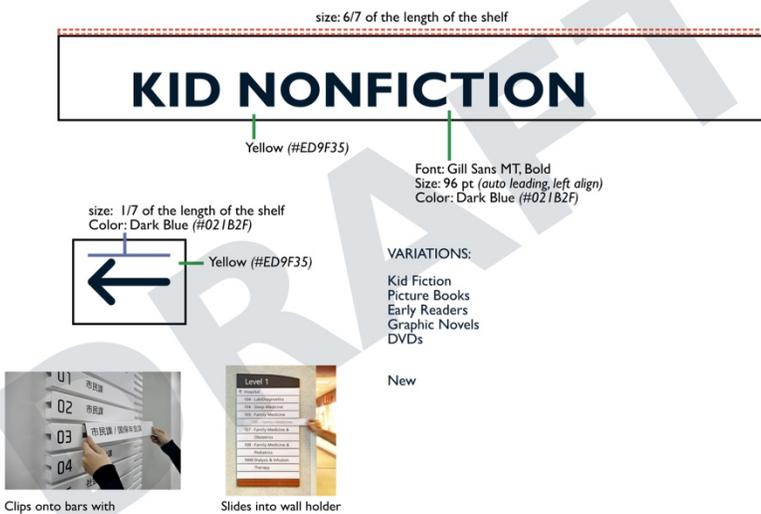Current Moveable Shelving Unit Sample (Norton Shores Branch and Ravenna Branch)



Current Shelving Unit Sample (Norton Shores Branch)

# Potential Design Idea

8 FT

7 FT

**1 IN BAR FOR CLIP ONS WITH 1/2 IN GAP**

← **ADULT FICTION**

**KIDS GRAPHIC NOVELS** →

**1/7 IS DIRECTIONAL ARROW**

← **FICTION**

6 FT

**TEEN GRAPHIC NOVELS** →

5 FT

4 FT

3 FT

2 FT

1 FT

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## SHELF LABELS *(POTENTIAL DRAFT)*

size: 6/7 of the length of the shelf

# KID NONFICTION

Yellow *(#ED9F35)*

Font: Gill Sans MT, Bold
Size: 96 pt *(auto leading, left align)*
Color: Dark Blue *(#021B2F)*

size: 1/7 of the length of the shelf
Color: Dark Blue *(#021B2F)*

←

Yellow *(#ED9F35)*

VARIATIONS:

Kid Fiction
Picture Books
Early Readers
Graphic Novels
DVDs

New

01
02
03
04

Level 1

Clips onto bars with

Slides into wall holder

# MADL

## MUSKEGON AREA DISTRICT LIBRARY

# MUSKEGON AREA DISTRICT LIBRARY
## BRAND GUIDELINES

Revised Mar 9, 2026

# PURPOSE OF THE GUIDE

Muskegon Area District Library's identity connects all of our branches across Muskegon County and beyond. Maintaining our brand helps us build recognition across our diverse service areas.

This guide will ensure that MADL's logo and branding is uniform and consistent. It should be shared with graphic designers, advertising agencies, web developers, printers or anyone else working with Muskegon Area District Library.

# BRAND STORY

At MADL, books just a small part of our story. Step into the Library and see what we mean. It's the people you encounter, the technology you access, the open doors that unlock a whole new world.

No matter what you're interested in, MADL puts resources, archives, and more at your fingertips. Need a telescope? Come grab one. Scheduling a playdate? We're the perfect spot.

In this digital age we're in, the library is one of the last true community hubs-and we're working hard to make it more relevant and accessible than ever.

The word "library" is old. But we're making it something exciting and new for people of all ages. In other words, we're turning a new page for the next generation.

# NAME FORMATTING

### MUSKEGON AREA DISTRICT LIBRARY

When writing "Muskegon Area District Library" or "MADL" the "M," "A," "D," and "L" should always be capitalized. Do not add an article ("the," "a," "an") in front of the name.

### THE LIBRARY

When talking about Muskegon Area District Library or any of its locations without using the full name, use "the Library" with a capital "L."

### BRANCHES

Branches should be called "Muskegon Area District Library _____ Branch" or "MADL _____ Branch." The "B" should always be capitalized. When referencing a branch on MADL media (social media, MADL website, etc) where Muskegon Area District Library's name is already mentioned, a branch may be referred to as "_____ Branch" without "Muskegon Area District Library" or "MADL."

# PRIMARY LOGO

The logo is how our communities recognize the Library across the county.

It should never be manipulated, distorted, edited, or altered. Position, size, and color should determine which logo you use.

**Whenever possible, you should use MADL's Primary Logo.**

**When space does not allow the Primary Logo, the Alternative Logo can be used.**

**MADL**

**MUSKEGON AREA DISTRICT LIBRARY**

*Minimum width of 1.5"*

**MUSKEGON AREA DISTRICT LIBRARY**

# SECONDARY LOGO

The logo is how our communities recognize the Library across the county.

It should never be manipulated, distorted, edited, or altered. Position and size should determine which logo you use.

**When working with darker colors, the Secondary Logo should be used.**

**When space does not allow the Secondary Logo, the Alternative Secondary Logo can be used.**

**MADL**

**MUSKEGON AREA DISTRICT LIBRARY**

*Minimum width of 1.5"*

**MUSKEGON AREA DISTRICT LIBRARY**

# SINGLE COLOR LOGO

The logo is how our communities recognize the Library across the county.

It should never be manipulated, distorted, edited, or altered. Position and size should determine which logo you use.

**When working with black and white prints, the Single Color Logo should be used.**

**When space does not allow the Single Color Logo, the Alternative Single Color Logo can be used.**

*Single Color Logo (white)*



**MUSKEGON AREA DISTRICT LIBRARY**

*Minimum width of 1.5"*

*Alternative Single Color Logo (white)*



**MUSKEGON AREA DISTRICT LIBRARY**

*Single Color Logo (black)*



**MUSKEGON AREA DISTRICT LIBRARY**

*Alternative Single Color Logo (black)*



**MUSKEGON AREA DISTRICT LIBRARY**

*Minimum width of 1.5"*

# LOGO MISUSE

Changes to the logo diminish the integrity of MADL's identity. The examples here are some, but not all, "DO NOTS" for the logo.

Please use your discretion and refrain from any alterations to the logo.

Do not alter the logo's colors in any way.

Do not alter the logo's dimensions in any way.

Do not add drop shadows to the logo.

Do not rotate the logo.

Do not add any shapes to the logo.

Do not add any text to the logo.

Do not add outlines to the logo.

Do not change the relationship of the text elements.

# TYPOGRAPHY

Gill Sans is MADL's default font.

## HEADERS AND TITLES

All caps, bolded should be used for Headers and Titles.

## Subheaders

Proper case, bolded should be used for subheaders.

Body

Minimum size for body should be 12 pt. The body should be neither bolded nor written in all caps.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()+**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+

# GILL SANS

# COLOR PALETTE

When possible, the Dark Blue should be used in place of 100% Black.

The Purple, Blue, Red, Yellow, and Green colors should be the foundation for MADL promotional material, signage, and other materials.

The colors can be coordinated with age groups:

**Purple**: All Ages

**Blue**: Teens

**Red**: Adults

**Yellow**: Kids

**Green**: Tweens

**DARK BLUE**

| | |
|---|---|
| CMYK | 100 / 81 / 45 / 47 |
| RGB | 2 / 27 / 47 |
| HEX | #042945 |
| Pantone | 296C |

**WHITE**

| | |
|---|---|
| CMYK | 0 / 0 / 0 / 0 |
| RGB | 255 / 255 / 255 |
| HEX | #FFFFFF |

**PURPLE**

| | |
|---|---|
| CMYK | 63 / 91 / 9 / 12 |
| RGB | 98 / 46 / 108 |
| HEX | #602f6d |
| Pantone | 520 C |

**BLUE**

| | |
|---|---|
| CMYK | 65 / 50 / 0 / 0 |
| RGB | 93 / 113 / 168 |
| HEX | #657bbc |
| Pantone | 7682 C |

**RED**

| | |
|---|---|
| CMYK | 0 / 78 / 81 / 0 |
| RGB | 223 / 88 / 62 |
| HEX | #f15f3e |
| Pantone | 171 C |

**YELLOW**

| | |
|---|---|
| CMYK | 0 / 40 / 95 / 0 |
| RGB | 237 / 159 / 53 |
| HEX | #faa627 |
| Pantone | 1375 C |

**GREEN**

| | |
|---|---|
| CMYK | 79 / 14 / 99 / 2 |
| RGB | 45 / 147 / 69 |
| HEX | #379c48 |
| Pantone | 7739 C |

**MEDIUM PURPLE**

| | |
|---|---|
| CMYK | 29 / 39 / 6 / 0 |
| RGB | 173 / 149 / 181 |
| HEX | #AD95B5 |
| Pantone | 666 C |

**MEDIUM BLUE**

| | |
|---|---|
| CMYK | 29 / 19 / 0 / 0 |
| RGB | 175 / 187 / 220 |
| HEX | #AFBBDC |
| Pantone | 7444 C |

**MEDIUM RED**

| | |
|---|---|
| CMYK | 2 / 35 / 27 / 0 |
| RGB | 244 / 173 / 158 |
| HEX | #F4AD9E |
| Pantone | 487 C |

**MEDIUM YELLOW**

| | |
|---|---|
| CMYK | 3 / 17 / 42 / 0 |
| RGB | 249 / 208 / 146 |
| HEX | #F9D092 |
| Pantone | 7507 C |

**MEDIUM GREEN**

| | |
|---|---|
| CMYK | 38 / 3 / 39 / 0 |
| RGB | 152 / 205 / 162 |
| HEX | #98CDA2 |
| Pantone | 345 C |

**LIGHT PURPLE**

| | |
|---|---|
| CMYK | 16 / 21 / 6 / 0 |
| RGB | 201 / 190 / 212 |
| HEX | #C9BECA |
| Pantone | 665 C |

**LIGHT BLUE**

| | |
|---|---|
| CMYK | 15 / 11 / 1 / 0 |
| RGB | 207 / 213 / 226 |
| HEX | #CFD5E2 |
| Pantone | 650C |

**LIGHT RED**

| | |
|---|---|
| CMYK | 0 / 19 / 16 / 0 |
| RGB | 245 / 208 / 193 |
| HEX | #F5D0C1 |
| Pantone | 475 C |

**LIGHT YELLOW**

| | |
|---|---|
| CMYK | 0 / 9 / 24 / 0 |
| RGB | 250 / 228 / 191 |
| HEX | #FAE4BF |
| Pantone | 7499 C |

**LIGHT GREEN**

| | |
|---|---|
| CMYK | 21 / 1 / 23 / 0 |
| RGB | 199 / 225 / 197 |
| HEX | #C7E1C5 |
| Pantone | 7485 C |