

EXHIBIT
"A"

**CITY OF ROUND ROCK AGREEMENT FOR
PURCHASE OF PRINTED BUSINESS CARDS, ENVELOPES, AND LETTERHEAD
WITH
PRINT MAIL PRO**

THE STATE OF TEXAS

CITY OF ROUND ROCK

**COUNTY OF WILLIAMSON
COUNTY OF TRAVIS**

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§
§

KNOW ALL BY THESE PRESENTS:

THAT THIS AGREEMENT for the purchase of printed business cards, envelopes, and letterhead, and for related goods and services (referred to herein as the "Agreement"), is made and entered into on this the ____ day of the month of _____, 2021 by and between the CITY OF ROUND ROCK, a Texas home-rule municipality, whose offices are located at 221 East Main Street, Round Rock, Texas 78664-5299 (referred to herein as the "City"), and PRINT MAIL PRO, whose offices are located at 9011 Tuscany Way, Austin, Texas 78754 (referred to herein as the "Services Provider").

RECITALS:

WHEREAS, City desires to purchase printed business cards, envelopes and letterhead; and

WHEREAS, City has issued its "Invitation for Bid" for the provision of said goods and services; and

WHEREAS, City has determined the bid submitted by Services Provider is the lowest responsible bidder; and

WHEREAS, the parties desire to enter into this Agreement to set forth in writing their respective rights, duties, and obligations;

NOW, THEREFORE, WITNESSETH:

That for and in consideration of the mutual promises contained herein and other good and valuable consideration, the sufficiency and receipt of which are hereby acknowledged, it is mutually agreed between the parties as follows:

1.0 DEFINITIONS

A. **Agreement** means the binding legal contract between City and Services Provider whereby City agrees to buy specified services and Services Provider is obligated to sell same. The Agreement includes the following: (a) City's Invitation for Bid, designated Solicitation Number 21-015REBID dated June 2021 ("IFB"); (b) Services Provider's Response to IFB; and

(c) any exhibits and/or addenda thereto. Any inconsistencies or conflicts in the contract documents shall be resolved by giving preference in the following order:

- (1) This Agreement;
- (2) Services Provider's Response to IFB;
- (3) City's Invitation for Bids, Addenda, exhibits, and attachments.

B. **City** means the City of Round Rock, Williamson and Travis Counties, Texas.

C. **Effective Date** means the date upon which the binding signatures of both parties to this Agreement are affixed.

D. **Force Majeure** means acts of God, strikes, lockouts, or other industrial disturbances, acts of the public enemy, orders of any kind from the government of the United States or the State of Texas or any civil or military authority, insurrections, riots, epidemics, landslides, lightning, earthquakes, fires, hurricanes, storms, floods, restraint of the government and the people, civil disturbances, explosions, or other causes not reasonably within the control of the party claiming such inability.

E. **Goods and services** mean the specified services, supplies, materials, commodities, or equipment.

2.0 EFFECTIVE DATE AND TERM

A. This Agreement shall be effective on the date this Agreement has been signed by each party hereto, and shall remain in full force and effect unless and until it expires by operation of the term indicated herein, or is terminated or extended as provided herein.

B. The term of this Agreement shall be for sixty (60) months from the effective date hereof.

C. City reserves the right to review the relationship at any time, and may elect to terminate this Agreement with or without cause or may elect to continue.

3.0 CONTRACT DOCUMENTS AND EXHIBITS

City selected Services Provider to supply the services as outlined in the IFB; Addenda to IFB; and Response to IFB submitted by Services Provider, all as specified in Exhibit "A," incorporated herein by reference for all purposes. The intent of these documents is to formulate an Agreement listing the responsibilities of both parties as outlined in the IFB and Addenda to IFB and as offered by Services Provider in its Response to the IFB.

The services which are the subject matter of this Agreement are described in Exhibit “A” and, together with this Agreement, comprise the total Agreement and they are fully a part of this Agreement as if repeated herein in full.

4.0 ITEMS AWARDED AND SCOPE OF WORK

Items Awarded. All bid items in “Attachment A – Bid Sheet” of Exhibit “A” are awarded to Services Provider.

Scope of Work: Services Provider shall satisfactorily provide all services described in Exhibit “A,” attached hereto, within the contract term specified in Section 2.0. Services Provider’s undertakings shall be limited to performing services for City and/or advising City concerning those matters on which Services Provider has been specifically engaged. Services Provider shall perform its services in accordance with this Agreement, in accordance with the appended exhibits, in accordance with due care, and in accordance with prevailing industry standards for comparable services.

5.0 COSTS

A. In consideration for the services to be performed by Services Provider, City agrees to pay Services Provider the amounts set forth in “Attachment A – Bid Sheet” of Exhibit “A.”

B. The City shall be authorized to pay the Services Provider an amount not-to-exceed **Forty-Five Thousand Nine Hundred Twenty-Nine and No/100 Dollars (\$45,929.00)** per year for a total not-to-exceed amount of **Two Hundred Twenty-Nine Thousand Six Hundred Forty-Five and No/100 Dollars (\$229,645.00)** for the total term of this Agreement.

6.0 INVOICES

All invoices shall include, at a minimum, the following information:

- A. Name and address of Services Provider;
- B. Purchase Order Number;
- C. Description and quantity of items received or services provided; and
- C. Delivery or performance dates.

7.0 INTERLOCAL COOPERATIVE CONTRACTING / PURCHASING

Authority for local governments to contract with one another to perform certain governmental functions and services, including but not limited to purchasing functions, is granted under Government Code, Title 7, Chapter 791, Interlocal Cooperation Contracts, Subchapter B and Subchapter C, and Local Government Code, Title 8, Chapter 271, Subchapter

F, Section 271.101 and Section 271.102.

Other governmental entities within the State of Texas may be extended the opportunity to purchase off of the City's bid, with the consent and agreement of the successful service provider(s) and the City. Such agreement shall be conclusively inferred for the services provider from lack of exception to this clause in the service provider's response. However, all parties hereby expressly agree that the City is not an agent of, partner to, or representative of those outside agencies or entities and that the City is not obligated or liable for any action or debts that may arise out of such independently-negotiated "piggyback" procurements.

8.0 NON-APPROPRIATION AND FISCAL FUNDING

This Agreement is a commitment of City's current revenues only. It is understood and agreed that City shall have the right to terminate this Agreement at the end of any City fiscal year if the governing body of City does not appropriate funds sufficient to purchase the services as determined by City's budget for the fiscal year in question. City may affect such termination by giving Services Provider a written notice of termination at the end of its then current fiscal year.

9.0 PROMPT PAYMENT POLICY

In accordance with Chapter 2251, V.T.C.A., Texas Government Code, payment to Services Provider will be made within thirty (30) days of the day on which City receives the performance, supplies, materials, equipment, and/or deliverables, or within thirty (30) days of the day on which the performance of services was complete, or within thirty (30) days of the day on which City receives a correct invoice for the performance and/or deliverables or services, whichever is later. Services Provider may charge interest on an overdue payment at the "rate in effect" on September 1 of the fiscal year in which the payment becomes overdue, in accordance with V.T.C.A., Texas Government Code, Section 2251.025(b); however, this Policy does not apply to payments made by City in the event:

- A. There is a bona fide dispute between City and Services Provider, a contractor, subcontractor or supplier about the goods delivered or the service performed that cause the payment to be late; or
- B. The terms of a federal contract, grant, regulation, or statute prevent City from making a timely payment with federal funds; or
- C. There is a bona fide dispute between Services Provider and a subcontractor or between a subcontractor and its supplier about the goods delivered or the service performed that causes the payment to be late; or
- D. Invoices are not mailed to City in strict accordance with instructions, if any, on the purchase order or the Agreement or other such contractual agreement.

10.0 GRATUITIES AND BRIBES

City may, by written notice to Services Provider, cancel this Agreement without liability to Services Provider if it is determined by City that gratuities or bribes in the form of entertainment, gifts, or otherwise were offered or given by Services Provider or its agents or representatives to any City officer, employee or elected representative with respect to the performance of this Agreement. In addition, Services Provider may be subject to penalties stated in Title 8 of the Texas Penal Code.

11.0 TAXES

City is exempt from Federal Excise and State Sales Tax; therefore, tax shall not be included in Services Provider's charges.

12.0 ORDERS PLACED WITH ALTERNATE SERVICES PROVIDERS

If Services Provider cannot provide the goods as specified, City reserves the right and option to obtain the products from another supplier or suppliers.

13.0 INSURANCE

Services Provider shall meet all insurance requirements set forth in Part II of IFB 21-015REBID and on the City's website at:

https://www.roundrocktexas.gov/wp-content/uploads/2014/12/corr_insurance_07.20112.pdf

14.0 CITY'S REPRESENTATIVES

City hereby designates the following representatives authorized to act in its behalf with regard to this Agreement:

Allen Reich
Purchaser
221 E Main St.
Round Rock, Texas 78664
512-218-6682
areich@roundrocktexas.gov

15.0 RIGHT TO ASSURANCE

Whenever either party to this Agreement, in good faith, has reason to question the other party's intent to perform hereunder, then demand may be made to the other party for written assurance of the intent to perform. In the event that no written assurance is given within the reasonable time specified when demand is made, then and in that event the demanding party may treat such failure as an anticipatory repudiation of this Agreement.

16.0 DEFAULT

If Services Provider abandons or defaults under this Agreement and is a cause of City purchasing the specified goods elsewhere, Services Provider agrees that it may be charged the difference in cost, if any, and that it will not be considered in the re-advertisement of the service and that it may not be considered in future bids for the same type of work unless the scope of work is significantly changed.

Services Provider shall be declared in default of this Agreement if it does any of the following:

- A. Fails to make any payment in full when due;
- B. Fails to fully, timely and faithfully perform any of its material obligations under this Agreement;
- C. Fails to provide adequate assurance of performance under the "Right to Assurance" section herein; or
- D. Becomes insolvent or seeks relief under the bankruptcy laws of the United States.

17.0 TERMINATION AND SUSPENSION

A. City has the right to terminate this Agreement, in whole or in part, for convenience and without cause, at any time upon thirty (30) days' written notice to Services Provider.

B. In the event of any default by Services Provider, City has the right to terminate this Agreement for cause, upon ten (10) days' written notice to Services Provider.

C. Services Provider has the right to terminate this Agreement only for cause, that being in the event of a material and substantial breach by City, or by mutual agreement to terminate evidenced in writing by and between the parties.

D. In the event City terminates under subsections (A) or (B) of this section, the following shall apply: Upon City's delivery of the referenced notice to Services Provider, Services Provider shall discontinue all services in connection with the performance of this Agreement and shall proceed to cancel promptly all existing orders and contracts insofar as such orders and contracts are chargeable to this Agreement. Within thirty (30) days after such notice of termination, Services Provider shall submit a statement showing in detail the goods and/or services satisfactorily performed under this Agreement to the date of termination. City shall then pay Services Provider that portion of the charges, if undisputed. The parties agree that Services Provider is not entitled to compensation for services it would have performed under the remaining term of the Agreement except as provided herein.

18.0 INDEMNIFICATION

Services Provider shall defend (at the option of City), indemnify, and hold City, its successors, assigns, officers, employees and elected officials harmless from and against all suits, actions, legal proceedings, claims, demands, damages, costs, expenses, attorney's fees, and any and all other costs or fees arising out of, or incident to, concerning or resulting from the fault of Services Provider, or Services Provider's agents, employees or subcontractors, in the performance of Services Provider's obligations under this Agreement, no matter how, or to whom, such loss may occur. Nothing herein shall be deemed to limit the rights of City or Services Provider (including, but not limited to the right to seek contribution) against any third party who may be liable for an indemnified claim.

19.0 COMPLIANCE WITH LAWS, CHARTER AND ORDINANCES

A. Services Provider, its agents, employees and subcontractors shall use best efforts to comply with all applicable federal and state laws, the Charter and Ordinances of the City of Round Rock, as amended, and with all applicable rules and regulations promulgated by local, state and national boards, bureaus and agencies.

B. In accordance with Chapter 2271, Texas Government Code, a governmental entity may not enter into a contract with a company for goods and services unless the contract contains written verification from the company that it: (1) does not boycott Israel; and (2) will not boycott Israel during the term of the contract. The signatory executing this Agreement on behalf of Services Provider verifies that Services Provider does not boycott Israel and will not boycott Israel during the term of this Agreement.

20.0 ASSIGNMENT AND DELEGATION

The parties each hereby bind themselves, their successors, assigns and legal representatives to each other with respect to the terms of this Agreement. Neither party shall assign, sublet or transfer any interest in this Agreement without prior written authorization of the other party.

21.0 NOTICES

All notices and other communications in connection with this Agreement shall be in writing and shall be considered given as follows:

1. When delivered personally to the recipient's address as stated in this Agreement;
or
2. Three (3) days after being deposited in the United States mail, with postage prepaid to the recipient's address as stated in this Agreement.

Notice to Services Provider:

PrintMailPro
9011 Tuscany Way
Austin, Texas 78754

Notice to City:

City Manager
221 East Main Street
Round Rock, TX 78664

AND TO:

Stephan L. Sheets, City Attorney
309 East Main Street
Round Rock, TX 78664

Nothing contained herein shall be construed to restrict the transmission of routine communications between representatives of City and Services Provider.

22.0 APPLICABLE LAW; ENFORCEMENT AND VENUE

This Agreement shall be enforceable in Round Rock, Texas, and if legal action is necessary by either party with respect to the enforcement of any or all of the terms or conditions herein, exclusive venue for same shall lie in Williamson County, Texas. This Agreement shall be governed by and construed in accordance with the laws and court decisions of the State of Texas.

23.0 EXCLUSIVE AGREEMENT

This document, and all appended documents, constitutes the entire Agreement between Services Provider and City. This Agreement may only be amended or supplemented by mutual agreement of the parties hereto in writing, duly authorized by action of the City Manager or City Council.

24.0 DISPUTE RESOLUTION

City and Services Provider hereby expressly agree that no claims or disputes between the parties arising out of or relating to this Agreement or a breach thereof shall be decided by any arbitration proceeding, including without limitation, any proceeding under the Federal Arbitration Act (9 USC Section 1-14) or any applicable state arbitration statute.

25.0 SEVERABILITY

The invalidity, illegality, or unenforceability of any provision of this Agreement or the occurrence of any event rendering any portion or provision of this Agreement void shall in no way affect the validity or enforceability of any other portion or provision of this Agreement. Any void provision shall be deemed severed from this Agreement, and the balance of this Agreement shall be construed and enforced as if this Agreement did not contain the particular portion or provision held to be void. The parties further agree to amend this Agreement to replace any stricken provision with a valid provision that comes as close as possible to the intent of the stricken provision. The provisions of this section shall not prevent this entire Agreement from

being void should a provision which is of the essence of this Agreement be determined void.

26.0 MISCELLANEOUS PROVISIONS

Standard of Care. Services Provider represents that it employs trained, experienced and competent persons to perform all of the services, responsibilities and duties specified herein and that such services, responsibilities and duties shall be performed in a manner according to generally accepted industry practices.

Time is of the Essence. Services Provider understands and agrees that time is of the essence and that any failure of Services Provider to fulfill obligations for each portion of this Agreement within the agreed timeframes will constitute a material breach of this Agreement. Services Provider shall be fully responsible for its delays or for failures to use best efforts in accordance with the terms of this Agreement. Where damage is caused to City due to Services Provider's failure to perform in these circumstances, City may pursue any remedy available without waiver of any of City's additional legal rights or remedies.

Force Majeure. Neither City nor Services Provider shall be deemed in violation of this Agreement if it is prevented from performing any of its obligations hereunder by reasons for which it is not responsible as defined herein. However, notice of such impediment or delay in performance must be timely given, and all reasonable efforts undertaken to mitigate its effects.

Multiple Counterparts. This Agreement may be executed in multiple counterparts, any one of which shall be considered an original of this document; and all of which, when taken together, shall constitute one and the same instrument.

[Signatures on the following page.]

IN WITNESS WHEREOF, City and Services Provider have executed this Agreement on the dates indicated.

City of Round Rock, Texas

PrintMailPro

By: _____
Printed Name: _____
Title: _____
Date Signed: _____

By: Keith Daboub
Printed Name: Keith Daboub
Title: CEO
Date Signed: 9-13-21

Attest:

By: _____
Sara L. White, City Clerk

For City, Approved as to Form:

By: _____
Stephan L. Sheets, City Attorney



City of Round Rock, Texas
Purchasing Division
221 East Main Street
Round Rock, Texas 78664-5299
www.roundrocktexas.gov

INVITATION FOR BID (IFB)

**PRINTED BUSINESS CARDS, ENVELOPES, AND
LETTERHEAD**

SOLICITATION NUMBER 21-015REBID

June 2021

Exhibit "A"

PRINTED BUSINESS CARDS, ENVELOPES, AND LETTERHEAD PART I GENERAL REQUIREMENTS

1. **PURPOSE:** The City of Round Rock, herein after "the City" seeks a bid from firms experienced in all goods, labor, and services necessary to provide printing services of business cards, envelopes, and letterhead for the City of Round Rock
2. **SOLICITATION PACKET:** This solicitation packet is comprised of the following-

Description	Index
Part I – General Requirements	Pages 1 – 5
Part II – Definitions, Standard Terms and Conditions and Insurance Requirements	Page 6
Part III – Supplemental Terms and Conditions	Pages 7 – 9
Part IV – Specifications	Pages 10 – 11
Attachment A – Bid Sheet	Page 12
Attachment B – Reference Sheet	Page 13
Attachment C – Police Department Document Examples	Pages 14 – 17
Attachment D – All Other City Departments Examples	Pages 18-20
Attachment E – Mayor's Office Examples	Pages 21-22
Attachment F – CORR Identity Style Guide	Separate Attachment

3. **AUTHORIZED PURCHASING CONTACT(S):** For questions or clarification of specifications, you may contact:

Amanda Crowell
Purchaser
Purchasing Division
City of Round Rock
Phone: 512-218-5458
E-mail: acrowell@roundrocktexas.gov

Cheryl Kaufman
Purchasing Supervisor
Purchasing Division
City of Round Rock
Phone: 512-218-5417
E-mail: ckaufman@roundrocktexas.gov

The individual(s) listed above is/are the only authorized City contact(s) for this solicitation. The authorized purchasing contact(s) may be contacted by e-mail for clarification for this solicitation including specifications. No other City employee or representative may be contacted about this solicitation prior to contract approval. No authority is intended or implied that specifications may be amended, or alterations accepted prior to solicitation opening without written approval of the City of Round Rock through the Purchasing Department.

4. **SCHEDULE OF EVENTS:** It is the City's intention to follow the solicitation timeline below.

EVENT	DATE
Solicitation released	May 27, 2021
Deadline for submission of questions	June 10 ,2021 @ 5:00PM
City responses to questions or addendums	Approximately June 14, 2021 @ 5:00 PM, CST
Deadline for submission of responses	June 24, 2021 @ 3:00 PM, CST

Exhibit "A"

All questions regarding the solicitation shall be submitted in writing by 5:00 PM, CST on the due date noted above. A copy of all questions submitted and the City's response to the questions shall be posted on the City's webpage in the form of an addendum at:

<https://www.roundrocktexas.gov/businesses/solicitations>

Questions shall be submitted in writing to the "Authorized Purchasing Contact(s)". The City reserves the right to modify these dates. Notice of date change will be posted to the City's website:

<https://www.roundrocktexas.gov/businesses/solicitations>

5. **SOLICITATION UPDATES:** Respondents shall be responsible for monitoring the City's website at <https://www.roundrocktexas.gov/businesses/solicitations> for any updates pertaining to the solicitation described herein. Various updates may include addendums, cancellations, notifications, and any other pertinent information necessary for the submission of a correct and accurate response. The City will not be held responsible for any further communication beyond updating the website.

6. **RESPONSE DUE DATE:** Signed and sealed responses are due **at or before 3:00 PM**, on the due date noted in PART I, Section 4 – Schedule of Events. Mail or hand deliver sealed responses to:

City of Round Rock
Attn: Amanda Crowell
Purchasing Department
221 E. Main Street
Round Rock, Texas 78664-5299

- A. Sealed responses shall be clearly marked on the outside of packaging with the Solicitation title, number, due date, and "DO NOT OPEN".
- B. Facsimile or electronically transmitted responses are not acceptable.
- C. Responses cannot be altered or amended after opening.
- D. No response can be withdrawn after opening without written approval from the City for an acceptable reason.
- E. The City will not be bound by any oral statement or offer made contrary to the written specifications.
- F. Samples and/or copies shall be provided at the Respondent's expense and shall become the property of the City.
- G. Late responses will not be considered and will be returned unopened if a return address is provided.
7. **RESPONDENT REQUIREMENTS:** The City of Round Rock makes no warranty that this checklist is a full comprehensive listing of every requirement specified in the solicitation. This list is only a tool to assist participating Respondents in compiling their final responses. Respondents are to carefully read the entire solicitation.

Respondent shall submit one (1) evident signed "Original" and one identical-to-the-original electronic copy of the IFB response on a flash drive. The submittal is required to include all addendums and requested attachments. The bid response along with samples and/or copies shall be provided at the Respondent's expense and shall become the property of the City.

This invitation for bid (IFB) does not commit the City to contract for any supply or service. Respondents are advised that the City will not pay for any administrative costs incurred in response preparation to this IFB; all costs associated with responding to this IFB will be solely at the interested parties' expense. Not responding to this IFB does not preclude participation in any future RFP/RFQ/IFB.

For your bid to be responsive, addendums and the attachments identified below shall be submitted with your proposal.

- ☐ **Addendums:** Addendums may be posted to this solicitation. Bidders are required to submit signed addendums with their sealed response. The Bidder shall be responsible for monitoring the City's website at <https://www.roundrocktexas.gov/businesses/solicitations> for any updates pertaining to the solicitation.

Exhibit "A"

- **Attachment A: BID SHEET:** The bid response shall be submitted on the itemized, signed Bid Sheet provided in the solicitation packet. Failure to complete and sign the bid sheet will result in disqualification. If there is a conflict between the unit price and extended price, the unit price will take precedence. Submission of responses on forms other than the City's solicitation document may result in disqualification of the response.
 - **Attachment B: REFERENCE SHEET:** Provide the name, address, telephone number and **E-MAIL** of at least three (3) valid Municipal, Government agencies, or firms of comparable size that have utilized services that are similar in type and capacity within the last two (2) years. City of Round Rock references are not applicable. References may be checked prior to award. If references cannot be confirmed or if any negative responses are received it may result in the disqualification of submittal.
 - **Attachment: SAMPLES:** The Respondent shall submit an exact replica of the goods to be provided per the specification contained herein with their response. Samples shall include police department and regular business cards, letterhead, and envelopes.
8. **BEST VALUE EVALUATION AND CRITERIA:** The City reserves the right to reject any or all responses, or to accept any response deemed most advantageous, or to waive any irregularities or informalities in the response received that best serves the interest and at the sole discretion of the City. All solicitations received may be evaluated based on the best value for the City. In determining best value, the City may consider:
- A. Purchase price.
 - B. Reputation of Respondent and of Respondent's goods and services.
 - C. Quality of the Respondent's goods and services.
 - D. The extent to which the goods and services meet the City's needs.
 - E. Respondent's past performance with the City.
 - F. The total long-term cost to the City to acquire the Respondent's goods or services.
 - G. Any relevant criteria specifically listed in the solicitation.
 - H. If the solicitation is evaluated with points, the respondent must earn a minimum of 15 points on criteria not related to cost in order to be considered for contract award.
- Respondents may be contacted for clarification of bid and/or to discuss details of the services they are proposing.
9. **CONFIDENTIALITY OF CONTENT:** As stated in Section 16 of City of Round Rock Purchasing Definitions, Standard Terms and Conditions, all documents submitted in response to a solicitation shall be subject to the Texas Public Information Act. Following an award, responses are subject to release as public information unless the response or specific parts of the response can be shown to be exempt from the Texas Public Information Act. Pricing is not considered to be confidential under any circumstances
- A. Information in a submittal that is legally protected as a trade secret or otherwise confidential must be clearly indicated with stamped, bold red letters stating "CONFIDENTIAL" on that section of the document. The City will not be responsible for any public disclosure of confidential information if it is not clearly marked as such.
 - B. If a request is made under the Texas Public Information Act to inspect information designated as confidential, the Respondent shall, upon request from the City, furnish sufficient written reasons and information as to why the information should be protected from disclosure. The matter will then be presented to the Attorney General of Texas for final determination.
10. **SUSPENSION OR DEBARMENT CERTIFICATION:** The provisions of the Code of Federal Regulations 2 CFR part 180 suspension and debarment may apply to this agreement. The City of Round Rock is prohibited from contracting with or making prime or sub-awards to parties that are suspended or debarred or whose principals are suspended or debarred from doing business with the Federal Government, State of Texas, or the City of Round Rock.

11. **CERTIFICATE OF INTERESTED PARTIES**: Section 2252.908 of the Texas Government Code requires the successful offeror to complete a Form 1295 "Certificate of Interested Parties" that is signed for a contract award requiring council authorization. The "Certificate of Interested Parties" form must be completed on the Texas Ethics Commission website, printed, signed and submitted to the City by the authorized agent of the Business Entity with acknowledgment that disclosure is made under oath and under penalty of perjury prior to final contract execution. Link to Texas Ethics Commission Webpage:
https://www.ethics.state.tx.us/whatsnew/elf_info_form1295.htm

PART II
DEFINITIONS, STANDARD TERMS AND CONDITIONS
AND INSURANCE REQUIREMENTS

1. **DEFINITIONS, STANDARD TERMS AND CONDITIONS:** By submitting a response to this solicitation, the Respondent agrees that the City's Definitions, Standard Terms and Conditions, in effect at the time of release of the solicitation, shall govern unless specifically provided otherwise in a separate agreement or on the face of a purchase order. Said Definitions, Terms and Conditions are subject to change without notice. It is the sole responsibility of Respondents to stay apprised of changes. The City's Definitions, Standard Terms and Conditions can be viewed and downloaded from the City's website at:
<https://www.roundrocktexas.gov/departments/purchasing>
2. **INSURANCE:** Insurance does not apply to this solicitation.

Exhibit "A"

PART III SUPPLEMENTAL TERMS AND CONDITIONS

1. **AGREEMENT TERM:** The terms of the awarded agreement shall include but not be limited to the following:
 - A. The term of the Agreement shall begin from date of award and shall remain in full force for sixty (60) months.
 - B. Upon expiration of the contract term, the Contractor agrees to hold over under the terms and conditions of this agreement for such a period as is reasonably necessary to re-solicit and/or complete the project up to 90 days.
2. **RESPONDENT QUALIFICATIONS:** The City has established the following minimum qualifications. Respondents who do not meet the minimum qualifications will not be considered for award. The Respondent shall:
 - A. Be firms, corporations, individuals, or partnerships normally engaged in providing printed business cards, envelopes, and letterhead as specified herein and have adequate organization, facilities, equipment, financial capability, and personnel to ensure prompt and efficient service to the City.
 - B. Provide all labor, supplies, and materials required to satisfactorily perform the services as specified herein and own or acquire at no cost to the City all construction aids, appliances, and equipment Respondent deems necessary and maintain sole responsibility for the maintenance and repair of Respondent's vehicles, equipment, tools, and all associated costs. The City shall not be responsible for any Respondent's tools, equipment, or materials lost or damaged during the performance of the services specified herein.
 - C. Be domiciled in or have a home office inside the United States. Respondents domiciled outside the United States, or not having a home office inside the United States will not be included for consideration in this procurement process.
3. **SUBCONTRACTORS:** Respondent shall not subcontract or otherwise engage subcontractors to perform required services. The City seeks to do business directly with a company experienced in printing business cards, envelopes, and letterhead.
4. **WORKFORCE:** Successful Respondent shall:
 - A. Ensure Respondent's employees perform the services in a timely, professional, and efficient manner.
 - B. Employ all personnel for work in accordance with the requirements set forth by the United States Department of Labor. The City reserves the right to verify citizenship or right to work in the United States.
5. **PRICING:** The Respondent shall determine and submit a fixed cost for the work and shall include all incidental costs, labor, overhead charges, travel, payroll expenses, freight, equipment acquisition and maintenance, demurrage, fuel surcharges, delivery charges, costs associated with obtaining permits, insurance, bonds, and risk management. No separate line-item charges shall be permitted for either response or invoice purposes.
6. **PRICE INCREASE:** Contract prices for printed business cards, envelopes, and letterhead shall remain firm throughout the initial twelve (12) month term of the contract. A price increase to the agreement may be considered on the anniversary date of the Contract each year and shall be equal to the consumer price index for that year, but at no time can the increase be greater than 5% for any single line item.
 - A. **Consumer Price Index (CPI):** Price adjustments will be made in accordance with the percentage change in the U.S. Department of Labor Consumer Price Index (CPI-U) for all Urban Consumers. The price adjustment rate will be determined by comparing the percentage difference between the CPI in effect for the base year six-month average (January through June OR July through December); and each (January through June OR July through December six month average) thereafter. The percentage difference between those two CPI issues will be the price adjustment rate. No retroactive contract price adjustments will be allowed. The Consumer Price Index (CPI) is found at the Bureau of Labor Statistics, Consumer Price Index website: <http://www.bls.gov/cpi/>.

Exhibit "A"

B. Procedure to Request Increase:

- i. Mail the written price increase request with the rate detail comparison and comprehensive calculation and any supporting documentation to the designated City Contract Specialist a minimum of 45 days prior to the annual Contract anniversary date. The detailed written calculation will be verified and confirmed. All written requests for increases must include the City of Round Rock contract number, solicitation reference information and contact information for the authorized representative requesting the increase. Price increase requests shall be sent by mail to:

**City of Round Rock
Purchasing Department
Attn: Contract Specialist
221 East Main Street
Round Rock, TX 79664-5299**

- ii. Upon receipt of the request, the City reserves the right to either accept the escalation and make change to the purchase order within 30 days of the request or negotiate with the Vendor or cancel the agreement or purchase order if an agreement cannot be reached on the value of the increase.

7. **PERFORMANCE REVIEW:** The City reserves the right to review the awarded respondent(s) performance at any time during the contract term.
8. **ACCEPTANCE/INSPECTION:** Acceptance inspection should not take more than five (5) working days. The awarded respondent will be notified within the time frame if the services delivered are not in full compliance with the specifications. In the event the services are not performed to the satisfaction of the City; the vendor shall agree to reperform services to specification at no additional cost to the City. If any agreement or purchase order is cancelled for non-acceptance, the needed services may be purchased elsewhere.
9. **SAMPLES – EXACT REPLICA:**
 - A. The Respondent shall submit an exact replica of the goods to be provided per the specification contained herein with their response.
 - B. All products provided to the City under this solicitation will be evaluated or tested and must meet all requirements of the specification, regardless of whether or not all requirements are to be evaluated or tested.
 - C. Samples will be provided at no cost to the City, will be retained by the City, and may be used for use in assuring compliance with materials specifications after award. Failure to supply samples when requested shall subject the Offer to disqualification from consideration for award.
10. **ORDER QUANTITY:** The quantities shown on the solicitation are estimates only. No guarantee of any minimum or maximum purchase is made or implied. The City will only order the services/goods needed to satisfy requirements within budgetary constraints, which may be more or less than indicated.
11. **AWARD:** The City reserves the right to enter into an Agreement or a Purchase Order with a single award, split award, primary and secondary award, non-award, or use any combination that best serves the interest and at the sole discretion of the City. Respondents to the solicitation will be notified when City staff recommendation of award has been made. The award announcement will be posted to the City's website at <https://www.roundrocktexas.gov/businesses/solicitations/> once City Council has approved the recommendation of award and the agreement has been executed.
12. **POST AWARD MEETING:** The City and successful Respondent(s) may have a post award meeting to discuss, but not be limited to the following:
 - A. The method to provide a smooth and orderly transition of services performed from the current contractor.
 - B. Provide City contact(s) information for implementation of agreement.
 - C. Identify specific milestones, goals, and strategies to meet objectives.

13. POINT OF CONTACT / DESIGNATED REPRESENTATIVE:

- A. **Contractor's point of contact:** In order to maintain consistent standards of quality work performed across the City, the City shall be provided with a designated and identified point of contact upon award of the contract to include contact information. The City's designated representative shall be notified by the Respondent immediately should the point of contact change.
- B. The City's designated representative:

Monique Adams
Assistant to the City Manager
Administration
Phone: 512-218-3234
E-mail: madams@roundrocktexas.gov

14. INTERLOCAL PURCHASING AGREEMENTS:

- A. The City has entered into Interlocal Agreements with other Governmental agencies pursuant to the Interlocal Cooperation Act, Chapter 791 of the Texas Government Code. The Contractor agrees to offer the same price and terms and conditions to other eligible agencies that have an interlocal agreement with the City.
- B. The City does not accept any responsibility or liability for the purchases by other government agencies through an interlocal cooperative agreement

Exhibit "A"

PART IV SPECIFICATIONS

1. **INTRODUCTION:** The City of Round Rock requests printing services for letterhead, envelopes, and business cards.
2. **MATERIAL SPECIFICATIONS:** Products created shall reflect the standards stated in Attachment F- Round Rock Identity Style Guide. Individual department requirements are elaborated upon below but general requirements consist of the following:
 - A. All printing shall be a flat finish (no thermography required) and true ink printing, not toner printing.
 - B. Logo components shall consist of the logo graphics: three brush strokes converging to create a star, the logotype: Round Rock, Texas, typeface: Play Bold upper-case font.
 - C. Application of the version of the logo shall be "color" as described in the logo color palette listed as Pantone/Color Conversions consisting of Pantone 288, Pantone 1805, and Pantone 288-80%.
 - D. Clear space should be left around the logo and tagline. No artwork, text symbols, colors or any sort shall intrude into this area. Using the "signature cap height" and applying that measurement as a framed border around the logo determines minimum clear space.
 - E. Design shall not bleed off sheet for any element detailed herein.
 - F. Business cards shall all be 16pt, white, smooth, matte finish, full color, use of off-set printing, and will not always have the same number of lines imprinted.
 - G. Printed envelopes shall be Business A-10 style, stock shall be 5pt, white, smooth, matte finish, and full color. Text Colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Envelopes shall include the City of Round Rock logo and department name with return addresses. Envelopes shall be peel to seal and shall have a security tint.
 - H. Printed letterhead stock shall be 10pt, white, smooth, matte finish, full color. Cover colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%.
 - I. Proof sheets of printed items shall be required on each order. The types of items to be printed will be transmitted electronically for approval. City shall approve, electronically, all proofs prior to printing of job.
 - J. The City Communications Director shall retain approval authority for all logo artwork/files. Any files/artwork received shall be used as is, without alteration, with the exception of size. Misusing Round Rock's logo has the potential of causing damage in the form of brand devaluation. The City of Round Rock shall preapprove any usage of the logo, in any form, by vendors or partners.
 - K. Shipping and delivery cost shall be included in the price listed on the Bid Sheet and shall be FOB Destination.
3. **POLICE DEPARTMENT SPECIFIC PRINTING REQUIREMENTS:** (See Attachment C for examples)
 - A. **PRINTED BUSINESS CARDS:**
 - i. Printed 2 sided / 4 color CMYK / full bleeds on.
 - ii. Front of Cards
 - 1) Fonts: Impact 14pt.; Agency FB Bold Extended 8pt., Arial 10.5pt & 7pt.
 - 2) Colors: blue (CMYK 81/60/25/6); black (75/68/67/90)
 - 3) Other Elements: badge - multiple color gradients throughout**Note:** blue color in badge has been replaced with CMYK 81/60/25/6 to match the rest of the design
 - iii. Back of Cards
 - 1) Fonts: Arial 9pt. & 11pt.
 - 2) Colors: orange (CMYK 0/63/99/0); black (75/68/67/90)
 - 3) Other Elements: Facebook Icon with blue gradients; cell phone icon with silver/black gradients
 - B. **PRINTED ENVELOPES:** Printed envelopes are required for this department.
 - C. **PRINTED LETTERHEAD:** The Police Department **does not** require letterhead.

Exhibit "A"

4. **ALL OTHER CITY DEPARTMENTS' PRINTING REQUIREMENTS:** (See Attachment D for examples)

- A. Font Guidelines are to include Play as the primary logotype font. Play shall be the print font.
- B. All printing shall be one-sided only.
- C. There are currently fourteen City departments. A complete list shall be provided to the awarded vendor.
- D. **PRINTED BUSINESS CARDS:** Cover colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Business Cards shall include the City of Round Rock logo with employee's name, title, phone numbers, and fax numbers, etc.
- E. **PRINTED ENVELOPES:** Standard printed envelopes are required and departments may also require 10" x 13" envelopes.
- F. **PRINTED LETTERHEAD:** Letterhead to include the City of Round Rock logo with header and footer.

5. **MAYOR'S OFFICE PRINTING REQUIREMENTS:** (See Attachment E for examples)

- A. Font Guidelines are to include Play as the primary logotype font. Play shall be the print font.
- B. All printing shall be one-sided only.
- C. **PRINTED BUSINESS CARDS:** Cover colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Business Cards shall include the City of Round Rock logo with employee's name, title, phone numbers, and fax numbers, etc.
- D. **PRINTED ENVELOPES:** The Mayor's office will not require envelopes.
- E. **PRINTED LETTERHEAD:** Letterhead to include the City of Round Rock logo and Mayor's name with header and footer (**Example: Mayor's Office Letterhead**).

6. **CONTRACTOR RESPONSIBILITIES:** The awarded Contractor shall-

- A. Provide typesetting and layout services.
- B. Not assess the City any design costs.
- C. **DELIVERY REQUIREMENTS:** Contractor shall-
 - i. Deliver the printing within seven to ten calendar days after receipt of the order.
 - ii. Deliver to the specific location listed on the Purchase Order.
 - iii. Include delivery built into the costs listed on the bid sheet. Cost of shipping or delivery shall not be billed separately.
 - iv. Deliver during normal business hours of 8:00am - 4:00pm
- D. **PACKAGING:** The Contractor shall provide-
 - i. Business Cards- One box of 250 or one box of 500 business cards.
 - ii. Envelopes- One box shall contain 500 envelopes.
 - iii. Letterhead- One box shall contain 1,000 letterhead sheets.
 - iv. Specify any minimum order requirements for each item on a separate sheet of paper.
- E. **PRINTING SERVICES:** Review Attachments C – F for specific guidelines to be used in the printing of business cards, envelopes, and letterhead for the City of Round Rock.

7. **CITY RESPONSIBILITIES:** The City will-

- A. Provide the awarded Contractor with digital files of any necessary artwork.
- B. Confirm all work is accurate upon delivery and notify the Contractor of any errors or discrepancies.

Exhibit "A"

ATTACHMENT A BID SHEET

1. **ATTACHMENT A – BID SHEET** is posted in Solicitation Documents for IFB 21-015REBID Printed Business Cards, Envelopes and Letterhead in an Excel format on the City of Round Rock website at:
<https://www.roundrocktexas.gov/businesses/solicitations>
 - A. In order to be considered responsive Attachment A- Bid Sheet must be completed, signed by an authorized representative and returned by the deadline for submission of response indicated in Part I Section 4 – Schedule of Events.
 - B. The Respondent, by submitting and signing Attachment A – Bid Sheet, acknowledges that he/she has received and read the entire document packet sections defined above including all documents incorporated by reference, and agrees to be bound by the terms therein.
 - C. In order to do business with the City of Round Rock you must be registered with the City's Vendor Database. To register, go to: <https://roundrocktxvendors.munisselfservice.com/Vendors/default.aspx>.
 - D. By the signature affixed on Attachment A – Bid Sheet, the Respondent hereby certifies that neither the Respondent nor the entity represented by the Respondent, or anyone acting for such entity has violated the antitrust laws of this State, codified in Section 15.01 et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly, the response made to any competitor or any other person engaged in such line of business.
 - E. The Respondent agrees, if this Offer is accepted within 120 calendar days after the Due Date, to fully comply in strict accordance with the Solicitation, specifications and the amounts shown on bid sheet.

Exhibit "A"
Attachment A- Bid Sheet
Printed Business Cards, Envelopes, and Letterhead
IFB # 21-015REBID

The Respondent represents by their signature below that they are submitting a binding offer and are authorized to bind the respondent to fully comply with the solicitation documents contained in IFB No. 21-015REBID Printed Business Cards, Envelopes, and Letterhead. The Respondent acknowledges that they have received and read the entire solicitation packet, attachments, addendums, and all documents incorporated by reference, and agrees to be bound by the terms therein.

Special Instructions: **All prices must be quoted in order for the submitted bid to be considered responsive.** Be advised that exceptions taken to any portion of the solicitation will jeopardize acceptance of the bid. Alternative bids will not be considered and unauthorized modifications to the bid sheet format will result in the rejection of the bid. The City reserves the right to purchase more or less than the quantities indicated below.

No.	Description	Estimated Quantity	Unit	Unit Cost	Extended Total
Section I: Police Department					
1	Business Cards- Double Sided-Police Department (Box of 250 cards)	150	Each	\$27.00	\$4,050.00
2	Business Cards- Double Sided- Police Department (Box of 500 cards)	150	Each	\$44.00	\$6,600.00
3	Envelopes- Standard #10 - Police Department (Box of 500 cards)	15	Each	\$165.00	\$2,475.00
				Estimated Annual Total	\$13,125.00

Section II: All City Departments and Mayor's Office					
4	Letterhead- Header and Footer- Mayor's Office (Box of 1000 sheets)	7	Each	\$132.00	\$924.00
5	Large Envelope- 10x13- All City Departments (Box of 500 envelopes)	7	Each	\$300.00	\$2,100.00
6	Business Cards- Single Sided- All City Departments and Mayor's Office (Box of 250 cards)	260	Each	\$20.00	\$5,200.00
7	Business Cards- Single Sided- All City Departments and Mayor's Office (Box of 500 cards)	260	Each	\$33.00	\$8,580.00
8	Envelopes- Standard #10- All City Departments (Box of 500 envelopes)	100	Each	\$135.00	\$13,500.00
9	Envelopes- Standard #10- All City Departments (Box of 100 envelopes)	50	Each	\$50.00	\$2,500.00
				Estimated Annual Total:	\$32,804.00
				Combined Annual Total:	\$45,929.00

COMPANY NAME:

PrintMailPro

SIGNATURE OF AUTHORIZED REPRESENTATIVE:

Keith Daboub

PRINTED NAME:

Keith Daboub

PHONE NUMBER:

512-821-9000 x1001

EMAIL ADDRESS:

kdaboub@printmailpro.com

Exhibit "A"

ATTACHMENT B
REFERENCE SHEET

PLEASE COMPLETE AND RETURN THIS FORM WITH THE SOLICITATION RESPONSE

SOLICITATION NUMBER: 21-015REBID
RESPONDENT'S NAME: PrintMailPro DATE: 06/24/2021

Provide the name, address, telephone number and **E-MAIL** of at least three (3) valid Municipal, Government agencies or firms of comparable size that have utilized services that are similar in type and capacity within the last two (2) years. City of Round Rock references are not applicable. References may be checked prior to award. If references cannot be confirmed or if any negative responses are received it may result in the disqualification of submittal.

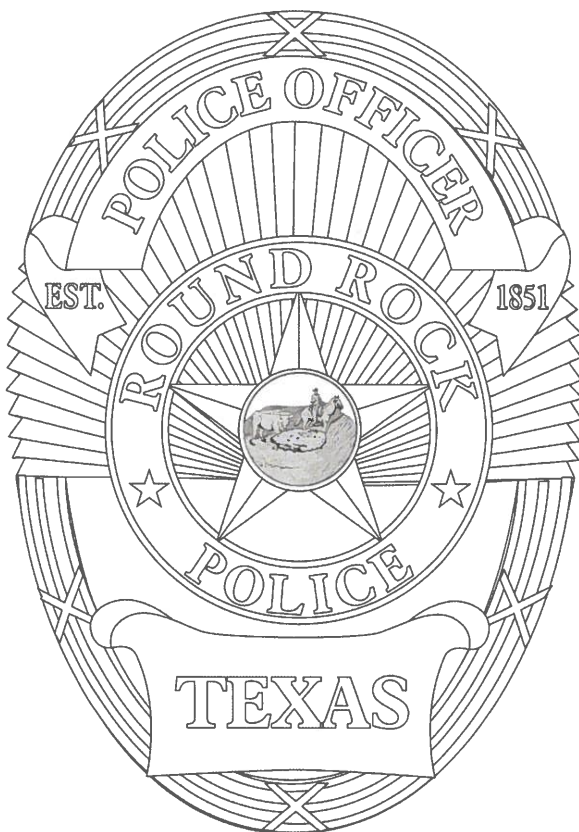
1. Company's Name City of Austin - Human Resources Department
Name of Contact Karen Espinoza
Title of Contact Benefits Manager
E-Mail Address Karen.espinoza@austintexas.gov
Present Address _____
City, State, Zip Code _____
Telephone Number (512) 974-3277 Fax Number: ()
2. Company's Name Austin Water
Name of Contact Ryan Sponsler
Title of Contact Graphic Designer
E-Mail Address Ryan.Sponsler@ausintexas.gov
Present Address _____
City, State, Zip Code _____
Telephone Number (512) 972-0148 Fax Number: ()
3. Company's Name Austin Fire Departement
Name of Contact Michelle Tanzola
Title of Contact Marketing Manager
E-Mail Address Michelle.Tanzola@austintexas.gov
Present Address _____
City, State, Zip Code _____
Telephone Number (512) 974-0151 Fax Number: ()

FAILURE TO PROVIDE THE REQUIRED INFORMATION WITH THE SOLICITATION RESPONSE MAY AUTOMATICALLY DISQUALIFY THE RESPONSE FROM CONSIDERATION FOR AWARD.

Exhibit "A"

Attachment C – Police Department

Police Department PD Business Card Front



blue 346

3¼ inch badge
 (actual size)

SYMBOLARTS
 JEWELRY QUALITY BADGES AND INSIGNIA

COLORS ON THIS PROOF MAY NOT APPEAR TRUE TO THE SPECIFIED PANTONE OR TUNG LI COLORS. FOR A TRUE REPRESENTATION OF SPECIFIED COLORS, PLEASE REFER TO A PANTONE COLOR SPECIFIER OR TUNG LI COLOR CARD.



project name: Round Rock PD Texas Badge			project # C-16623	design by: Morgan	version # 3
product description: Badge	badge# X	SymbolArts rep: James T.	date: 09-28-06	reference # X	<small>Artwork changes will incur after 3 revisions.</small> ©2006 SymbolArts, Inc. 6083 South 1550 East Ogden, UT 84405 801-475-6000 fax:801-475-5500 All artwork is the copyrighted property of SymbolArts and may be used by permission only.

Please always check spelling and graphics carefully. Molds will be made on final approval of artwork. Any corrections made after the molds are made will make it necessary to charge an additional new die fee.
 This copyrighted artwork may be available to you for purchase. Please contact your SymbolArts Representative. Thank You.

City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Example: Police Department Business Card Front



ROUND ROCK

POLICE DEPARTMENT

James W. Richards
Assistant Chief of Police

2701 N. Mays Street
Round Rock, Texas 78665
www.roundrocktexas.gov/police

Phone: (512) 671-2714
Fax: (512) 218-3267
E-mail: wrichards@roundrocktexas.gov

Example: Police Department PD Business Card Back

Case # _____

Records/Reports
(512) 218-5500

Traffic Complaint Hotline
(512) 218-6661

Victims Assistance
(512) 341-3124



www.facebook.com/RoundRockPoliceDepartment

City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Example: Police Department PD Envelope - Front – Return Address



Attachment D - All City Departments

Example: All Other City Department Business Cards



ROUND ROCK TEXAS

Susan L. Morgan, CPA
Chief Financial Officer

[P] 512.218.5445
[C] 512.426.8067

.221 East Main Street • Round Rock, Texas 78664
smorgan@roundrocktexas.gov • roundrocktexas.gov



ROUND ROCK TEXAS

Teresa Reddy
Purchasing Manager

[P] 512.218.5457
[F] 512.218.7028

221 East Main Street • Round Rock, Texas 78664
treddy@roundrocktexas.gov • roundrocktexas.gov

City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Example: All Other City Department Envelopes- Standard Size



Example: All Other City Department Envelopes – 10 x 13



City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Example: General City Letterhead



Mayor
Craig Morgan

Councilmembers
Tammy Young
Rene Flores
Frank Leffingwell
Writ Baese
Kris Whitfield

City Manager
Laurie Hadley

Mayor Pro-Tem
Will Peckham

City Attorney
Stephan L. Sheets

City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Attachment E – Mayor's Office

Example: Mayor's Business Card – Front



221 East Main Street • Round Rock, Texas 78664
craigmorgan@roundrocktexas.gov • roundrocktexas.gov

City of Round Rock
Printed Business Cards, Envelopes, and Letterhead
IFB 21-015REBID
Class/Item: 966-07 / 966-31 / 966-51
May 2021

Exhibit "A"

Example: Mayor's Office Letterhead



THE CITY OF ROUND ROCK TEXAS

Identity Style Guide



TABLE OF CONTENTS

ROUND ROCK IDENTITY
GUIDELINES FOR USAGE

INTRODUCTION 1

LOGO USE 3

AVAILABLE FILE FORMATS 5

PROPER LOGO USE 6

IMPROPER LOGO USE 8

COLOR PALETTE 9

FONT GUIDELINES 10

OFFICIAL PAPER SYSTEM 12

DEPARTMENT - LOGOS & VEHICLES 14

PROMOTIONAL ITEMS 15

QUESTION & ANSWER 16

COPYRIGHT & TRADEMARK 17

CONTACT INFORMATION 18

ADDENDUM - LOGO SAMPLES 19

ROUND ROCK LOGO STYLE

INTRODUCTION:

The Round Rock logo identity, look and feel is an important aspect of how people will identify and separate Round Rock, Texas. This logo is a source of pride and is composed of many elements including the font, the style, the colors and the overall usage.

Protecting this logo provides leverage for Round Rock, strengthens our presence, increases awareness, develops recall and loyalty among our audiences and ultimately, creates staying power. This is why establishing guidelines and regulations about our logo's usage is important, and these guidelines should be followed by all, City and Chamber employees, media, our partners and our vendors. From press releases, to city vehicles, to newsletters, to Web sites, flyers, brochures and promotional items, the logo should remain consistent.

The following document provides guidelines on usage for the City's logo, covering almost any situation in which the logo might be used. If you need assistance or have any questions on identity usage, details or formats, please contact the City of Round Rock Communications Director at 512-218-5409.

Logo PERSONALITY

All communications, large and small, should reflect the key logo attributes and personality. Round Rock's primary personality is a City that is a center of success. Round Rock provides employees, employers, citizens, families and all people access to and elements of success. Rather than trendy, Round Rock is established, proven and stable, as well as visionary.

Additionally, we need to consider the communications needs of our target markets and partners. All aspects of our communications, including the design, writing tone and content should reflect the fact that we are addressing a range of audiences, from employees to employers, current citizens, prospective small, mid and large-sized businesses and their CEOs.

LOGO USAGE

ROUND ROCK's LOGO & GUIDELINES FOR USAGE:

LOGO COMPONENTS

The Round Rock logo consists of the following;

- **The Logo Graphics:** Three brushstrokes converging to create a star
- **The Word Mark:** Round Rock, Texas
- **The Typeface:** Play bold, upper case



DIFFERENT VERSIONS FOR SPECIFIC APPLICATIONS

For flexibility, the following pages show multiple versions of the logo for your use—color, black-and-white and reversed, horizontal and vertical versions (both with and without the tagline).

PROPER USAGE OF THE LOGOS

All logo artwork/files will be provided by the Communications Director with the City of Round Rock. Any files/artwork received should be used as is, without alteration, with the exception of size.

Misusing Round Rock's logo has the potential of causing damage in the form of logo devaluation. Any usage of the logo, in any form, by vendors or partners should be approved by the City.

APPROVED USAGE

- Directional road signs with City approval.
- Web and printed documents where the allowable space for the logo is not less than 1 inch with City approval.

NOT APPROVED USAGE FOR NON-CITY ORGANIZATIONS

- Letterhead, business cards, envelopes, forms, or other pre-printed paper products
- Promotional Items like shirts, caps, pens, tickets, mugs, etc.
- On Vehicles
- In advertisements, brochures, newsletters, or other publications

LOGO USAGE

CLEAR SPACE

To give it presence, an area of clear space should be left around the logo and tagline. No artwork, text, symbols, colors of any sort should intrude into this area.

Minimum clear space is determined by using the Signature Cap Height and applying that measurement as a framed border around the logo.

STAGING & SIZE

"Staging" refers to the area directly surrounding the City of Round Rock's logo

Minimum clear area (protected space) around the logo is shown to the right.

The amount of clear space shown is a minimum requirement. More space should be used whenever possible to highlight the logo.

POSITIONING

The City of Round Rock's logo must also appear as predominantly as any third-party trademarks.

REFERENCING

When referenced in writing, the City of Round Rock's name should appear in the same typeface as the body copy. No effort should be made to stylize the name in a typeface other than the one already being used in the body copy in which the City of Round Rock's name is being referenced.



AVAILABLE FILE FORMATS

The logos will be used in many different formats and mediums. As a result, the following file formats are available for your use:

File Type	Name	Features and Uses	Sample Applications
JPG	Joint Photograph Expert Group	Raster (bitmap) format; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
AI	Adobe Illustrator	Vector art like EPS Format and scalable to any size without altering resolution.	Word, PowerPoint, Excel, Adobe Suite
GIF	Graphics Interchange Format	Raster (bitmap) format; can become "jagged" when enlarged; versatile format; can be used with transparent background.	Word, PowerPoint, Excel, Adobe Suite, Web
TIFF	Tagged Image File Format	Raster (bitmap) format; works best for printed documents in MS Office programs; can become "jagged" when enlarged; versatile format.	Word, PowerPoint, Excel, Adobe Suite
PNG	Portable Network Graphic	An Open, Extensible Image Format with Lossless Compression. PNG is superior to GIF in that it has better compression and supports millions of colors.	Word, PowerPoint, Excel, Adobe Suite, Web

MINIMUM SIZE

The logo and tagline should never be reduced so small they become illegible. Use your best judgment when reproducing Round Rock artwork. Typically we recommend no smaller than one inch horizontally. Any questions or concerns about usage should be directed to Will Hampton, City of Round Rock Communications Director.

LOGO STYLES

HORIZONTAL LOGO

Primary Logo - Color



VERTICAL LOGO

Secondary Logo - Color



WEB LOGO

Color Logo for Website & Banners



LOGO - ICON

Color and Black & White



BLACK & WHITE LOGO

The horizontal, vertical and web logo can be used in black & white



LOGO STYLES

LOGO STYLES IN REVERSE OR ON DARK BACKGROUND

Primary Logo - Color



VERTICAL LOGO

Secondary Logo - Color



WEB LOGO

Color Logo for Website & Banners



LOGO - ICON

Color and Black & White



BLACK & WHITE LOGO

The horizontal, vertical and web logo can be used in black & white



LOGO STYLES

IMPROPER LOGO USE

Always use the authorized version of our logo. Use reproduction proofs (positive or negative) or digital files available from the office of the Director of Communications whenever offset printing, silk-screening, embroidering and applying to signage, lapel pins, banners, vehicles and promotional items. Always follow the guidelines in this manual for color and placement.



WHAT NOT TO DO:

- Do not alter the symbol, reset the type, or change the letter-forms in any way
- Do not reverse out of very light backgrounds
- Do not scale unevenly
- Do not tilt on an angle
- Do not reverse it out of a box
- Do not use borders
- Do not put it on a brightly or heavily patterned background

FONT GUIDELINES

APPROVED FONTS

The provisions of font for use in Round Rock communication materials should include the following:

LOGO FONT

• Play font - Bold **Play Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

PRINT FONTS

• Headline and Sub Heads:

Play - Bold **Play - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

Montserrat - Bold **Montserrat - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

Verdana - Bold **Verdana - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890.,;:'"-%/!?)

FONT GUIDELINES

APPROVED FONTS CONTINUED

PRINT FONTS

• Body text typeface:

Play - Regular Play - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

Montserrat - Regular Montserrat - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

Verdana - Regular Verdana - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

WEB FONTS

These are a few font choices that work well in HTML format. We feel the best choices for our needs and for readability are as follows:

• Headline and body text typefaces:

Same as stated previously.

Play - Bold and Regular

Montserrat - Bold and Regular

Verdana - Bold and Regular

Play - Bold and Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

Montserrat - Bold and Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

Verdana - Bold and Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (1234567890.,;:'"-%/!?)

OFFICIAL PAPER SYSTEM

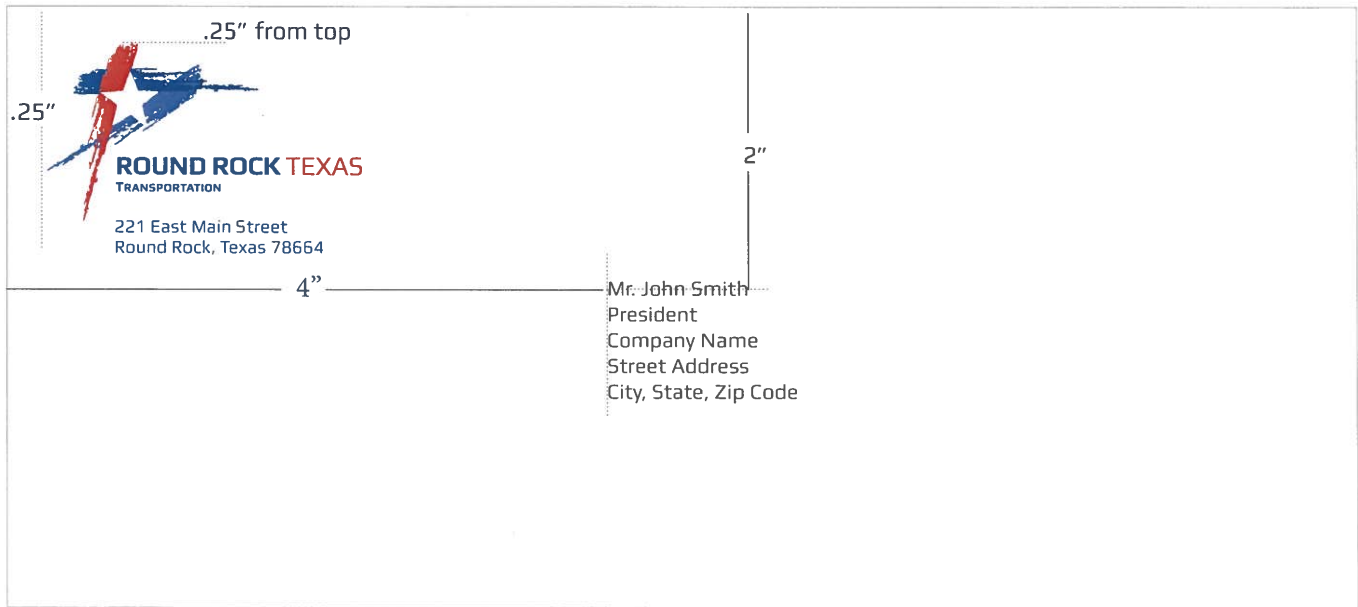
BUSINESS CARD

Size - 3.5" x 2"
logo - 2.1" x 1.2"
Name - Font 9.5 Play Bold
Title - Font 8.55 Play Regular
Address - Font 8.55 Play Regular
Stock - 16pt, White, Smooth, Matte finish,
Full-color



ENVELOPE

Size - No. 10, 9.25" x 4.125"
logo - 2.1" x 1.2"
Address - Font 8.55 Regular
Stock - 5pt, White, Smooth, Matte finish, Full-
color Address - Font 8.55 Play Regular



Not to Scale

OFFICIAL PAPER SYSTEM

LETTERHEAD

Size - 8.5" x 11"

logo - 2.6" x 1.5"

Name - Font 9.5 Play Bold


Title - Font 9.0 Play Regular

Address - Font 9.0 Play Regular
and Bold

Body - Font 9.0 San Serif Font Red

Rule - 0.5 Hairline Rule

Stock - 10pt, White, Smooth, Matte
finish, Full-color

	Mayor Alan McGraw Mayor Pro-tem George White	Councilmembers Craig Morgan Joe Clifford Will Peckham John Moman Kris Whitfield	City Manager Steve Norwood City Attorney Stephan L. Sheets
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Date

Mr. John Smith
President
Company Name
Street Address
City, State Zip code

Dear Mr. Smith:

It is rare that anyone sees a letterhead without the typewritten message. When a letter is typed on The City of Round Rock letterhead, in a sense, the design of the letterhead is complete. The style or format of the letter is an important part of the overall design of our city's stationery. This is an example of the typewritten format on city stationery. As you can see, all the typewritten elements are flush left on the page. Everything aligns with the left-hand margin which is 1" from the edge of the page. This format is double-spaced between paragraphs. There are no paragraph indentations. This particular letter format presents a very clean and business like appearance. A consistent type written style, as well as an error-free letter, will communicate an image of our city as very organized, competent and professional.

Sincerely,

Bob Jones

JJ/gk
Enclosures

CITY OF ROUND ROCK 221 East Main Street • Round Rock, Texas 78664
[P] 512.218.5409 • [F] 512.218.7097 • roundrocktexas.gov

Not to Scale

DEPARTMENTS - LOGO & VEHICLES

DEPARTMENT LOGOS

All departments have their names printed in Round Rock blue, all caps and flush left under the logo.

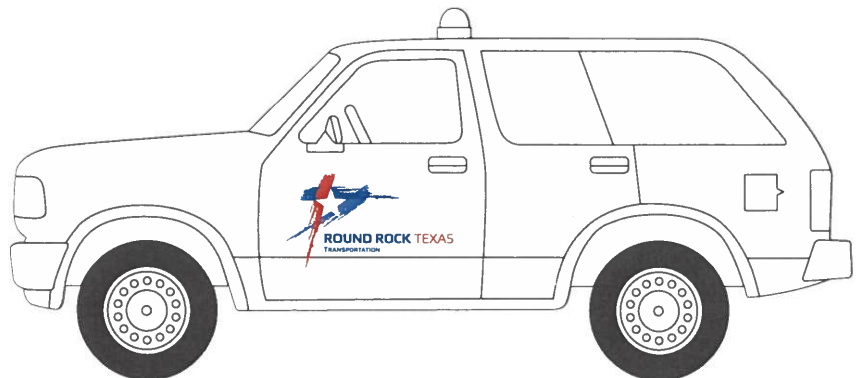
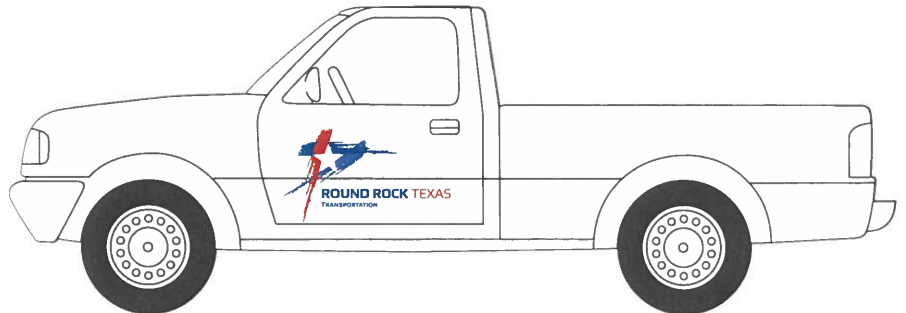
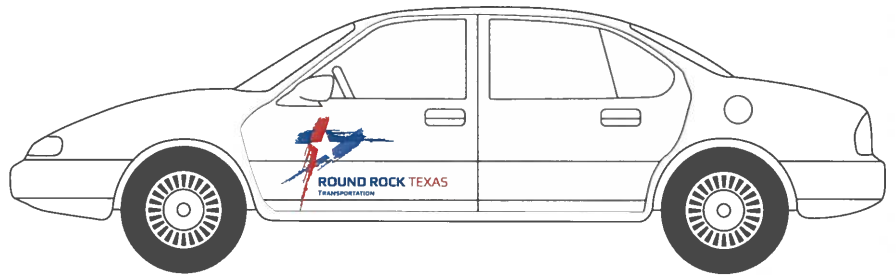


VEHICLE DECALS

The City of Round Rock has many vehicles in its fleet and each one represents an opportunity to expose the logo to a great number of people every day.

The logo and department names are reflective adhesive decals. It is impossible to specify exact measurements for applying the decals to every type of vehicle, since vehicles vary from manufacturer to manufacturer and from year to year. However the decals should be applied in accordance with these guidelines as closely as possible.

The logo size decal for all vehicles is 14" x 16" and displayed in the two-color version or white for dark vehicles.



PROMOTIONAL ITEMS

GUIDELINES

Promotional items are important reflections of The City of Round Rock's identity. Each item is a visual reminder of our organization.

Follow these simple rules when applying the logo to promotional items like shirts, mugs, hats and bags:

- Always maintain the clear area around the logo.
- The logo must appear in one of the approved color treatments and configurations specified in this manual. Be sure the background provides sufficient contrast.
- Make sure all promotional items are in good taste and quality.
- Always use the reproducible artwork or digital files labeled for promotional items. Obtain these files from the Office of the Director of Communications. Do not use photocopies for original artwork.
- For embroidery purposes, the City has chosen five color options. The logo may be embroidered in blue and red, blue only, red only, black only or white only. Embroidered items should compliment thread colors.



QUESTION & ANSWER

Q: I have a photocopy of the logo. Can I give this to a vendor for reproduction on to a banner?

A: No. Under magnification photocopies have low quality. When enlarging for purposes of display the imperfections become obvious and degrade the integrity of the logo. Please obtain a reproduction logo sheet or an AI (**Illustrator**) digital file from the office of the Director of Communications.

Q: What is AI?

A: It stands for Adobe Illustrator. Denoted by the suffix .AI, AI is a file format typically created in a vector-based drawing program like Corel Draw®, Adobe Illustrator® and Macromedia Freehand®. This digital format is the best choice when reproducing the logo for offset printing or any other application.

Q: Then why do we need TIFF digital files?

A: TIFF stands for tag image file format, denoted by the .tif suffix. Some word processors cannot import the AI digital file, so TIFF files are provided. TIFF files work best for printed documents in MS Office programs

Q: I have imported the logo into my word processing document. Can I enlarge or reduce it?

A: To maintain consistency only two sizes are to be used for internal and external communication. They are 2.5" in width for maximum size and 1" in width for minimum size.

Q: I have imported a color logo into my word processing document. Can I use it?

A: Yes. The two-colored version can be used internally for any literature printed to a color printer. For optimum color results please consult your printer's manual. Word processors should never be used to output the logo to film.

Q: We want to have the logo embroidered on a dark-colored shirt. Can we use the two-color logo?

A: No. The two-color logo will not offer sufficient contrast and will diminish the strength of our new identity. The general rule of thumb is use the white (reversed) logo for anything dark and use the black or blue and the two-color logo for anything light in color.

Q: What color shirts do you recommend for embroidering the logo?

A: Blue, red, khaki, white, light blue and denim are the best choices. We expect the public to view these colors, with the appropriate logo, as an integral part of our visual identity.

If you have any other questions pertaining to this standards guide or proper usage of the various design elements please contact:

Communications Director
221 East Main Street
Round Rock, Texas 78664
(512) 218-5409

COPYRIGHT & TRADEMARK

The following copy should appear on all communications, including collateral materials, Web sites, print ads and interactive uses. The only exceptions are internal communications.

COPYRIGHT

The copyright notice should include all years of the creation of the material. For example,

Current use:

© Copyright 2014, City of Round Rock, All rights reserved.

Multi-year use:

© Copyright 2002-2005, City of Round Rock, All rights reserved.

TRADEMARK

Currently being investigated by the City of Round Rock.

CONTACT INFORMATION



ROUND ROCK TEXAS

CITY OF ROUND ROCK

Communications Director

221 East Main Street

Round Rock, Texas 78664

(512) 218-5409

ADDENDUM - LOGO SAMPLES



Exhibit "A"



Mayor
Alan McGraw

Mayor Pro-tem
George White

Councilmembers
Craig Morgan
Joe Clifford
Will Peckham
John Moman
Kris Whitfield

City Manager
Steve Norwood

City Attorney
Stephan L. Sheets

Exhibit "A"



ADDENDUM
CITY OF ROUND ROCK, TEXAS

Solicitation: IFB 21-015

Addendum No: 1

Date of Addendum: 5/3/2021

This addendum is to incorporate the following changes to the above referenced solicitation:

A. **Clarifications:** Part IV, Item 2.G. of the specification now states:

G. Printed envelopes shall be Business **A-10 envelope style, stock shall be 28#**, white, smooth, matte finish, and full color. Text Colors shall be Pantone 288, Pantone 1805, and Pantone 288-80%. Envelopes shall include the City of Round Rock logo and department name with return addresses. Envelopes shall be peel to seal and shall have a security tint.

II. ALL OTHER TERMS AND CONDITIONS REMAIN THE SAME.

APPROVED BY:


Amanda Crowell, Purchaser
Purchasing Office, 512-218-5458

5/3/2021

By the signature affixed below this addendum is hereby incorporated into and made a part of the above referenced solicitation.

ACKNOWLEDGED BY:

Keith Daboub



05/13/2021

Name

Authorized Signature

Date

RETURN ONE SIGNED COPY OF THIS ADDENDUM TO THE PURCHASING OFFICE WITH YOUR SEALED PROPOSAL. FAILURE TO DO SO MAY AUTOMATICALLY DISQUALIFY YOUR RESPONSE FROM CONSIDERATION FOR AWARD.