

The State Bar of California

REQUEST FOR INFORMATION



Forms Design

This is a Request for Information (“RFI”) to identify experienced designers interested in creating design standards for the forms used by the State Bar of California. One such standard is a logo that may also be used on State Bar stationery, business cards, and its Web site (<http://www.calbar.ca.gov>).

This RFI is non-binding. The State Bar will have no obligations under it and no contract will be awarded based on it. A response to the RFI is optional and not a requirement of any subsequent procurement. Responses may be used to structure a Request for Proposals (“RFP”), which may serve as the basis of a contract. If the State Bar decides to issue an RFP, the RFP will be distributed to all respondents to this RFI and posted on the State Bar Web site. Any contract will require that the State Bar have exclusive and perpetual ownership of all legal interests in the designs and in related documentation and software.

I. Summary

The State Bar uses hundreds of forms to structure services provided to members and the public and to manage internal operations. Created by the bar’s various departments over decades on an ad hoc basis, the forms currently in use are inconsistent in appearance, nomenclature, and organization. The State Bar wants to improve the forms by giving them an instantly recognizable State Bar identity and making them as easy as possible to use. The identity should be conveyed by a simple and contemporary logo and by standardized fonts, field names, data structures, and layout. The appearance of the forms should be consonant with the bar’s mission, which is to regulate California’s attorneys and protect consumers of the legal services they provide.

II. Background

Created by the state legislature in 1927, the State Bar is a judicial branch agency of California government that serves as an administrative arm of the California Supreme Court. Membership affords more than 206,000 attorneys¹ the right and privilege of practicing law in California. The bar's integrated network of functions and services—many of them mandated by law—protects the public and assists attorneys in meeting their professional obligations. Further information is available in an article available on

¹ See Member Demographics at http://calbar.ca.gov/state/calbar/calbar_generic.jsp?cid=11340&id=6621.

the State Bar Web site,² "The State Bar of California—What Does It Do, How Does It Work?"³

III. Information Requested

A designer selected to create new standards for State Bar forms will be expected to illustrate those standards in redesigned versions of the following commonly used State Bar forms:

1. Address Change Form: <http://calbar.ca.gov/calbar/pdfs/certification/Address-Change-2004.pdf>.
2. Name Change Form: <http://calbar.ca.gov/calbar/pdfs/certification/Name-Change-2004.pdf>.
3. Transfer to Active Membership Status Form: <http://calbar.ca.gov/calbar/pdfs/members/Active.pdf>.
4. Transfer to Inactive Status Form: <http://calbar.ca.gov/calbar/pdfs/members/Inactive.pdf>.
5. Certificate of Standing Request: http://calbar.ca.gov/calbar/pdfs/members/Cert_Request.pdf.
6. MCLE Compliance: http://calbar.ca.gov/calbar/pdfs/certification/Group_2_Mcle_COMPCARD.pdf.

A designer who is interested in responding to this RFI must do the following:

- carefully examine the forms listed above to identify opportunities for improving them;
- specify the software and file format in which the designs and related work will be provided;
- provide a comprehensive—albeit preliminary—estimate for redesigning the sample forms and any related work;
- estimate a delivery date for all design work, which the State Bar prefers to receive by October 1, 2006;
- provide samples of work that illustrate capabilities relevant to this request;
- and submit this information to the State Bar, as indicated below, by 5 p.m. on September 1, 2006.

IV. Submitting a Response

Questions regarding this RFI must be submitted by e-mail to victor.rowley@calbar.ca.gov no later than Wednesday, August 22, 2006 at 5 p.m. Responses will be posted on the Business Opportunities page of the State Bar Web site.

² See http://calbar.ca.gov/state/calbar/calbar_home.jsp.

³ See http://calbar.ca.gov/state/calbar/calbar_home_generic.jsp?cid=10102.

A response to the RFI must be e-mailed or sent in hard copy and received by September 1, 2006 at 5 p.m. San Francisco local time. If sent by e-mail, the response should be addressed to victor.rowley@calbar.gov with “RFI: State Bar of California Logo Design” in the subject line. Receipt of an e-mail transmission will be acknowledged by e-mail. If the e-mail is not acknowledged promptly, the State Bar must be notified.

If sent in hard copy, the response should be sent to:

The State Bar of California
Attn: Victor Rowley
180 Howard Street
San Francisco CA 94105
415-538-2444

Respondents are solely responsible for all expenses associated with responding to this RFI. Responses to this RFI will not be returned. Unless otherwise required by law, the State Bar will treat as confidential those confidential materials clearly marked as such. The State Bar reserves the right to cancel or reissue this RFI, or to change the time for response or any other term of the RFI without obligation or liability.