

# **SOUTH COUNTY FIRE**

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## **Request for Proposal**

**RFP # 5118 for**

## **Vehicle Graphics (Installations & Removals)**

**Date Issued: September 11, 2018**

# 1. INTRODUCTION

## 1(A) Background

South County Fire staffs 14 stations 24/7, serving unincorporated south Snohomish County and the Cities of Brier, Edmonds, Mountlake Terrace and now Lynnwood. South County Fire also has staff members assigned full time to community relations, fire prevention and public education.

The geographical area served by South County Fire is varied with residential, urban, commercial and manufacturing developments; major highways; lakes and wooded areas. In recent years, the area has experienced a boom in new development and rapid growth in population, which in turn has resulted in an increased demand for South County Fire services.

In response to the challenges of this growth – as well as changes in expectations, regulations and health – South County Fire is seeking new and better ways to go about the business of serving the public. These include forging mutually beneficial partnerships, exploring new technology and embracing change as a basis for continuous improvement. South County Fire has been a leader in regionalizing fire and emergency services – completing three successful department mergers in less than 10 years. South County Fire continues to explore new ways to partner with neighboring jurisdictions and other agencies in areas such as training, purchasing and community education. South County Fire is governed by a board of seven Commissioners elected to serve six-year terms. These community members are responsible for defining South County Fire's long-term vision and for adopting policies to be implemented by administrative staff. South County Fire Commissioners also actively participate in state and county associations to address issues that affect fire and emergency services.

For more information about South County Fire, visit <http://www.southsnofire.org>.

**1(B) RFP Purpose**

The purpose of this Request for Proposal is to seek competitive pricing from qualified Vendors to remove current vehicle graphics and install new vehicle graphics for South County Fire. There will be approximately one hundred (100) vehicles requiring new branding graphics and most existing vehicles will require removal of current graphics.

## 1(C) RFP Cover Sheet

<b>SOUTH COUNTY FIRE</b> <b>RFP No. 5118 Vehicle Graphics &amp; Installations</b> <b>Response Cover Sheet</b>
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	Yes	No
Has your company operated at least 1 year without interruption?	<input type="checkbox"/>	<input type="checkbox"/>
Has an owner of your company been convicted of a crime within the past 10 years?	<input type="checkbox"/>	<input type="checkbox"/>
Does any employee or official of South County Fire have any financial or other interest in your firm?	<input type="checkbox"/>	<input type="checkbox"/>
Does your company maintain insurance in amounts specified by South County Fire contract? (if no, this does not necessarily eliminate Vendor from submittal):	<input type="checkbox"/>	<input type="checkbox"/>
If no, describe differences: _____		
Are there any claims pending against this insurance policy?	<input type="checkbox"/>	<input type="checkbox"/>
If yes, describe _____		
Does your company maintain Professional Liability Insurance?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company been in bankruptcy, reorganization or receivership in the last five years?	<input type="checkbox"/>	<input type="checkbox"/>
Has your company been disqualified by any public agency from participation in public contracts?	<input type="checkbox"/>	<input type="checkbox"/>
Is your company licensed to do business in the State of Washington?	<input type="checkbox"/>	<input type="checkbox"/>

***Undersigned acknowledges that addenda \_\_\_\_\_ through \_\_\_\_\_ have been taken into account as part of this requirement.***

***The undersigned hereby accepts the terms and conditions as set forth herein. The undersigned hereby accepts the terms and conditions as set forth herein. This page must be signed and dated by the vendor's representative who is legally authorized to contractually bind the Vendor.***

FULL LEGAL NAME OF  
COMPANY \_\_\_\_\_

TYPE OF BUSINESS     Corporation     Partnership (general)     Partnership (limited)  
    Sole Proprietorship     Limited Liability Company

FEDERAL EMPLOYEE ID NUMBER (FEI): \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE \_\_\_\_\_

NAME(PLEASE PRINT) \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

1(D) RFP No Submittal Form

<p><b>SOUTH COUNTY FIRE</b>  <b>RFP No. 5118 Vehicle Graphics &amp; Installations</b>  <b>No Submittal Form</b></p>
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Dear Prospective Vendor:

If you decide not to submit a response to this RFP, we would very much appreciate you completing and returning this form for our records.

Reason for not submitting a proposal in response to this solicitation: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

FULL LEGAL NAME OF COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

NAME(PLEASE PRINT) \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNED \_\_\_\_\_ DATE \_\_\_\_\_

Thank you for your assistance. Please mail, email this document to:

South County Fire

Attn: Gary Kaufmann, C.P.M.  
12425 Meridian Ave. S.  
Everett, WA 98208  
gkaufmann@southsnofire.org

## 2. RFP INSTRUCTIONS AND INFORMATION

### 2(A) RFP Timeline

Day/Date	Description
<b>Tuesday Sept. 11, 2018</b>	Advertisement announcing RFP placed in the Everett Herald. RFP placed on the South County Fire website. RFPs available to Vendors via email notification and access to website.
<b>Tuesday Sept. 18, 2018</b>	Vendors' written questions due using the Questions Submittal Form in Section 6.
<b>Wednesday Sept. 26, 2018</b>	Answer to responses that are those posed on the Question Submittal Form, Section 6.
<b>Tuesday October 2, 2018 2:00PM</b>	RFP responses due at South County Fire HQ office, <b>12425 Meridian Ave S., Everett, WA 98208.</b>  <b><i>Respondents assume the risk of the method of dispatch chosen. South County Fire assumes no responsibility for delays caused by any delivery service. Postmarking by the due date will not substitute for actual receipt of proposals. Proposals shall not be delivered by facsimile transmission or other telecommunication or electronic means.</i></b>
<b>Tuesday October 5, 2018</b>	Vendor responses will be analyzed and scored by the evaluation team. The total score will factor heavily into South County Fire's decision as to which Vendor will be awarded.
<b>October 2018</b>	Board of Commissioners Approval
<b>October 2018</b>	Award to apparent successful vendor is made subject to successful negotiation of terms and conditions.

### 2(B) Selection and Evaluation Team

<b>Fire Chief and South County Fire Board of Commissioners</b>	Stakeholders
<b>Leslie Hynes, Public Information Officer</b>	Team Member
<b>Loren Angiono, Fleet Supervisor (Lynnwood)</b>	Team Member
<b>Gary Kaufmann, Purchasing Manager</b>	Team Member & RFP Contact

## 2(C) RFP Contact

<b>Gary Kaufmann</b>	Purchasing Manager	<p><b>Physical Address:</b> 12425 Meridian Ave. S Everett, WA 98208</p> <p><b>Mailing Address:</b> 12425 Meridian Ave. S. Everett, WA 98208</p> <p><b>Email address:</b> gkaufmann@southsnofire.org</p> <p>Any and all communication to the Contact person relative to this requirement must be via email.</p>
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## 2(D) RFP Evaluation Criteria

An evaluation team composed of the members of the Selection and Evaluation Team listed in Section 2(B) and others will evaluate the RFP responses received from each Vendor. Prior to the selection of the award to the apparent successful Vendor, South County Fire reserves the right to conduct on-site visits of any Vendors' facilities and/or require any Vendor to participate in a presentation to the evaluation team (and others) of the items contained in the RFP response and any other items deemed appropriate by South County Fire.

If an award is made as a result of this RFP, it shall be awarded to the Vendor whose proposal is most advantageous to South County Fire with "best value" and other factors including, but not limited to: responses to the RFP questions; evaluation scoring; demonstrated technical ability and expertise; financial stability; reference calls and/or recommendations; memberships, licenses, ISO Certifications or any other applicable membership or certifications; presentations to South County Fire evaluation team and others (if applicable); on-site visits at Vendor's site (if applicable), product samples which South County Fire may, at its discretion, request as part of the RFP process; any additional criteria deemed appropriate by South County Fire which would lend itself to establishing the Service Provider's viability to perform the work as outlined in this RFP.

**Evaluation scoring** will include the following scoring criteria with the highest score rating the best.

- Qualifications/Experience/References- **20%**
- Availability of resources-**10%**
- Costs- **30%**
- Hourly Labor Rate- **30%**
- Warranty- **10%**
- **TOTAL- 100%**

When determining whether a Vendor is responsible, or when evaluating a Vendor's proposal, the following factors will be considered, any one of which will suffice to determine if a Vendor is either not a responsible Vendor or if the Vendor's proposal is not the most advantageous to South County Fire:

1. The ability, capacity and skill of the Vendor to perform the contract or provide the service required.
2. The character, integrity, reputation, judgment, experience and efficiency of the Vendor.
3. Whether the Vendor can perform the contract within the time specified.
4. The quality of performance of previous public and private contracts or services, including, but not limited to, the Vendor's failure to perform satisfactorily or complete any written contract. South County Fire's termination for default of a previous contract with a Vendor shall be deemed to be such a failure.
5. The previous and existing compliance by the Vendor with laws relating to the contract or services.
6. Evidence of collusion with any other Vendor, in which case colluding Vendors will be restricted from submitting further bids on the subject project or future tenders.
7. The Vendor is not qualified for the work or to the full extent of the RFP.
8. There is uncompleted work with South County Fire or others, or an outstanding dispute on a previous or current contract that might hinder, negatively affect or prevent the prompt completion of the work bid upon.
9. The Vendor failed to settle bills for labor or materials on past or current public or private contracts.
10. The Vendor has been convicted of a crime arising from a previous public contract, except convictions that have been pardoned, expunged, or annulled.
11. The Vendor has been convicted of a crime of moral turpitude or any felony, except convictions that have been pardoned, expunged or annulled, whether in this state, in any other state, by the United States, or in a foreign country, province or municipality. Vendors shall affirmatively disclose to South County Fire all such convictions, especially of management personnel or the Vendor as an entity, prior to notice of award or execution of a contract, whichever comes first. Failure to make such affirmative disclosure shall be grounds, in South County Fire's sole option and discretion, for termination for default subsequent to award or execution of the contract.
12. More likely than not, the Vendor will be unable, financially or otherwise, to perform the work.
13. Such other information as may be secured having a bearing on the decision to award the contract.
14. Any other reason deemed proper by South County Fire.

## **2(E) Notices and Response Criteria**

### 2(E)1 Good Faith

This RFP has been compiled in good faith. The information contained within is selective and subject to South County Fire's updating, expansion, revision and amendment.

### 2(E)2 Right to Cancel

South County Fire reserves the right to change any aspect of, terminate, or delay this RFP, the RFP process and/or the program which is outlined within this RFP at any time, and notice shall be given in a timely manner thereafter.

### 2(E)3 Not an Award

Recipients of this RFP are advised that nothing stated herein, or any part thereof, or any communication during the evaluation and selection process, shall be construed as constituting, offering or awarding a contract, representation or agreement of any kind between South County Fire and any other party, save for a formal written contract, properly executed by both parties.



2(E)4 Property of South County Fire

Responses to this RFP will become the property of South County Fire, and will form the basis of negotiations of an agreement between South County Fire and the apparent successful Vendor.

2(E)5 South County Fire not Liable for Costs

South County Fire is not liable and will not be responsible for any costs incurred by any Vendor(s) for the preparation and delivery of the RFP responses, nor will South County Fire be liable for any costs incurred prior to the execution of an agreement, including but not limited to, product demonstrations or presentations by RFP finalists to South County Fire.

2(E)6 South County Fire's Expectations

During the review of this document, please note South County Fire's emphasis on the expectations, qualities, and requirements necessary to be positioned as an RFP finalist and successful Vendor.

2(E)7 Waiver of Minor Administrative Irregularities

South County Fire reserves the right, at its sole discretion, to waive minor administrative regularities contained in any proposal.

2(E)8 Single Response

A single response to the RFP may be deemed a failure of competition, and in the best interest of South County Fire, the RFP may be cancelled.

2(E)9 Proposal Rejection; No Obligation to Buy

South County Fire reserves the right to reject any or all proposals at any time without penalty. South County Fire reserves the right to refrain from contracting with any Vendor. The release of this RFP does not compel South County Fire to purchase. South County Fire may elect to proceed further with this project by interviewing firm(s) well suited to this project, conducting site visits or proceeding with an award.

2(E)10 Right to Award

South County Fire reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be submitted initially with the most favorable terms the Vendor can offer.

2(E)11 Withdrawal of Proposals

Vendors may withdraw a proposal that has been submitted at any time up to the proposal closing date and time. To accomplish this, a written request signed by an authorized representative of the Vendor must be submitted to the RFP Contact. The Vendor may submit another proposal at any time up to the proposal closing date and time.

2(E)12 Non-Endorsement

As a result of the selection of a Vendor to supply products and/or services to South County Fire is neither endorsing nor suggesting that the Vendor's product is the best or only solution. The Vendor agrees to make no reference to South County Fire in any literature, promotional material, brochures, sales presentation or the like without the express written consent of South County Fire.

2(E)13 Proprietary Proposal Material

Any information contained in the proposal that is proprietary must be clearly designated. Marking the entire proposal as proprietary will be neither accepted nor honored. If a request is made to view a Vendor's proposal, South County Fire will comply according to the Open Public Records Act, Chapter 42.17 RCW. If any information is marked as proprietary in the proposal, such information will not be made available until the affected Vendor has been given an opportunity to seek a court injunction against the requested disclosure.

2(E)14 Errors in Proposal

South County Fire will not be liable for any errors in Vendor proposals. Vendors will not be allowed to alter proposal documents after the deadline for proposal submission.

South County Fire reserves the right to make corrections or amendments due to errors identified in proposals by South County Fire or the Vendor. This type of correction or amendment will only be allowed for such errors as typing, transposition or any other obvious error. Vendors are liable for all errors or omissions contained in their proposals.

If, after the opening and tabulation of proposals, a Vendor claims error and requests to be relieved of award, s/he will be required to promptly present certified work sheets. The RFP contact will review the work sheets and if the RFP Contact is convinced, by clear and convincing evidence, that an honest, mathematically excusable error or critical omission of costs has been made, the Vendor may be relieved his/her proposal.

After opening and reading proposals, South County Fire will check them for correctness of extensions of the prices per unit and the total price. If a discrepancy exists between a price per unit and the extended amount of any proposal item, the price per unit will control. South County Fire will use the total of extensions, corrected where necessary.

2(E)15 Bid Bond – A bid bond is not required.

2(E)16 Performance Bond - A performance bond is not required.

2(E)17 Payment Bond – A payment bond is not required.

2(E)18 Funding

Any contract entered into as a result of this RFP is contingent upon the continued funding by South County Fire.

2(E)19 Terms of Payment

South County Fire's terms of payment are Net 30. Payment will be made within 30 days upon receipt of an undisputed invoice for goods that have been delivered and accepted. No down payment or advance payment of any kind will be made. Washington State law requires proof that the materials have been furnished, the services rendered or the labor performed as described before payment may be made. A Vendor may submit an invoice for partial shipments or progress payments. All invoices must be submitted to:

South County Fire  
Accounts Payable  
12425 Meridian Ave. S. Everett, WA 98208

## 2(F) Non-Collusion Certification

**South County Fire**  
**RFP No. 5118 Vehicle Graphics & Installations**

### NON-COLLUSION CERTIFICATION

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an offer for this bid/quote, and is in all respects fair and without collusion or fraud.

The below signed Vendor has not divulged to nor discussed or compared his/her proposal with other Vendors and has not colluded with any other Vendor or parties to proposal whatsoever. Note: No premiums, rebates or gratuities to any employee or agent are permitted either with, prior to, or after any delivery of materials and/or services. Any such violation will result in the cancellation of any resultant contract and/or return of material as applicable.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City-State-Zip: \_\_\_\_\_

Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

### 3. SCOPE OF SERVICES

Vendor shall submit a response to each item in the below Scope of Services. Responses shall be formatted as indicated in Section 8 of this document.

Please refer to attached “Brand Style Guide” PDF File.

1. **3(A)1 Expectations and Requirements:** The goods and services required under the Awarded Contract will include, but are not limited to, the production and installation of the graphics as described herein.
2. All products included in the RFP submissions must meet or exceed all conditions and specifications of the RFP.
3. No product has been substituted or applied contrary to the manufacturer’s recommendation and standard practice.
4. All installations and removals shall be performed at either the Lynnwood City Shop or at South County Fire HQ’s in south Everett, but may on occasion be performed at South County Fire stations provided the work does not interfere with fire station operations and prior approval has been obtained from South County Fire Purchasing Manager. South County Fire reserves the right to add, remove, or otherwise modify any requirements and/or graphics to meet the operational and strategic objectives of the agency.
5. Vendor must show the ability to professionally produce and install vehicle graphics in accordance with industry standards and best practices.
6. The term of this agreement shall be for a period of one (1) year from date of contract award, or until the initial removal and installation of all current fleet included in this original bid. This will include all 2018/2019 vehicles that are purchased but not yet delivered.

**3(A)1.1 Vehicle installations: Please price each category accordingly.**

1. Ladder Trucks (4)
2. Pumpers (23)
3. Ambulances (22)
4. Command Staff SUV’s (29)
5. Sedans (6)
6. Pick-Up Trucks (7)
7. Mini-Vans (2)

➤ **Some apparatus vehicles pictures and a PDF file including branding style guidelines included with ITB.**

1. Ensure any damage made to vehicles by Contractor or its employee(s) is repaired within ten (10) business days.
2. Ensure installation of graphics is free of any air bubbles or other defects.
3. Please state warranty period for both material and workmanship.
4. Ensure the original vehicle paint is not disturbed during the installation of graphics. Any paint or body damage resulting from graphic installation will be repaired at the responsibility of the Awarded Contractor at no cost to South County Fire.
5. Provide all equipment, materials and qualified personnel necessary to successfully produce and install the vehicle graphics as described herein in a timely manner.

**3(A)1.2 Graphics Removal:**

1. Graphics removal will be priced as an hourly rate with no overtime for all standard vehicle removals, unless authorized by South County Fire.
2. Vendor shall be responsible for the removal of existing graphics, preparation, furnish and installation of new vehicle graphics.
3. Vendor will be responsible for the proper disposal of any waste during the removal and installation process.

**3(A)1.3 : Product Specifications:**

1. Premium grade materials only are required for this project using either 3M or Avery products. This will apply for both reflective and non-reflective materials.
2. If the Vendor elects to order and produce additional quantities of the graphics, the vendor shall warranty the product from the date of manufacturer.

**Acknowledgement of Scope of Services**

<b>YES</b>	
<b>NO</b>	

## 4. ADDITIONAL INFORMATION

Please provide your responses as indicated in the RFP Response Submittal checklist in Section 7.

### 4(A) Single Point of Responsibility/Accountability

4(A)1. South County Fire's expectation is to have a single point of contact, i.e. a single point of authority and a single contracting entity for this project. This is of a critical nature for this RFP; a contract will NOT be awarded to a Vendor who does not have this single point of accountability. Indicate your understanding of and compliance with this requirement.

YES	
NO	

### 4(B) General Questions

4(B)1. How many years has your company been in business? How long have you been providing these services? What is your company's primary line of business?

4(B)2. State the type of ownership of your company. Give the State and date of your incorporation if applicable. List headquarters and regional / full-service office locations, and website address.

4(B)3. Provide the key contact name, title, address, telephone and email addresses. Also identify the person(s) authorized to contractually bind the organization.

4(B)4. Please provide status of any current or pending litigation against your company that might affect your ability to deliver the services that you offer.

4(B)5. Do you anticipate that your company will be acquired in the foreseeable future? Is your company planning to acquire any other companies? If yes, please provide the names of the companies and the nature of the business.

4(B)6. Include names of two (2) current customers (title and phone numbers) that have had a scope of work similar to that described in this RFP.

4(B)7. What type of insurance coverage do you carry? Describe the amount of coverage.

4(B)8. Are you on either the Federal debar list or your home state debarred list?

### 4(C) This Space is Intentionally Blank

## 5. PRICING SCHEDULE

Proposed prices must remain firm for a period of one (1) year following contract award or until entire current fleet has new graphics installed. There will be an option to extend individual one (1) year extensions up to a total of five (5) years if each extensions pricing is agreed upon by both parties.

All specified materials must carry a seven (7) year warranty against fading, cracking and peeling.

Each vehicle will be required to undergo an inspection and acceptance by either a South County Fire employee or City of Lynnwood Fleet Services employee.

The Vendor shall respond to all service requests within 24 hours of receipt of notification of graphics or installation issues.

South County Fire makes no representation as to the exact quantity to be purchased over any time period and may revise the quantity of vehicles after the award has been made.

### 5(A) Vehicle Types (Installation only)

Item	Description	Quantity	Unit Price	Total Price
1	Ladder Trucks	4		
2	Pumpers	23		
3	Ambulances	22		
4	Command Staff (SUV)	29		
5	Sedans	6		
6	Pick-Up Trucks	7		
7	Mini- Vans	2		
8	Sub Total			

### 5(B) Hourly Labor Rate (Graphics Removal)

Item	Description	Blank	Blank	Rate
1	Hourly Labor Rate			
2	Overtime Hourly Rate (agreed upon by both parties)			

### 5(C) This Box is Intentionally Blank

Item	Description	# of Classes	Cost per class	Total Price
1				
2				
3				

4				
5.				

### 5(D) This Box is Intentionally Blank

Item	Description	Discount %	Length of term	Total Price
1				
2				
3				
4				
5				
6				

### 5(E) Reimbursable Expenses (including Travel)

Please indicate below if there are any reimbursable expenses associated with this project.

**Alternate A: This bid includes no reimbursable expenses.**

Alternate B: This bid includes the following reimbursable expenses which will be reimbursed at cost:

Type of Expense	Maximum \$\$ Per Item	Cumulative \$\$ Maximum

### 5(F) Other

Vendor must list below **any and all** charges, expenses, and/or costs to be incurred by South County Fire that are not included in this section. Failure to specifically and thoroughly enumerate such items may be a cause for disqualification.




## 6. QUESTION SUBMITTAL FORM

Questions regarding this RFP must be submitted in writing, in MS Word format on the form provided in this Section 6 (below) and returned via: email to the RFP Contact listed in Section 2(C), and only during the allotted timeframe detailed in the timeline, Section 2(A). Only **ONE** question per form is permitted; duplication of the form is acceptable in the event you have more than one question.

Answers to all pertinent questions from all Vendors will be returned to all RFP participants without identifying the Vendor making the inquiry.

**START BELOW HERE --- use "CUT" and then "PASTE" to another MS Word document**

VEHICLE GRAPHICS INSTALLATION & REMOVAL	RFP QUESTIONS FORM
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RFP SECTION AND PARAGRAPH:		RFP PAGE NUMBER:	
SUBMITTED BY:		DATE SUBMITTED:	
EMAIL:		PHONE:	
COMPANY NAME:			

**All Vendors are required to direct their questions to the RFP Contact listed in Section 2(C). Please type all the questions in text box provided below. The text box will expand to accommodate any size of questions. Only one question per form is permitted.**

..... STOP ABOVE HERE. ....

## 7. RFP RESPONSE SUBMITTAL CHECKLIST

Vendor shall submit a response in the following format; please note that **NO PDF or scanned RFP response submissions will be accepted. All submissions must be in MS Word and/or Excel.**

1. Vendor shall create one original response (**labeled “original”**) with original signature and two (2) additional copies. (See Tab 1).
2. The **original** and two (2) copies shall be submitted in its own three-ring binder, or equivalent folder.
3. The **original** and two (2) copies shall be sent to the procurement contact at the address shown in Section 2C, on or before the due date shown in Section 2A.
4. The RFP name must be shown on the cover or binder.
5. The **original** and two (2) copies shall be indexed with tabs as follows:

Tab #	Section	Description
1	1C	RFP Cover Sheet
2	2F	Non-Collusion Certification
3	3	Acknowledgement of Scope of Services
4	4A	Single Point of Responsibility
5	4B	Answers to General Questions
6	4C	Blank
7	5	Pricing Schedules (Section 5A-F)

***This checklist is intended merely as an aid to the Vendor in providing a response to this RFP. The Vendor retains the sole responsibility for accuracy and completeness of the response.***

# FIRE ENGINE



Existing graphics



New branding



# PARAMEDIC UNIT

Existing graphics



New branding



# LADDER TRUCK



Existing graphics



New branding

# COMMAND UNIT

Existing graphics



New branding





# South County Fire

## Brand Style Guide

**Version 1.0**

April 2018

## A Guide to Using the South County Fire Brand

This brand identity was developed to be an easily recognized symbol of the value South County Fire brings to people in the communities we serve. It was developed with input and oversight from firefighters, staff, and the board. We hope it will be a source of pride for every employee, helping all of us serve as ambassadors in the community. The more consistently we use our brand, the stronger brand recognition we will create.

This guide gives instructions on how to use the brand correctly, consistently and across all applications.

### Table of Contents

1	Introduction
2	Key Messages
3	Graphic Identity
4	Secondary Graphic Element
5	Clear Space & Size
6	Unacceptable Usage
7	Color
8	Typography
9	Uniform Applications
10	Stationery
11	Signage Applications
12	Apparatus Applications

### Boilerplate

South County Fire is dedicated to protecting life, property and the environment for the nearly 250,000 residents of south Snohomish County. We are a Regional Fire Authority proudly serving Brier, Edmonds, Lynnwood, Mountlake Terrace and unincorporated south Snohomish County.

### Our Services

Emergency Medical Service

- 911 Response
- Community Paramedic

Fire and Rescue Response

- Fire Response
- Technical Rescue
- Hazardous Materials Response
- Marine Fire Response

Fire Prevention and Education

Our communications about South County Fire should emphasize the following:

We are professionals who are passionate about our craft

We are caring and compassionate to every individual we serve

We are a family, supporting each other and working together to help others

We are highly trained, nationally recognized experts in the field

We are service-minded and community-focused

We are ready to respond immediately



The South County Fire identity includes the logo/badge incorporating the words “South County Fire” with “EMS” below.

Together, these elements combine to create a look and feel for South County Fire — a distinctive and recognizable brand. Used consistently, these elements help create a coherent, professional style for South County Fire while building awareness.

When using the organization’s logo and name, please follow the enclosed guidelines. Contact South County Fire if you have any questions:

Leslie Hynes, [lhynes@southsnofire.org](mailto:lhynes@southsnofire.org).

Amanda Thompson, [athompson@southsnofire.org](mailto:athompson@southsnofire.org)

Full-color version



One-color version



### South County Fire logo

The entire logo consists of the visual mark plus the words “South County Fire.” The mark references the local topography to help anchor it within South Snohomish County. “EMS” is included as a locked-up component with the words South County Fire in the logo to help draw attention to this important component of your work.

**Full-Color Format:** Use this version whenever possible.

**Black & White:** Use this version when printing restrictions allow for only one color.

**Uniform Patch variation:** There is a uniform patch-exclusive version of the logo that may only be used for officers’ uniform patches. See Page 9 for details.

The South County Fire logo should be used on all South County Fire documents. The term South County Fire may be used in text copy.

Do not use low-resolution files for printed materials. Always use high-resolution, approved artwork (EPS and TIF files) for printed materials.

“Serving South Snohomish County” is a tagline that will be used to define the communities we serve. It should be used in certain applications, such as on large equipment, in press releases and other printed materials. When appropriate and where there is adequate room, the names of our partner cities—Brier, Edmonds, Lynnwood, and Mountlake Terrace—may be added, in alphabetical order.

### **Location Tagline**

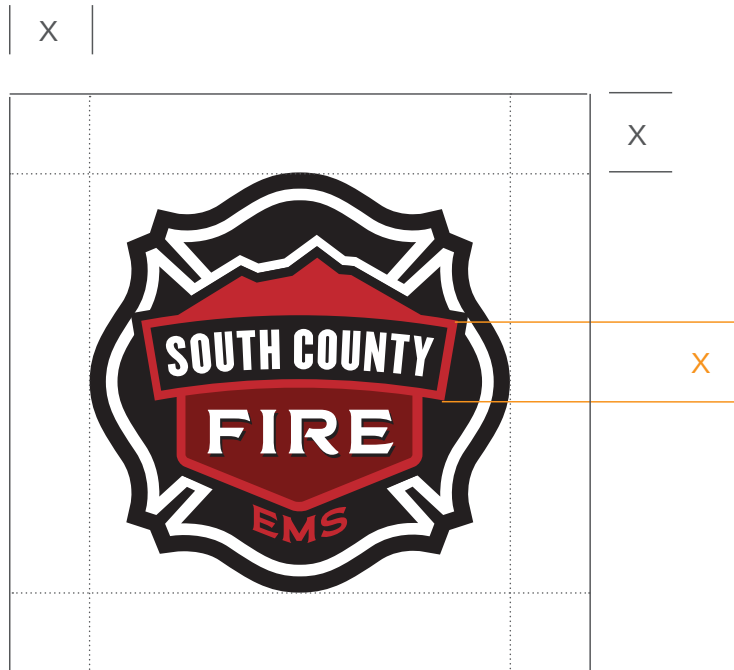
The tagline should be set in all caps Texta Black

### **SERVING SOUTH SNOHOMISH COUNTY**

### **Location Tagline with partner cities**

When adding the names of the municipalities, please separate the names with bullet points.

### **SERVING SOUTH SNOHOMISH COUNTY • BRIER • EDMONDS • LYNNWOOD • MOUNTLAKE TERRACE**



### Clear space

Clear space is the area surrounding the signature that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement “X”, as shown. This measurement is equal to the height of the lowercase letters in the South County Fire wordmark.

A clearspace equal the height (x) of the lowercase-height of “Benefits” should be maintained around the logo at all times. The clearspace will change depending on the size of the logo.

### Use with Other Corporate Logos

When the South County Fire name and logo are being used in conjunction with other organizations’ logos, all sponsoring logos should be given equal treatment in size.

South County Fire reserves the right to review the use of its logo on all print and electronic documents being created or produced by sponsoring or supporting organizations.

# Unacceptable Usage

Avoiding common errors



Do not resize the signature elements



Do not use the shield alone



Do not alter the logo typeface or attempt to re-create the logo.



Do not modify the logo colors. Use only the approved color formats.



Do not stretch the logo horizontally or vertically. Always maintain the original proportions.



Do not rearrange the signature elements

## PRIMARY COLORS



### PMS 1797

C 17    R 193  
M 97    G 42  
Y 89    B 49  
K 7



### PMS 202

C 31    R 121  
M 96    G 28  
Y 94    B 26  
K 40



### Black

C 30    R 0  
M 30    G 0  
Y 30    B 0  
K 100

## SECONDARY COLORS



### PMS 4515

C 24    R 199  
M 29    G 173  
Y 66    B 111  
K 0



### PMS 871 Metallic

Color provides a strong visual link to our brand identity across a wide range of applications.

To ensure consistent representation of our brand identity, always use high-quality vendors and reproduction methods.

NOTE: Do not print this manual as a color guide; refer to PANTONE color swatch books when specifying spot ink color. Please note that the colors will differ on screen from what is portrayed here.

Texta Book  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Texta Medium  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Texta Bold  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Texta Heavy  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Texta Black  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**FM BOLYAR PRO 900**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Arial  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Typography plays an important role in communicating an overall tone. Careful use of typography reinforces our personality and ensures clarity and harmony in all South County Fire communications.

We recommend that Texta be used, when available, as a primary font for headlines and body text in printed materials.

### **SOUTH COUNTY FIRE Typeface**

In addition to Texta, for specific brand applications the font FM Bolyar 900 may be used for SOUTH COUNTY FIRE when it is set apart from the logo. This is the same typeface that is used for the word FIRE on the logo.

### **Typeface for Internal Purposes**

For internally-created materials and Microsoft Word and PowerPoint use we recommend Arial as the primary typeface.



### Uniform Patch logos

There is a uniform-exclusive version of the logo that may only be used for uniform patches. There are two variations: one for firefighters, one for officers.

**Firefighters:** This version has a navy blue background instead of black, to match the navy blue color of the uniform.

**Officers:** On this version, the Maltese cross outline changes from white to gold, while the background remains black.



**THESE LOGO COLOR VARIATIONS ARE ONLY FOR USE ON UNIFORM SHOULDER PATCHES.**



South County Fire’s correspondence is highly visible and it is important that every member of staff follows and applies the guidelines.

When printing to organization letterhead, please use the provided template file in Microsoft Word so the body of the letter falls within the proper boundaries. Do not try to alter any aspect of the letterhead template and do not try to recreate it.

Body text in correspondence should be in the core correspondence font of Arial

Examples shown here are reductions of actual size.





This is an example of a standard signage application that can be used across department locations. Depending on limitations of the existing structures and/or architectural features, the proportions may need to be modified, but the following guidelines should always be followed:

- Although the proportions of the sign may change, the vertical proportions of the black and red color areas should remain constant
- The station name and station number should be aligned to the left side of the sign.
- The logo should be aligned to the right side of the sign, crossing into the black area.

### Typography

#### Station Name/Location:

Set in the typeface FM Bolyar Pro 900

#### Station Number:

Set in the typeface Texta Black



## General guidelines

Department vehicles from different locations may be seen on the same roads throughout the county; therefore, a consistent presentation and use of branding must be maintained throughout the department. Due to the nature of vehicle designs, these guidelines may have to be adjusted to ensure best fit.

The key points to remember are:

- A single large logo per side of the vehicle
- SOUTH COUNTY FIRE is set in a black stripe along the side of vehicle.
- Vehicle paintwork should always be specified as red
- Vehicle typography should always be specified as white

## Typography

SOUTH COUNTY FIRE is set in FM Boyar Pro 900

The tagline, with or without partner city names, is all-caps Texta Black set at a minimum of 180pt.

There is also often additional vehicle-specific typography. This text should be set to all-caps Texta Black set at a minimum of 180pt. Text is always aligned left.

