

TALQ Logo Design – Request for Quote (RfQ)

Background

The TALQ Consortium aims to make Central Management Systems and Outdoor Lighting Networks from various manufacturers interoperable. Therefore the consortium is developing a specification for a management software interface for outdoor lighting networks, to be published early 2013. A certification program will be developed as well, and the consortium has the desire to be able to issue a logo to be used on products and services that comply with the TALQ specification. The logo is to indicate that a product or service is compliant with the TALQ specification and can interoperate with other TALQ-labeled products/services.

Procedure and Deliverables

The TALQ Consortium intends to use the following procedure for the creation and selection of a logo:

1. The TALQ Consortium issues a request for quote (this document)
2. Interested companies submit offers
3. The TALQ Consortium selects one or two companies to create logo concepts
4. Selected companies develop logo concepts
 - This may include a maximum of two rounds of review by The TALQ Consortium and revision of the concepts
 - This does not include executing the tests described below
5. The TALQ Consortium selects the concept
 - The TALQ Consortium will execute tests to determine whether the logo is sufficiently distinct
6. The selected company works out the concept in detail and delivers logo artwork.
 - This may include two rounds of review by The TALQ Consortium and revision of the artwork
 - The logo artwork needs to be delivered in electronic form

Our requirements

We are looking for a company with proven track record in designing logos.

The requirements for the logo are:

- The logo must be suitable for registration as trademark.
 - it is not the intention to use a stylized ‘T’ or ‘TALQ’ or any other character or numeral as logo
 - The logo should not resemble any character or numeral in any language
- The logo must be distinct:
 - not easily confused with other logos
 - test: show the logo to someone who has not seen the logo before and ask what associations are triggered
 - easily remembered
 - test: show logo to a test subject and ask them next day to select the logo from a large collection of logos
 - suitable for world wide application
 - tests are to be performed in at least the EU, China and the USA
- The logo must be recognizable when small
 - 8 mm must be possible, smaller is better.
- It must be possible to apply the logo as surface relief in thermoplastics
 - Color cannot be used
 - Texture or gray scale cannot be used
 - Elements with relatively small dimensions cannot be used
- The logo must be suitable for use on:
 - Print media
 - Products, e.g. by using silk screen printing or on stickers
 - Computer displays

It is possible to suggest a mandatory color for the logo to be reproduced in if color use is possible.

- The logo is for identification of compliance with a specification
 - Should be of modern design emphasizing ‘interoperability’ and ‘professionalism’, but not ‘reliability’ or ‘high value’ (as this cannot be tested by the compliance testing)

Request for quote

The TALQ Consortium would like to receive quotes from companies willing to design the TALQ Consortium logo. We ask:

- Examples of other logo design work you have done
- A quote for providing at least four logo concepts, including two rounds of review and revision
- A quote for providing the detailed artwork, including two rounds of review and revision, in case one of your concepts is selected
- The statement that you will transfer all rights in the selected logo to the TALQ Consortium.

Quotes

The offer should provide distinct quotes for the initial selection round and the final delivery of the artwork. These costs must include all costs for creating the deliverables, including artwork, discussion of the proposals during the various reviews, etc.

Proposed Time Line

November 10th 2012: deadline for quotes, send to address below

November 24th 2012: decision which companies will be asked to develop logo concepts

December 8th 2012: preliminary submission of the logo concepts to the TALQ Consortium

December 22nd 2012: final submission of the logo concepts to the TALQ Consortium

January 12th 2013: decision which logo concept is selected for further development

January 19th 2013: submission of preliminary artwork for review

January 26th 2013: delivery of final logo artwork

Requirements for response to the RfQ

- A description of your company's experience with logo design. Please add examples of logos that you have designed.
- One or more rough sketches describing how you would approach this assignment and an indication of the cost of the deliverables.
- A description of the process that you will use to make the design, how you determine that your proposal will be effective, and how the TALQ Consortium can participate in review.
- The artwork file formats that you will/can deliver
- The time you expect is necessary for the design process.

Additional background and briefing

More information about the TALQ Consortium is available on the website <http://www.talq-consortium.com>

We can provide additional background and answer questions by email and in telephone conferences.

Contact

Please send the response to the RfQ to

Gerard Lokhoff
Secretary General
TALQ Consortium
High Tech Campus 44
5656 AE EINDHOVEN
The Netherlands
secgen@talq-consortium.org