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Addendum #1

July 14, 2016

The University of Maine

Re: University response to inquiries RFP 09-2017 University of Maine, Augusta Logo and Tagline Identity Services.

University of Maine
at Augusta

Q1. Are you currently working with any marketing vendor?

University of Maine
at Farmington

A1. This response relates to the scope of the RFP, which concerns the development of a logo and tagline. UMA does yet not employ a vendor for the creation of a logo or tagline, and indicates no preference for one. The details of the RFP will dictate the selection of a vendor.

University of Maine
at Fort Kent

Q2. If so, are you satisfied with their performance?

University of Maine
at Machias

A2. See response to question one.

University of Maine
at Presque Isle

Q3. Do have any existing research on image, favorability, and/or current perceptions of UMA?

University of
Southern Maine

A3. There is statistical information available concerning a variety of issues concerning UMA. The committee is broadly representative of the UMA community and seeks to work collaboratively with the vendor to define brand attributes, public perceptions, present market position, and institutional goals.

Q4. If so, is there a summary available to respondents of this RFP?

A4. The most comprehensive information about UMA is available on its web site at www.uma.edu. The vendor selected will engage in a dialogue with the committee and the assembly of additional information will be part of the process if needed.

Q5. In Section 4 - Contract for Services, when inserting Appendix E, do you want us to complete the Rider B-2 (W9) with the submission or upon award and should we be filling out the contract, including signature page, with our response?

A5. In Section 3.2.4 of Response Format Instructions, indicates:

3.2.4.1 Label this response - Section 4 – Contract for Services 3.2.4.2 Insert Appendix E – Contract for Services 3.2.4.3 Insert Appendix F – Certificate of Insurability Form.

The University prefers a W9 with response submission, however, if the respondent prefers to wait until award, you may indicate that in your response.

Additionally, 2.1.2.3, Contract for Services section indicates:

Responses which indicate full acceptance of the terms and conditions will receive the total points noted in the table above. Responses with language adjustments, will have point reductions based on University risk assessment.

The Contract for Services needs to be reviewed and any exceptions to our terms and/or conditions need to be red-lined/noted. If the respondent is in full acceptance of the terms and conditions this would be indicated in either signing the document without exception or by stating full agreement on the Contract document. Signing the contract or filling it in, is not an expectation for submittal.

Q6. Can you clarify specific deliverables in regard to logo applications as listed on page 5 under Specifications / Scope of Work, Objectives? (For instance, is the contractor to provide design direction, in the form of sample mockups?)

A6. Beyond what has been specified in the RFP, it may be noted that the vendor selected for this RFP will work collaboratively with the committee to define the working process from inception to completed logo and tagline. The vendor will distill comprehensive information about UMA provided by the committee into completely original creative concepts.

The vendor will first produce eight distinctly unique mockups and eight taglines in the first phase, working collaboratively with the committee, then engage in revisions to a final as outlined in this RFP. It is important to note that in the initial meeting with the committee, the vendor may only bring in samples of work for the purposes of discussion, not ideas for committee consideration.

The committee requires the ability to convey ideas about the qualities that a logo and tagline will represent, and engage in discussions with the vendor about elements that relate to the process. Beyond meetings with the committee, the vendor will have the ability to bring questions during the process and engage in discussions with the Chair of the committee. All aspects of the designs must be completely original and flow from discussions with the committee, which in turn will be seeking information from the larger community. Shelf ready concepts for consideration beyond broad samples will not be accepted since the process must ensure completely unique concepts that may be revised to a final.

The vendor may not bring in logos and suggest revision to a final. Any samples will be offered not as guidelines, but merely as part of broad discussions about the qualities that inform an effective logo and tagline. Also, the committee will not accept or offer samples of logos that are preferential in some way. The currency of the process will be ideas and it is the vendor that will develop a completely original logo and tagline. The ideas about what UMA is, its ideal market positioning at this juncture and moving forward, must be represented in a logo and tagline that flows from those realities and which is completely original. Finally, the process will be followed as outlined in this RFP. At no time will the committee suggest that a particular logo or tagline at any stage of the process is a "final," and therefore bring the process to an early close. Earlier versions may be revisited later in the process, but the process will be followed and include: Eight original logos; revision to four; revision to two, revision to one with possible changes to a final. The same process applies for the creation of a tagline. Mockups will formally begin after the initial meeting during which comprehensive information and discussion serves as the entrée to the design phase.

Q7. Regarding page 31, Appendix E – Contract for Services, in the second paragraph under 27. Multi-Institution Capabilities:

a) Can you clarify what it means for the Community College System and Maine Maritime Academy to “piggyback off of the University’s contract”?

b) And what it means for the Contractor to “further provide the products and services, with all the same terms and conditions applicable, to these additional entities”?

c) Does this merely ensure that UMA can freely distribute the material listed under the scope of work? The language seems to suggest more than that.

A7. Contract for Services, Section 27. second paragraph states the following:

The Community College System and Maine Maritime Academy, both public higher education institutions in the state, shall be permitted to piggyback off of the University's contract if they should so desire. The Contractor agrees to further provide the products and services, with all the same terms and conditions applicable, to these additional entities.

This does not merely ensure that UMA can freely distribute the material listed under the scope of work. This section provides an option for these other entities to utilize the same terms of this contract, should they so desire. Section 27 is stating that the contractor will offer the product and services (Logo and Tagline Identity Services), with the same terms and conditions applicable under this contract, to these other entities. If the respondent takes exception to this, or any other section in the Contract for Services, a redlined document is expected for University review.

Sincerely,



Rachel Piper
University of Maine System: Strategic Procurement
Director of Strategic Sourcing