



# Request for Proposal Number #515-12

## Graphic Identity Re-Design

**Due:**

February 06, 2012 at 4:00pm

**Buyer:**

Steve Boyd  
Purchasing and Contracts Manager  
802 Grand Avenue  
Glenwood Springs, CO 81601  
[sboyd@coloradomtn.edu](mailto:sboyd@coloradomtn.edu)

**COLORADO MOUNTAIN COLLEGE**  
**REQUEST FOR PROPOSAL #515-12**  
**Graphic Identity Re-Design**

**I. INTRODUCTION**

Colorado Mountain College seeks a creative, innovative, spirited, integrity-driven agency that will partner with our Marketing staff to create a new identity to set us apart from other educational institutions, including four-year universities, in order to grow our student enrollments. Our price point is very desirable; our product is on par with many other public colleges and universities. College education is competitive; we want to enhance our prospective customer's awareness that Colorado Mountain College is more than *"just a community college"*. CMC is becoming a key partner in regional economic development, and a key player in the market of destination college education, both for two-year and bachelor's programs. We want to further develop our regional and national markets and consistently grow enrollments in the traditional age, non-traditional age and online markets. We are seeking a creative partner that can work in collaboration with us to achieve these goals. Project budget: \$45,000 to \$50,000.

Colorado Mountain College (CMC) is a comprehensive two-year community college that began offering bachelor's degrees in 2011. Established in 1967, CMC includes three residential campuses (Glenwood Springs-Spring Valley, Leadville, and Steamboat Springs), eight commuter campuses (Aspen, Breckenridge, Buena Vista, Carbondale, Dillon, Edwards, Glenwood Springs, Rifle) an Online Learning program and administrative offices. Colorado Mountain College serves all or part of nine counties in Colorado, encompassing 12,000 square miles.

In the past year, Colorado Mountain College significantly expanded its academic offerings, campus locations, and initiatives. Within 2011 alone, the college became accredited to offer bachelor's degrees, underwent several new campus expansions, acquired new central headquarters in Glenwood Springs, and developed a significant number of community and business partnerships. We believe these changes have significantly elevated the stature of Colorado Mountain College, creating an energy and momentum that we have a unique, time-sensitive opportunity to capitalize on. Our goal is to modernize CMC's current graphic identity to capture and convey this momentum, repositioning our brand as a progressive player in our communities and in the college market. Audiences include prospective and current students regionally and nationally, and other key stakeholders such as businesses, organizations and donors.

## SCOPE

The scope of the graphic identity redesign of CMC will include:

- **Market Research:** Integration of recent in-house market research with limited, targeted research of our brand with two student focus groups, one community focus group and one staff/faculty focus group.
- **Logos:** Redesign current CMC logos. Logo redesign will retain elements of current core graphic elements-our mountain silhouette and eagle - to leverage current brand equity, but shift these elements to a more energetic, progressive, modern look, and change the logo font. Logo redesign to include brand extensions of logo for campuses, college degree programs and partner programs; Artshare!, CMC's Customized Business Services, Encore!, and CMC's Sustainability (or 'Green' logo). Also possibly the CMC Foundation.
- **Fonts:** A recommendation and development of new font set for Colorado Mountain College.
- **Color Palette:** Working off Colorado Mountain College's existing color palette, recommendations on how to slim down and help us develop a more coherent color scheme and identity that reflects our core identity and messaging.
- **Graphic Elements:** Creation of several new identifying, unifying elements to create a strong, recognizable visual identity for Colorado Mountain College and potentially replace our existing elements, which consist of arrows, dotted lines, topographical maps, and, in our print ads- a Google search box element. Elements should be equally functional for both web and print in order to unify our visual lexicon and identity. See attached ads for samples, and the "web" section below for more detail..
- **Taglines:** Our current general campaign relies on the tag "Mountain Life. Mountain Learning." We feel this conveys our core, unique message, but are also open to new suggestions.
- **Stationery:** Development of stationery forest: letterhead, envelopes, and business cards.
- **Web:** Colorado Mountain College is currently undergoing a major web redevelopment project. Architecture is currently being developed in house. As part of this redevelopment, CMC seeks to develop a cohesive set of "action

symbols” that can be used to signify different types of functions or information types across online and print media (e.g., Email, sign-up, apply, contact us, etc.)

- **Brand Extension:** CMC was accredited to offer bachelor’s degrees in 2011. Two degrees are now available, further program approvals are in the pipeline for the coming years. We have created a related brand identity and campaign entitled “Climb Beyond” for these four-year degrees. Our ultimate goal with our branding is to move our current brand towards Climb Beyond, and vice versa. See attached ad and 4 x 9 inch program brochure for an example of Climb Beyond!
- **Graphic Standards Manual:** Development of a graphic standards manual which explains how to use the newly created logos, fonts, color palettes and graphic elements in printed materials, ads, and websites to encourage consistent branding of CMC among our eleven campus staff and faculty.

Due to current building signage projects and existent web and print project deadlines we desire the different elements of the redesign project to be delivered on a graduated timeline. Product deliverables and desired timeline as follows:

**Deliverables:**

- 1: Elements of the new identity – logo, new color palette and new graphic elements
- 2: Elements of the new identity as they would be worked out in:
  - o 3 pages of a prospective website
  - o One 4 x 9 specific degree program rack brochure (sample for “Sustainable Cuisine” attached.)
  - o Templates for four color magazine and BW newspaper ads (sample attached for CMC Information Nights)
  - o Cover, back and inside two page layout for our college Viewbook, a keystone print marketing piece used by our college admissions staff. (Sample of covers from two year old Viewbook attached.)

**Deliverables Timeline:**

- Logo redesign: April 30, 2012
- Color Palette/Graphic Elements/Web Visuals: May 30, 2012
- College Viewbook templates: June 15, 2012
- Graphic Standards Manual: July, 30, 2012

**II. TIMELINE**

CMC reserves the right to modify this timeline at any time. Any changes will be posted to the CMC Purchasing Department’s website as soon as the information is available. All times are Mountain.

	<b>515-12 GRAPHIC IDENTITY RE-DESIGN RFP TIMELINE</b>	<b>DATE</b>	<b>TIME</b>
<b>1</b>	<b>ISSUE DATE</b>	<b>01-16-2012</b>	<b>4:00 PM</b>
<b>2</b>	<b>QUESTIONS DUE FROM PROSPECTIVE VENDORS VIA EMAIL (OPTIONAL)</b>	<b>01-25-2012</b>	<b>12:00 PM</b>
<b>3</b>	<b>ADDENDUM RELEASED WITH ANSWERS TO OUTSTANDING QUESTIONS (IF NECESSARY)</b>	<b>01-26-2012</b>	<b>4:00 PM</b>
<b>4</b>	<b>REQUEST FOR PROPOSALS (RFP) DUE</b>	<b>02-06-2012</b>	<b>4:00 PM</b>
<b>5</b>	<b>SHORTLIST FOR INTERVIEWS AND AGENDA RELEASED</b>	<b>02-10-2012</b>	<b>4:00 PM</b>
<b>6</b>	<b>SHORTLIST CANDIDATE INTERVIEWS WITH CMC SELECTION COMMITTEE</b>	<b>02-15-2012</b>	<b>TBD</b>
<b>7</b>	<b>TENTATIVE AWARD DATE</b>	<b>02-20-2012</b>	<b>4:00 PM</b>

**NOTES:**

- ALL QUESTIONS IN STEP 2 WILL BE COMPILED AND ANSWERED IN AN INFORMATIONAL ADDENDUM POSTED TO THE CMC WEBSITE. PLEASE SUBMIT YOUR QUESTIONS, IF ANY, TO [SBOYD@COLORADOMTN.EDU](mailto:SBOYD@COLORADOMTN.EDU) PRIOR TO THE DEADLINE ABOVE.
- ROCKY MOUNTAIN E-PROCUREMENT WILL BE USED TO COLLECT RESPONSES IN STEP 4 ONLY.
- STEP 6 INTERVIEWS WILL BE VIA CONFERENCE CALL AND ARE EXPECTED TO TAKE APPROXIMATELY ONE HOUR.

### III. INSTRUCTIONS TO PROPOSERS

- CMC endeavors to provide a uniform distribution of information to vendors and conduct a fair selection process. We ask that you please follow all of these instructions carefully. Any submittal that does not meet the requirements set forth in this document and any Addendums cannot be considered by the Selection Committee.
- Proposing firms must submit the following for its Proposal to be considered:
  - Description of your project plan, including the steps in your proposed process and a preliminary timeline.
  - Examples of other relevant work. Hardcopy examples of prior work are not required but may be submitted to Steve Boyd, Purchasing Manager, 802 Grand Avenue, Glenwood Springs, CO 81601 – please indicate this RFP number on your package. *(Note: this package pertains only to examples of previous work, your complete RFP submittal should be submitted electronically per the instructions).*
  - Pricing and cost information. Please include a total project cost and indicate an applicable hourly rate for additional work that may result from a scope expansion or other unanticipated work.
  - Confirmation that you can meet the delivery timeline outlined above.
  - Brief company history and description including number of years in business and general description of your ownership structure (public, private equity participation, employee-owned, etc.).
  - Bios or resumes of individuals expected to be involved in this project.
  - Minimum of three references that CMC may speak with – please also enclose a more comprehensive client list for informational purposes – CMC will not contact any clients other than approved references.
  - Valid email address for inclusion in this RFP’s email distribution list (optional).
  - Signature Block.
- All information related to this Proposal will be posted in the Bids, RFP’s... section of the Purchasing Office’s website at [www.coloradomtn.edu/Purchasing](http://www.coloradomtn.edu/Purchasing). Please click on “Bids, RFP’s...” and find this solicitation. This location will hold the most current and accurate documentation available for this project. Please look to this link for answers to your questions. Rocky Mountain Bidnet may not contain the most recent addendums and/or other information related to this project.
- Questions regarding this RFP should be directed to the Purchasing Manager, Steve Boyd, via email at [sboyd@coloradomtn.edu](mailto:sboyd@coloradomtn.edu). The College will attempt to answer all legitimate questions related to this RFP that

are submitted to this email address. However, inquiries seeking information that is already posted on the College website will not be answered. Answers will be posted to the college website and may not appear on Rocky Mountain e-Procurement, or any other platform by the date indicated in the timeline. Please do not contact other College personnel or Selection Committee members directly regarding this solicitation. Any attempt to do so may result in disqualification.

- To promote sustainability and a fair Proposal process, CMC utilizes Rocky Mountain BidNet to generate awareness and collect responses. Therefore, <http://www.govbids.com/scripts/CO1/public/home1.asp> will serve as the ONLY way to submit a qualified initial response for this project. Proposers must have an existing Rocky Mountain BidNet account or may establish one (currently) free of charge. Please be sure to allow time for technical difficulties in submitting responses. CMC will only consider submittals that have been placed successfully with BidNet PRIOR TO CLOSING, there are no exceptions to this. Proposers may contact Rocky Mountain BidNet staff directly or the Buyer via email if you are experiencing difficulty. The Buyer also encourages feedback on your BidNet experience. Please note that the CMC Purchasing website will contain all information related to this project. Updates and other information may or may not be posted to BidNet, the CMC Purchasing website listed above is the official venue for information.

#### IV. SELECTION CRITERIA

Our selection committee for this project will evaluate submittals to identify the best value for the College. Specifically, the selection committee will select the winning proposer based on the following criteria in **no order of importance or weighting**:

- A. Quality of submittal
- B. Relevant experience and other indications of qualification
- C. Pricing
- D. Ability to meet project timeline
- E. References and list of current clients

*Criteria may be modified in subsequent Addendums.*

## V. TERMS & CONDITIONS

- A. *Submittal Instructions:* All submittals must adhere to the instructions provided above to be considered by the Selection Committee. Responses that do not address ANY of the required items requested in this RFP's introduction section (III) above CANNOT BE CONSIDERED. You may submit your proposal early.
- B. *Copies:* No electronic or paper copies of submittals are required other than your post to BidNet.
- C. *Proprietary Information:* If you are submitting any information you consider proprietary, please clearly mark it "Proprietary Information." If the Purchasing Manager concurs, this information will not be considered public information. At the discretion of the Purchasing Manager, submittal information may be posted to the College Purchasing website upon award. Please do not submit anything that you do not want posted publicly without clear indication to our Purchasing Department. Notwithstanding the prior statement, the Purchasing Manager may make your entire submittal public information at his or her discretion. CMC will take all reasonable steps to avoid distributing any information that may impair a submitter's competitive position.
- D. *Signature Block:* All proposals must be signed by an authorized agent of your firm. Any firm or individual submitting a signed proposal shall be deemed to have read and understood all the terms, conditions, and requirements of this Request for Proposal.
- E. *Refusal:* CMC reserves the right to refuse any and/or all proposals, or any part thereof.
- F. *Withdraw Proposal:* You may withdraw your proposal at any time prior to the date and time set for closing.
- G. *Discussions/Negotiations:* CMC reserves the right to conduct discussions with Proposers, to accept or not accept revisions of Proposals, and to negotiate price changes and other terms at the sole discretion of the Purchasing Manager. During this discussion period, CMC will not disclose any information regarding Proposal submittals other than (in some cases) the number of qualified proposals the College received and the name of the Proposer.
- H. *Award:* Awards shall be made to all responsible proposers whose submittals are determined to be advantageous to CMC based on the evaluation factors described above. Price, although a consideration, will not be the sole determining factor. CMC reserves the right to ask for the "Best and Final Offer" from any or all Proposers.

- I. *Pre-award Presentations:* The College may ask highly ranking firms to attend one or more interviews.
- J. *Contract:* The successful proposer is expected to enter into a standard contract with Colorado Mountain College that will include the College's standard terms and conditions attached to all purchase orders.
- K. *Indemnification:* Successful Proposers shall indemnify and save CMC harmless, to the extent permitted by law, from any and all claims, demands, suits, and actions which may arise from errors or omissions caused by the Proposer in conjunction with its contractual obligations including, but not limited to, obligations for the preparation of any and all documents required by CMC in conjunction therewith, and shall defend all suits, in the name of CMC when applicable, and shall pay all costs and judgments which may issue thereon.
- L. *Insurance:* Successful Proposers shall have their insurance company send the CMC Purchasing Department a currently in-force Certificate of Insurance which indicates that insurance coverage has been obtained, including professional liability, which meets the minimum requirements as are required by Colorado law for work performed by the Proposer. "Colorado Mountain College" shall be named as an additional insured. The Proposer shall be responsible for notifying the CMC Purchasing Department of any modification to, or cancellation of, these policies during the contractual period; including, but not limited to, any pending or paid claims against the aggregate amount of the policy.
- M. *Illegal Aliens:* By submitting a proposal, a Proposer certifies pursuant to C.R.S. § 8-17.5-102(1) that, at the time of proposal submission, it does not knowingly employ or contract with an illegal alien and that the contractor has participated or attempted to participate in the Basic Pilot Program that is administered by the United States Department of Homeland Security in order to verify that it does not employ any illegal aliens.
- N. *Limitation of Multiple-Fiscal Year Obligations:* All financial obligations of Colorado Mountain College (CMC) under this contract subsequent to the fiscal year in which signed are contingent upon funds for this purpose being appropriated, budgeted, and otherwise made available by the CMC Board of Trustees. This contract shall not be deemed to create any multiple-fiscal year direct or indirect debt or other financial obligation whatsoever for purposes of Section 20(4) (b) of the State Constitution (Amendment 1).

**VI. SIGNATURE BLOCK**

*Note: Please return this page with your proposal.*

The undersigned, an authorized agent of his/her company, hereby certifies:

- ( ) the receipt of \_\_\_\_\_ addendums,
- ( ) familiarization with all terms, conditions, and specifications herein stated,
- ( ) vendor is qualified to perform work and services as proposal,
- ( ) that the proposal is valid until \_\_\_\_\_ (date).

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

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

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

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Title

\_\_\_\_\_  
Federal Employer ID Number

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Type of Entity (S-Corp, LLC, etc?)

\_\_\_\_\_  
EMAIL Address to receive updates

\_\_\_\_\_  
Web Site, if available

\_\_\_\_\_  
Solicitation Number (from cover page)