

Request for Proposal (RFP)

Addendum 1 – Q & A

Interior Signage

Muskegon Area District Library



MUSKEGON AREA DISTRICT LIBRARY

March 27, 2026

Jackie Endres

Muskegon Area District Library

4845 Airline Rd

Muskegon MI 49444

Response Due: April 10, 2026, 5pm EST

I. To ensure I have a clear understanding of your goals, could you confirm if the following objectives are correct?

- Complete the implementation of MADL's rebrand.**
- Update all internal and external signage and wayfinding.**
- Finalize the sunsetting of the old logo and image.**
- Build the brand beyond the library user community.**

Our goal for this RFP is just to update all of our interior signage to match our current MADL Brand Guidelines. Currently this is mostly on-shelf collection signage (ie, Fiction, Graphic Novels, DVDs). Very few of the shelves across our 11 locations have any built-in structure to facilitate any sort of modular signage like this, so part of what we're looking for with the interior signage is the support structure as well.

At this time, we are not looking at branding rollout, sunsetting, or exterior signage.