



NORTHERN COLLEGE

Northern College Request for Proposal

This Request for Quotation does not constitute a contract.

December 15, 2009

Project: Development and creation of a new corporate visual identity (logo) for Northern College

Project Coordinator: Carole Belanger, Marketing and Communications Officer

Timelines

RFP Release	December 15, 2010
Deadline for Questions (in writing – mail or email only)	January 11, 2010
Deadline for Submission of Proposals	January 22, 2010 – 4 p.m. No late proposals shall be considered
Final product due	April 5, 2010

Delivery:

Submissions may be mailed, couriered, hand-delivered, or emailed*.

***NOTE: Email submissions are acceptable; however, one hard copy must also be submitted to the College by the published deadline.**

To: Carole Belanger, Marketing & Communications Officer
Northern College
Box 3211 Timmins ON P4N 8R6
(Courier) 4715 Highway 101 East, South Porcupine ON P0N 1H0
Email: belangerc@northern.on.ca

By: January 22, 2010 at 4 p.m.

Contact for Questions: Carole Belanger
Marketing Services Officer
belangerc@northern.on.ca

Any notice of error, omission, oversight, or ambiguity in the RFP and request for clarification concerning terms, conditions or requirements may be made by the vendor to the College in writing (mail or email) only, by the deadline indicated in the Timelines above.

Any question or enquiry regarding or affecting the interpretation of this RFP will be answered by email only. Enquiries and responses may be distributed to all vendors.

1. Scope

Northern College seeks an experienced graphic design firm or agency to consult, develop and create a new corporate visual identity (logo) for the College.

The visual identity/logo should remain relevant for at least 10 years.
At this time, there are no plans to register the logo.

All design elements (graphics, icons, etc.) must be original.

Design applications include:

- Corporate stationary (letterhead, envelopes, business cards, forms, etc.)
- Marketing material (lure pieces, brochures, posters, banners, swag, clothing, tradeshow booths, billboards, transit ads, newspaper advertising, etc.)
- Website, email signatures, e-blasts, web banners, etc.
- Campus signage, structures (e.g. outside of new Trade and Technology Centre at the Porcupine Campus)

Background information on Northern College, its vision/mission, programs, services, etc. is available at www.northernc.on.ca

2. Deliverables

a) Iconic logotype (English only – Northern College)

- Original vector artwork
- Black and white, reverse, 2-colour, grey scale
- Print and web formats (ai, eps, tiff, pds, gif, jpeg in either or both RGB and CMYK formats)

b) Graphic Standards

- 4 complete Graphic Standards/Brand Guidelines binders and all associated digital files

c) Focus group with College constituents, students, and prospective students – facilitated in person by the vendor at the Porcupine (Timmins) Campus and videoconferenced to the College's Kirkland Lake, Haileybury, and Moosonee campuses.

d) In-person presentation at the College's Porcupine (Timmins) Campus of at least 3 original concepts for review by the College's evaluation panel. The presentation will include how each conceptual design might work in 3 – 5 key sample applications.

e) One round of revisions as required to one of the concepts chosen by the evaluation panel.

Terms and Conditions

Ownership/Rights

The selected vendor will unconditionally convey the final product and all intellectual property rights to Northern College of Applied Arts and Technology upon completion of the work.

Fees and Payment Terms

Proposals should include a breakdown of the vendor's fees and disbursements in completing the work. The successful vendor will invoice Northern College quoting the purchase order number issued by the College. A Purchase Order will be necessary before the work can proceed. Payment terms and conditions are included with Purchase Order.

Contracting Manager

Administration of the contract:

Lynn Berthiaume,
Registrar/Manager of Institutional Research, Learner Services and Marketing,
(705) 235-3211 ext. 2193
berthiaumel@northern.on.ca

Submission Information

Submission **MUST** include:

- 1) Clear statement of any terms or conditions of this RFP that cannot be fulfilled
- 2) Quote in Canadian dollars
- 3) Firm/Agency profile, specifically stating any experience in marketing postsecondary education, RGD designations, etc.
- 4) Portfolio/Work samples
- 5) 3 references (preferably from post-secondary clients)
- 6) Completed and signed Acknowledgment Section (see below).

Proposals received after the deadline noted in this RFP will not be considered.

Reservation of Rights

The College reserves the right:

- To not consider, or to reject, any or all proposals in whole or in part for any reason whatsoever at its sole and absolute discretion;
- To accept a proposal in whole or in part, even if it does not comply with the terms of this RFP;
- To amend, modify, withdraw, or cancel, in whole or in part, this RFP;
- To require supplemental statements or information from any responding party;
- To negotiate or hold discussions with any vendor;
- To correct deficiencies which do not completely conform to the instructions herein;
- To short list vendors and request a presentation by short-listed vendors.

No Contract or Liability Arising from RFP Process

By submitting a proposal, the vendor acknowledges that:

- No contractual relationship is created between the vendor and Northern College upon submissions of a proposal;
- No contractual relationship is created between the vendor and Northern College until such time as the vendor has received a purchase order from the College;

- The vendor does not acquire any legal or equitable rights whatsoever until a purchase order for the performance of services is received;
- The vendor participates in the RFP process at its sole risk and expense, and Northern College is not liable to the vendor for any costs, expenses or liabilities incurred by the vendor in any way arising from the vendor's participation;
- Northern College has made no representations other than those expressly stated in this RFP;
- Northern College has the right to cancel this RFP at any time and to reissue it for any reason whatsoever or decide not to reissue it for any reason, without incurring any liability and no vendor will have any claim against Northern College as a consequence;
- The proposal and accompanying documentation submitted by the vendors are the property of Northern College and will not be returned;
- Northern College reserves the sole right to decide which submission best meets the requirements of the College and that the lowest bidder will not necessarily be accepted;
- Nothing stated at any time by any representative of the College will constitute a change in or addition to this RFP unless confirmed in writing by the College's Marketing Services Officer or contract administrator;
- Vendors must agree to keep confidential any information received by the College;
- Northern College reserves the right to terminate without notice and at its discretion the agreement between the College and the selected Vendor.

Proposal Evaluation

Each submission will be reviewed by an internal panel according to Northern College's Purchasing Policy.

Mandatory submission requirements and deliverables have been set out in this RFP. Proposals that fail to provide these requirements may not be evaluated.

Proposals will be evaluated based on the following criteria:

Firm/Agency's Experience and Resources

- Overall ability to meet the deliverables outlined herein.
- Related experience supported by samples of work, portfolio, and references
- Technical capabilities, expertise, resources to be allocated to this project, etc.
- Willingness/availability to advise College on best practices re roll-out and other related aspects of project, as well as to participate in public unveiling/roll-out if required.

Methodology

- Clearly articulated methodology to be used (work plan/schedule, timelines, consultation with, and reporting to Northern College, etc.)

Cost Breakdown (Canadian Funds)

The lowest proposal may not necessarily be accepted.

- Per diem or hourly consultation rates
- Travel to Timmins Campus
- Administration and sundry costs
- Searches (if applicable)
- Hourly rate for graphic design (creating artwork and one round of revisions – also provide details on cost for each additional round of revisions should they be necessary)

Acknowledgement

Company Name: _____

I/We _____, the undersigned

HEREBY DECLARE AND ACKNOWLEDGE:

THAT I/We have examined and agree to the terms and conditions outlined in this RFP;
THAT full disclosure has been made of any conflict of interest or potential conflict of interest;

Signature: _____

Date: _____