

CLEVELAND PUBLIC LIBRARY

Finance Committee

February 18, 2020

**RESOLUTION AUTHORIZING AGREEMENT WITH AGNES STUDIO
FOR DESIGN SERVICES FOR A BRAND VISUAL IDENTITY REFRESH**

WHEREAS, On February 17, 2020 Cleveland Public Library officially closed out its 150th anniversary marking 150 years of service to the people of Cleveland; and

WHEREAS, In order to create better recognition of the Cleveland Public Library brand and connection with its wayfinding, signage, branches, subject departments, key programs, and materials moving forward, the Library recognizes the need to engage the services of an experienced graphic design agency to refresh its brand visual identity and create a cohesive organizational design system; and

WHEREAS, A search committee, comprised of marketing and graphics staff, the Chief Marketing & Communications Officer, Chief Operations Officer, and the Special Assistant to the Director, reviewed eight proposals and interviewed four firms and agreed that with their expertise, thoughtful strategy, and experience creating design systems and distinctive identities for organizations, Agnes Studio, a 100% female-owned Cleveland based business since its inception in 2009 (Official FBE Certification pending), was the best choice for the project; now therefore be it

RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to enter into an agreement with Agnes Studio to provide the services as outlined in their proposal in an amount not-to-exceed \$65,000, including reimbursables, to be charged to General Fund Account 11610053-53710 (Professional Services), and which agreement shall be subject to review and approval of the Chief Legal Officer.