

Procurement Office
Harford Community College
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RFP 17P-009 BRAND DEVELOPMENT SERVICES

ADDENDUM NO. 1

The following shall be incorporated into the captioned solicitation as though included in the original documents issued:

1. Submittal due date: The submittal due date has been changed to

12:00 noon Friday, May 19, 2017

QUESTIONS/ANSWERS

- Q1: Will you be accepting proposals from entities who were not included in the invited solicitation?
A1: Yes
- Q2: Will you be responding to questions as you receive them, or in one batch after the deadline?
A2: We will try to respond to questions as we receive them.
- Q3: Will there be sufficient time for respondents to incorporate the information from your answers into their proposal response?
A3: Yes
- Q4: Are there existing brand guidelines for HCC?
A4: Yes, but we expect them to change.
- Q5: How long has it been since HCC has performed a brand refresh?
A5: HCC logo has existed for more than 20 years. The current ad campaign, "Have It All" has existed for three years. This is our first complete rebrand during which we are soliciting a new logo and campaign.
- Q6: Is Simpson Scarborough also responding to the identity RFP? Will they be considered the agency of choice for that scope?
A6: The College does not know which firms will respond to this solicitation.
- Q7: Will Simpson Scarborough be the agency of choice to perform the testing? (we typically do not do testing ourselves, as we believe it is best performed by a 3rd party)

- A7: No. We are looking for vendor we contract with to perform testing or contract a third party. Costs for any third party should be itemized in the proposal.
- Q8: 8.2.2 “A minimum of 3 distinct creative campaign options” Does this refer to proposing 3 design directions for the identity? Or, does it refer to creating 3 distinct advertising campaigns?
- A8: Both identity and advertising campaigns.
- Q9: 8.2.3 “Working collaboratively with the HCC Marketing Team” Would this include all phases of the work? We prefer working with the team during concepts as a collaborative process, and not all institutions/clients do. Will the HCC team be available during concept phase for ‘work session’ type meetings? Implementation will, of course, require close collaboration.
- A9: The marketing team expects to collaborate throughout the process and will be available for meetings and work sessions.
- Q10: 8.2.4 (1) “Rollout advertising campaign” Does this refer to concept development of materials that highlight the new identity and provide the Marketing group with collateral that they will use? Or, do you want agency to oversee production of the collateral? Or, complete implementation of the campaign including placement?
- A10: We expect rollout to include the design of the new identity and ad campaign. We do not expect it to include placement. We would like the agency to provide a basic roadmap for the collateral but production, implementation and placement will take place internally by the marketing department.
- Q11: 8.2.4 (4) Presently, your Academic divisions (as they appear on the website) show that they fall within the existing brand architecture of the College. Do you anticipate this will be the same going forward, or do you envision any of the divisions or programs wanting/needing a sub-brand?
- A11: They should fall into the brand of the College.
- Q12: 8.2.4 (5) Please identify “key templates”. How many? What will they be?
- A12: Formats for a basic flyer and postcard that can be used by other non-marketing personnel on campus.
- Q13: 8.2.4 (6) “Conduct workshops throughout the process”. How many do you see being needed? How many stakeholder groups have been identified for this? Will this include sharing concept presentations? Is this more focused on the rollout/implementation?
- A13: This would be approximately two sessions to educate campus on the new identity system. Stakeholders are college employees. These will actually be held immediately following the launch.
- Q14: 8.2.4 IMPLEMENTATION
(1) “Action Plan” is assumed to be tasks organized sequentially. Will timelines be required as well?
- (2.1) “positioning of logo and guidelines” Will you clarify this?
- A14: (1) Timelines should be established at the beginning of the project with the final launch date in mind.
(2.1) A brand style guide is required.

- Q15: 8.2.5 Rights of Ownership
In our practice, all items that have been delivered to the client are for use by the client in any manner into perpetuity. Concepts that are NOT accepted, and not delivered to the client remain the property of the designer. This is consistent with the tenets of the AIGA, our professional organization.
- A15: Agreed.
- Q16: The scope references creation of a “logo and wordmark and rollout advertising campaign.” Would you please clarify the rollout campaign, i.e., is this a rollout strategy plan or development and implementation of a full campaign?
- A16: See A 10 above.
- Q17: In terms of incorporating all departments/divisions in the visual identity design, will the selected vendor provide just the design (your team creates each department version) or provide final versions and files for all departments/divisions?
- A17: Agency will work with marketing department to create the design. The marketing department will implement that design into the specific academic divisions.
- Q18: Does the College already own email lists for use in A/B testing the new visual identity concepts?
- A18: Yes, because testing will be within campus community.
- Q19: The scope of work references development of key templates. By this, do you mean sample designs or actual templates for use by the college and departments? Do you have an expected number of template designs that will be required?
- A19: See A12 above.
- Q20: How many training/workshop sessions would you like to see happen? How many people do you anticipate would attend each session?
- A21: See A13 above. We would expect approximately 50-75 people per session.
- Q22: In section 8.2.4, the implementation section discusses an “action plan” but then references components of a brand style guide. Should we quote an actual brand roll-out plan to announce/promote the new brand to internal teams, then to the public?
- A22: No, the public launch will occur at a culminating event for the College’s 60th anniversary. The brand style guide will be required and will be explained during the workshops following the launch. See A 13 above.
- Q23: How important is the ability of the vendor to meet in person with four hours’ notice? (We are just under a six-hour drive, but could certainly do a video conference or in-person with a little more notice.)
- A23: Vendor is expected to be able to respond to questions from the College within a four-hour period. Video conference, telephone, etc. is fine for this. Travel to the College may be required within a 24-hour period, or within one business day.
- Q24: Is the APGFCU Arena website under control of the College?
- A24: Yes, and it will need to be considered in the rebrand.

- Q25: Are you able to share budget numbers?
A25: Budget figures are not available.
- Q26: 8.2.1 Mentions messaging as a component of the deliverable. Is the objective to have a full brand platform developed or simply the logo items referenced here?
A26: Logo items and general branding campaign.
- Q27: 8.2.2 When would bidders have access to the Simpson Scarborough research?
A27: Research will be available once this solicitation is awarded.
- Q28: 8.2.4.1 It seems that the rollout campaign would be dependent on the results of the test period referenced in 8.1.2. Do you have any preconceived expectations on the results and what constitutes success?
A28: No.
- Q29: 8.2.4.3 Is the testing to validate HCC's marketing team's first choice or is this process being used to determine which of the three (3) choices should become the final identity?
A29: To determine which of the three choices should become final identity.
- Q30: 8.2.4.4 Will the selected firm be creating a "sub branding system" for the various departments in the college? If so, how many? Will the marketing committee be making the decision on these sub brands or will the individual departments?
A30: Yes, four sub brands will be needed. Marketing committee will make the decision.
- Q31: 8.2.4.6 With regards to training the campus clients and peers, is this one (1) training? How many people? Would a training video be considered?
A31: See A 21 above. A video training would certainly be considered.
- Q32: 8.2.4.1.1 Is the implementation plan simply instructions on the standards guidelines or is it or of a marketing plan?
A32: It is guidelines.
- Q33: When would the award be announced?
A33: After June 13, 2017.
- Q34: Is there an established budget for this RFP?
A34: Budget figures are not available.
- Q35: If an exact budget hasn't been established, please provide an estimated range that fits your budget.
A35: See A 34 above.
- Q36: As part of the overall budget, what percent of the budget do you anticipate applying to the testing phase of the brand development?
A36: No more than 5% of budget.

- Q37: Under Scope of Work 8.4.2, please define the Scope of Work associated with the "rollout advertising campaign."
A37: See A 10.
- Q38: As part of this RFP, are the following deliverables included in the Scope of Work: print and electronic advertng, website design, media placement, public relations, events and templates?
A38: None of the above are included with the exception of templates, see A 12 above.
- Q39: If "website design" is included as a deliverable within this RFP, please provide the company that would be developing and implementing the website design provided by the Consultant.
A39: Website design is not included. You will be provided with an agency if necessary.
- Q40: As part of the Scope of Work in "conduct testing to gauge audience reaction, validate selection and finalize the selected identity," would the Agency conduct testing against the "full identity system," such as tagline, style guide, color, typography, graphic elements and photography OR would the agency conduct testing against elements designed such as print and electronic advertng, website design, media placement, public relations, events and templates?
A40: Testing against the full identity system, not individual components.
- Q41: What is HCC's decision-making process within the marketing team?
A41: The marketing committee will come to a consensus, share their thoughts with the President and President's Staff and a decision will be made.
- Q42: Once the agency has been chosen, what are the anticipated turnaround times for approvals?
A42: A timeline will be determined between the agency and the marketing team.
- Q43: As part of the Scope of Work (8.2.4 - Implementation) please further define. For example, is the Agency developing an action plan that the Agency would then implement/manage/maintain (and therefore would be included in the Lump Sum price) OR is the Agency developing an action plan that the HCC marketing team would implement?
A43: The agency would develop a plan that the Marketing team would implement.
- Q44: As part of the Scope of Work (8.2.4 - Implementation) please further define what the action plan shall include. For example, have you budgeted for the implementation of the plan to include specific applications such as print and electronic advertng, website design, media placement, public relations, events and templates OR are there additional elements that could be considered (i.e. - search engine optimization, broadcast media, out-of-home advertising)?
A44: Agency is only responsible for the design of the brand identity system and campaign. Agency will not be involved in any SEO, media placement, etc.
- Q45: Could explain what you are looking for when you say "conduct testing to gauge audience reaction, validate selection and finalize the selected identity." Do you mean focus group work or some type of survey?
A45: See A40 above. Small focus groups and a survey will both be needed reach different targets.
- Q46: Page 9: Section 7.0 – How does the College plan to weight the Evaluation Criteria? Are each of the five criteria given equal weight?

- A46: This information is not available.
- Q47: Page 10: Section 8.2.2 – This section references “three (3) distinct creative campaign options”. Please clarify whether the intent of this effort is for the institution’s global branding (from which targeted enrollment or program campaigns will be derived) or if it is branding specific to a campaign intended to drive a specific outcome (e.g., enrollment among a specific market segment).
- A47: It will be a general branding campaign.
- Q48: Page 10: Section 8.2.4.3 – Which audiences does the College believe are most important to prioritize for testing the brand identity (e.g., high school juniors and seniors, non-traditional adult learners, community members, current students, etc.)?
- A48: The College will provide the focus groups which will include a mix of all of the above as they are all of equal importance.
- Q49: Page 10: Section 8.2.4.3 – Will the College supply sample (including names, emails, phone numbers) for the testing of the brand identity or will the contractor be responsible for providing sample?
- A49: College will provide.
- Q50: Page 10: Section 8.2.4.4 – Did the research that was conducted by Simpson Scarborough include any data related to the APGFCU Arena?
- A50: No.
- Q51: Page 12: Section 10.2 – Please confirm that the College will be responsible for production costs associated with working the action plan for implementation of the brand (e.g., printing of new materials, media buying, catering associated with events, etc.) and that those costs are to be outside of the lump sum pricing provided by the contractor.
- A51: Yes.
- Q52: Page 10: Section 8.2.4.2 – Please clarify whether the intent of this item is to develop the full identity system while ensuring that the variety of identity elements will work in each of these different instances, or does the College want to see actual examples of how the identity elements will work in each of these instances? If so, how extensive should those examples be (are you looking for actual template designs for items a through f)?
- A52: We are looking for the identity system and how it can be used in those items, but not looking for agency to design all of those pieces.
- Q53: Page 10: Section 8.2.4.5 – Can you clarify expectations around the phrase “key templates”? Are there specific vehicles for which the College wants design templates? If so, in which mediums and how many?
- A53: See A12
- Q54: Is the firm that conducted the research eligible to bid on this RFP?
- A54: See A6 above.
- Q55: What is the budget range that has been funded for this project?

- A55: Budget figures are not available.
- Q56: Is the Price Proposal to be submitted separately (in its own sealed envelope), or is it to be included as be part of the full proposal?
- A56: The Price Proposal shall be submitted separately from the Technical Proposal and should be marked "Price Proposal" with the firm name on the outside of the envelope.
- Q57: Are you willing to work with an agency from another state that is approximately 5-6 hours away?
- A57: Yes
- Q58: Is there an incumbent agency? If yes, why are you looking to change agencies?
- A58: There is no incumbent agency.
- Q59: What are the top three attributes that you are looking for in an agency?
- A59: Design quality, ability to collaborate with marketing committee, and flexibility.
- Q60: Have you established a budget for these initiatives?
- A60: Budget figures are not available.
- Q61: On page 10, 4.a, it is noted that "The College faces a unique challenge with the APGFCU Arena which was built in 2012; APGFCU has naming rights through 2027. This needs to be taken into consideration with the new brand." Please elaborate on the considerations/ factors of the naming rights on how it may affect the brand.
- A61: The arena branding must incorporate the college branding, contain the name APG Federal Credit Union Arena at Harford Community College (very long name), and be approved by APG Federal Credit Union.
- Q62: Please clarify whether the College's definition of "brand identity" includes any or all of the following components: brand rationale, brand promise, brand attributes, proof points, message segmentation strategies, elevator speech.
- A62: Possibly the elevator speech, the rest was completed by Simpson Scarborough research.
- Q63: The price proposal form on page 13 of the RFP asks for a lump sum. May we show a breakdown of costs as in addition to the lump sum?
- A63: Yes, you may include a separate sheet identifying the breakdown costs.
- Q64: What is your budget for the Brand Development Services project?
- A64: Budget figures are not available.
- Q65: Are there specific drivers that have led to the necessity of this branding project? Is HCC looking to improve specific metrics through this project's execution?
- A65: No
- Q66: Page 10, 8.2.1: Can you clarify your requirements for (3) design concepts? Line 8.2.1 mentions design concepts, logos, messages, tagline and other products. Is a design concept an inclusive piece that includes the other items (logos, messages, tagline, other products)?

- A66: Three campaign directions based on the Simpson Scarborough research and three visual identity concepts.
- Q67: Page 10, 8.2.2: Can you provide additional detail on what was delivered by Simpson Scarborough and what will be provided to the selected partner?
- A67: Simpson Scarborough provided market research resulting in brand rationale, brand promise, brand attributes, and proof points.
- Q68: Page 10, 8.2.3: Can you outline HCC's marketing team structure? How many will be in the "core" team and how many points of contact will there be for the selected partner?
- A68: There will be one point of contact and four members of the marketing team are the core team.
- Q69: Page 10, 8.2.4: What, if anything, will you wish to retain from HCC's existing branding and marketing assets?
- A69: Possibly one of our existing two colors.
- Q70: Page 10 8.2.4: Do you currently have a branding or style guide? If so, can you share it? Do you anticipate retaining any parts of it?
- A70: We do have an existing brand style guide that can be shared with consultant; however, we do not anticipate retaining any parts of it.
- Q71: Page 10, 8.2.4: Do you have specific deliverables in scope for items a. - f. for this project?
- A71: Agency is not building every marketing piece but instead developing the new brand and brand system and a templates such as flyers and postcards, and deliverables such as website key pages, print ads, and digital ads.
- Q72: Page 10, 8.2.4.3: Do you have specific requirements for the scope, structure, or process for conducting audience testing on the new creative work? Or would you like us to recommend our approach?
- A72: We anticipate surveys and focus groups but would be open to recommendations.
- Q73: Page 10, 8.2.4.4: How many people or divisions do you anticipate including in the design process?
- A73: Four marketing personnel will be the main contacts others will be providing input to the marketing team
- Q74: Page 10, 8.2.4.4.a: Can you expand upon the challenges that the APGFCU Arena may represent for this project?
- A74: See A61 above.
- Q75: Page 10, 8.2.4.6: Is there any guidance you can provide on the number of people or groups that will require formal or informal training?
- A75: This would be approximately two sessions to educate campus on the new identity system. Stakeholders are college employees. These will actually be held immediately following the launch. Video is an option that would be considered.
- Q76: Page 11, 8.2.6.2: Can you clarify your requirements for the four hour travel requirement? Do

- you anticipate needing same-day meetings that have not been pre-scheduled? What notice do you anticipate providing for meetings?
- A76: We would expect return phone calls within a half day (four-hour) time frame. Agency would be required to be to campus within 24 hours' (or one business day) notice if needed.
- Q77: Item 8.1.2 HCC wishes to hire an agency to create and test a brand identity that encompasses all aspects of visual identity and builds a comprehensive system for the College.
- a. Can you elaborate on the testing aspect of this. There is a separate line item in 8.2.4.3 stating "Conduct testing to gauge audience reaction, validate selection and finalize selected identity."
 - b. Are these two items the same requirement?
 - c. Can you expand on how many audiences (number) requiring testing? e.g.. Students, Faculty etc.
- A77: a. See A 40
- b. Yes
 - c. Testing audiences would be comprised of college employees, current students, prospective students, donors, and community members. Specific number can be determined between agency and College.
- Q78: Item 8.2.4.4 a. The College faces a unique challenge with the APGFCU Arena which was built in 2012; APGFCU has naming rights through 2027. This needs to be taken into consideration with the new brand.
- a. Can you be more specific about the integration of the APGFCU Arena and the new brand?
- A78: a. See A 61
- Q79: What are the Harford Community College's biggest challenges from a marketing and brand perspective? For example, what's holding the institution back from achieving its goals?
- A79: A logo and brand that has evolved over the past sixty years with many small modifications, but no real data behind it. We would like take the results from our survey to come up with a new brand to take the College into the future.
- Q80: Who are your institution's key stakeholders and target audiences for this project?
- A80: College employees, current students, prospective students, donors, and community members.
- Q81: What institutions does Harford Community College consider to be its main competitors/peers?
- A81: CCBC, Cecil, Towson, University of Maryland, Stevenson, and Salisbury
- Q82: Most brand development projects involve a degree of qualitative, and sometimes, quantitative research to inform the branding elements. Does Harford Community College have an expectation as to the depth of brand research that will be a part of this effort in addition to the research that has already been completed by Simpson Scarborough? For example, we often conduct stakeholder interviews and online surveys of internal audiences and external target audiences with an eye toward brand messaging. Does the college see value in the partner conducting further brand "research?"

- A82: No, all research has been completed by Simpson Scarborough
- Q83: Does Harford Community College envision the partner would also be involved in any kind of “brand rollout” or introduction of the new branding elements on campus? If yes, could the college elaborate on the type of role the partner would be expected to play?
- A83: See A10
- Q84: What exactly are the designed artifacts Harford Community College expects to see from this rebranding effort? For example, we could imagine things like billboards, magazine ads, messaging for digital campaigns, speaking points for communications materials, visual elements such as textures and patterns, etc. just to name a few.
- A84: We are looking for a roadmap that we can follow to build those elements once a new visual identity and campaign are developed.
- Q85: To narrow proposals to within a reasonable price range, could Harford Community College share its ballpark budget for this rebranding effort?
- A85: Budget figures are not available.
- Q86: Is there an incumbent agency that is currently working with you? If so, are you satisfied with the work they are doing? And are they submitting a response to this RFP?
- A86: No
- Q87: Is there a budget or budget range you have in mind for this assignment? Is there a separate budget for the research piece?
- A87: Budget figures are not available.
- Q88: How long has the current brand identity been in place?
- A88: 30+ years
- Q89: What drove the decision to consider this initiative?
- A89: A logo and brand that has evolved over the past sixty years with many small modifications, but no real data behind it. We would like take the results from our survey to come up with a new brand to take the College into the future.
- Q90: Does the creative research testing need to be quantitative or qualitative? What size sampling are you thinking of to secure validation of a clear winner? We are asking this question more to determine mode(s) we would eventually use and the added cost implications to conduct the necessary research?
- A90: We are looking for basic focus groups and online surveys.
- Q91: Can/should the firm recommend conducting additional modes of research prior to concept development or do you feel the Simpson Scarborough 2016-17 research will inform the agency well enough to proceed with the brand process and creative? We are asking this question because it will affect costs and the timeline if we need to do more discovery. In short, do you feel the Simpson Scarborough research alone provides solid information for the development of the new brand and branded marketing materials?

- A91: There are no funds available for further research. Simpson Scarborough research will be provided.
- Q92: When will the Simpson Scarborough research be provided?
A92: Yes, research will be provided when bid is awarded.
- Q93: What work will be handled by the internal HCC marketing group and what work will the outside firm do? What is each group's role and responsibility? How do you prefer to work or have you worked in the past?
A93: The marketing team will meet with the agency up front to discuss roles and will collaborate on all phases of the project.
- Q94: How many different "Divisions" of the College need to be handled and provided for? Can you define the scope needed for each of the "Divisions" and marketing pieces required so we can provide the most accurate cost estimate?
A94: Agency will not be providing individual pieces for divisions. In regard to visual identity, agency will provide the look and marketing team will execute throughout the divisions.
- Q95: 8.2.4 Implementation
In this section the action plan for implementation deals with only the recommended positioning of logo, develop brand guidelines, and brand identity and to make sure the HCC staff understands the approach. At this time you are not looking for a media plan...correct? Please explain?
A95: Correct, no media plan is expected.
- Q96: 8.4.2 #2 Estimated costs/budget associated with the implementation process.
Once again to provide the most accurate cost estimate it is important to understand where the role of the agency stops in your mind in this process? It is our interpretation the agency is not building every marketing piece but instead developing the new brand and brand system and a series of key templates and deliverables such as website key pages, print ads, Viewbook, etc.....correct? Can you explain?
A96: Correct. We are looking for agency to develop a brand and brand system and provide us direction on how this direction would be used in various marketing platforms such as a web page, print and digital ads, etc.
- Q97: What are the most important results we are looking to achieve?
A97: Refreshed brand and identity that reflects where the College is going.
- Q98: How are you gauging success for this initiative?
A98: See A 97 above.
- Q99: Given your affiliation with Towson University, are there additional requirements to incorporate Towson's branding within this assignment?
A99: No
- Q100: What are the distinct target audiences that need to be considered for research/design?
A100: Employees, current students, perspective students, donors, and community members.

Q101: Who do you consider to be your competition?

A101: See A 81

Q102: Do you have a budget or budget range for this project?

A102: Budget figures are not available.

Q103: Is it ok to estimate costs with in a range or do you need firm costs?

A103: We require firm costs.

Q104: Under the scope of work on page 10, section 8.2.4.1. Visual Identity, what exactly do you mean by "and rollout advertising campaign?" Are we creating template ads or an ad campaign? Just looking for clarification.

A104: See A 10

Q105: Will you allow your selected vendor to conduct any supplemental audience research beyond what is being provided by Simpson Scarborough?

A105: No funds are available for additional research.

Q106: Section 8.2.4 Can you clarify what is required by "Templates".

A106: See A 12

Q107: Is it your intent to get costs for production items like banners, tents, backdrops, etc as part of this RFP? For example, if we were to suggest an event to kickoff the new brand some of the items that would be required to host the event would need to be estimated at that time.

A107: No

Q108: What role do you foresee vendors playing in the approval process of the logo for the APGFCU? Does APGFCU have final approval of their logo?

A108: Although, not involved in the design process, The APG Federal Credit Union will have to sign off on that logo.

Q109: What is the proposed budget?

A109: Budget figures are not available.

Q110: Will firms be notified if they are not on the shortlist?

A110: Yes.

Q111: Because the answers to questions and clarification of scope will affect the technical and price responses, can an extension be granted for the submission deadline?

A111: Yes, date for proposal submission is extended until May 19, 2017

Q112: Per page 10, section 8.2.1, can you clarify if there are three concepts required for logo, three for messages, three for tagline and three for other products or is the requirement to produce three design concepts for the logo, with implementation among messages, tagline and other products? We're looking for clarification on the expected deliverable when stating "three design concepts."

A112: Three identity concepts as well as three brand messaging concepts.

Q113: Per page 10, section 8.2.4.3:

- a. What is the preferred or required testing method for audience reaction?
- b. How many testing scenarios are required?
- c. Will the client be participating in the testing scenarios?
- d. Is a formal research facility (with two-way mirror and videography) required?
- e. What is the formal deliverable due to the client after the testing?
- f. Can you provide a more detailed scope for the testing requirement so all responses and pricing provided are apples-to-apples?

A113: a. Focus groups and surveys

- b. Three to five
- c. Yes
- d. No
- e. We are not looking for a formal deliverable. We want to make sure we are on the right track with what we believe to be the best options.
- f. See above

Q114: Per page 10 section 8.2.4.5, specifically the reference to developing 'key templates and example':

- a. How many templates and examples should be included in the price proposal?
- b. Can you name the types of templates and quantity so all responses and pricing provided are apples-to-apples?

A114: a. See A 12

b.

Q115: Per page 10, Section 8.2.4.6:

- a. How many training/workshops are required?
- b. What is the requested format of the training/workshops?
- c. What is the contractor responsible for planning and facilitation of the workshops and trainings?
- d. Can you provide a more detailed scope for the training/workshops requirement so all responses and pricing provided are apples-to-apples?

A115. a. Two sessions providing an overview of the new identity system and how it needs to be used throughout the College will be required.

- b. On campus sessions or via video
- c. Agency would be responsible to facilitate on our campus or via video.
- d. See above

Q116: Per page 10, section 8.2.4.2, do we need to develop a full identity system for all three concepts or will HCC choose one concept and then we will develop the identity system for the chosen concept?

A116: College can choose one concept and then develop the identity system for the chosen concept.

Q117: Per page 10, section 8.2.4.4a, is there a style guide for the APGFCU Arena?

A117: No

Q118: Page 11 of the RFP mentions identification of a sole point-of-contact. May we provide two main points-of-contact for the project?

A118: Yes

Q119: Page 12, section 10.3 states "Refer to price proposal form." No form is included in the RFP except for the Lump Sum Price Item #1 on Page 13 of the RFP. Is this the price proposal form or will you post a different form for prospective bidders?

A119: Yes, the price proposal form is page 13 of the RFP document. Bidders must complete this form with the lump sum price; however a detailed breakout of the pricing may be attached.

Q120: In addition to the brand work are there any stories around the new brand or reasons why you are considering a new brand (is there a new style of curriculum? high-profile professors or alumni? new degree tracks? major growth in alumni support, etc.)? This would help us determine if there is potential for a sustainable, longer term PR program.

A120: See A 5 and A 79

Q121: Would you be able to provide a budget range or expectation for this project?

A121: Budget figures are not available.

Q122: Are you expecting the chosen agency to redesign your existing website or provide example executions in the new visual identity?

A122: We would expect examples of how it can be used on the web, but do not expect redesign of website.

Q123: Can you specify the templates you need to be designed in the new visual identity?

A123: See A 12

Q124: In 8.2.4 section 3, can you provide further details on who the audiences are we need to test the new visual identity with?

A124: See A 77

Q125: In Implementation 8.2.4 section 2 number 2, can you clarify the 'brand identity applications' for implementation?

A125: Agency would be expected to provide a brand style guide and educate the campus community on the use of the new logo, as well as how we will use the attributes of the new identity and campaign.

Q126: What are the overall identity deliverables list for budgeting purposes? We understand the logo, fonts, palettes, design signatures, etc.

A126: Above listed items as well as brand style guide.

Q127: What is specifically needed for the identity system?

- a. Logo - static & animated?
- b. How many Logo Lock Ups (Architecture) - for departments?
- c. What type of Print Templates?
 - Full Page Magazine
 - ½ Page Newspaper
 - OOH Billboard/Bus Shelter
- d. Digital Templates?
 - Horizontal Ad
 - Vertical Ad

Takeover

- e. Do any Athletic teams need to be considered?
A127: a. Yes
b. One and marketing team will do the others
c. all of those basic templates
d. Yes
e. No

Q128: How many departments should be considered for the identity and implementation?

A128. The marketing department, and then the guidelines should be share at the two work sessions which would be open for any campus employee to attend. From there, the marketing department will take over.

Q129: Are we producing/executing any final elements? Such as:

Printed Brochures?

Printed Ads

Printed One Sheets?

Website Skins?

Video Elements? - i.e. an animate logo and tagline

Radio Spots?

A129: No final elements

Q130: Can we get clarity on what specifically you would like us to conduct testing on? The top line brand elements only? logo mark & tagline? Advertising Campaign Concepts?

A130: All of those listed

Q131: You mention an Advertising Campaign Rollout - what are the deliverables and anticipated placement? i.e.: broadcast, print, digital, social, outdoor, non-traditional?

A131: Concepts only, no placement or final pieces

Q132: Is the Ad Campaign an overall HCC sell - or a specific call to action, i.e. sign up for fall classes, pushing specific departments, alumni outreach, etc.?

A132: Branding only

Q133: How many firms will be bidding on the RFP?

A133: We won't know how many firms will bid until the submittals are received.

END ADDENDUM 1

Procurement Office
Harford Community College
401 Thomas Run Road
Bel Air Maryland 21015

RFP 17P-009 BRAND DEVELOPMENT SERVICES-REVISED

All proposals must be fully and properly executed, securely sealed, and marked with the number and title of the bid and the date and time of its opening. Envelopes shall be addressed to the Procurement Office at the address above (See Instructions to Bidders)

Proposals must be received in the Procurement Office located in the Hickory Center, Room 132, at the College **not later than 12:00 noon Friday, May 19, 2017.**

To be considered responsive, each bid submitted must, at a minimum, include the following documents:

1. Proposal form, completed and signed;
2. Non-Collusion Certificate, completed and signed;
3. References, on the form provided;
4. Complete proposal including response to specifications
5. Company profile response to item 12.0
6. Bidders may attach additional pages to delineate pricing.

BID OF: _____ DATE: _____
(Firm Name)

In accordance with the foregoing Instructions, General and Supplementary Terms and Conditions, and Specifications, including Addenda No. _____, _____, _____, _____, and _____ thereto, I/we submit the following for evaluation:

1. LUMP SUM PRICE

Provide all services required to develop and test a new brand identity and creative campaign in accordance with the specifications herein, including all travel costs and other expenses.

_____ DOLLARS \$ _____
Words (Figures)

2. TIME OF IMPLEMENTATION: The College desires for the work to be completed by December 31, 2017.

3. EXECUTION: The undersigned, duly authorized to bind the named firm, agrees, upon receipt of written notice of acceptance of this proposal within sixty (60) calendar days after its opening, and to execute the contract in accordance with the proposal as accepted, and to render a certificate of insurance within ten (10) calendar days after notification of award.

Firm

Authorized Signature

Street Address

Typed/Printed Name

City, State, Zip

Title

Telephone

Email

If a corporation, place corporate seal beside signature above and state:

Name of president:_____

Name of secretary:_____

Under laws of what state incorporated:_____

Minority Business Certification: (Please check one)

MBE WBE Not applicable