



The Internet Corporation for Assigned Names and Numbers

15 January 2014

REQUEST FOR PROPOSALS: Global Domains Division

ICANN actively seeks the services of one or more graphic design firm(s) to propose and develop design concepts, layout, desktop publishing and final design of a brand book (including logo, icons, colors, copy, typography, email signatures, digital assets, templates and other designer best practice recommendations) respecting its “Global Domains Division.” Assets will need to work across the six UN languages (Arabic, Chinese, English, French, Russian and Spanish). Vendors are invited to submit proposals for the provision of the services and materials as specified in this Request for Proposals (RFP). This RFP will be conducted with the objective of maximizing the benefit to ICANN, while offering Vendors a fair and equitable opportunity to participate.

ICANN recently developed a brand foundation document for its Global Domains Division that outlines the brand’s essence, audience, story, personality and values. The brand book will be based on the information contained within this document, which ICANN will provide. The designs will also need to work within the ICANN overarching brand.

The requirements in this document are subject to change.

Background

The Internet Corporation for Assigned Names and Numbers (ICANN) was established in 1998 as a not-for-profit, public benefit corporation organized under the laws of the State of California. ICANN has two primary functions: (1) to coordinate, at the top level, the global Internet’s systems of unique identifiers (names, numbers and protocol parameters) and (2) to operate as the private sector-led, multistakeholder organization responsible for bottom-up policy development reasonably and appropriately related to these technical functions. ICANN is dedicated to keeping the Internet secure, stable and interoperable.

ICANN is governed by an internationally diverse Board of Directors overseeing its policy development process. ICANN’s President and Chief Executive Officer directs an international staff, working from four continents, who are dedicated to ensuring that ICANN meets its operational commitment to the Internet community.

As manager of Internet names and addresses, ICANN will continue to support and encourage broad representation from industry, governments, registries, registrars, commercial users, noncommercial users, and individual Internet users into its policy-making processes. This multistakeholder model, allows issues to develop from the “bottom-up” and resolve through consensus.

ICANN’s Global Domains Division includes generic Top-Level Domains (gTLD) Operations, Domain Name System Industry Engagement, and Online Community Services.

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This project will be managed out of ICANN's Los Angeles office.

Scope of Services and Deliverables

- Provide consultation, brainstorming and research services related to the design concept.
- Develop timeline and project plan for all deliverables.
- Provide three initial design concepts (including logo, icons, colors, copy, typography, email signatures, digital assets, templates and other designer best practice recommendations) for book.
- Participate in 1-3 face-to-face meetings and regular calls as needed
- Provide layout, desktop publishing and final design of the GDD Brand Book in English. Completed design of Brand Book should be submitted in the format in which it was created and as a PDF by or before 11 April 2014.
- Represent, to the best of its knowledge and understanding, that design concepts do not infringe upon the intellectual property rights of any third party, and, to the extent it is discovered that any design concepts potentially infringe upon such third-party rights, provide re-work free of charge.

Anticipated Schedule

- Wednesday, 15 January 2014: RFP issued
- Friday, 31 January 2014: Proposals due by UTC 23:00 (4 p.m. Pacific Standard Time)
- Friday, 14 February 2014: Successful Bidder Notified
- Wednesday, 19 February 2014: Contract Signed
- Wednesday, 5 March 2014: Contractor presents three design directions and timeline for production

Submission Requirements

Proposals are due at UTC 23:00 (4 p.m. Pacific Standard Time) on Friday, 31 January 2014.

Proposals must be submitted via email, to Diana Middleton (diana.middleton@icann.org). Hard copies will not be accepted.

Proposals should be sent via email by and shall include the following sections:



1. Organizational Overview
2. Project Understanding/Scope
3. Staffing
4. Budget and Fees
5. References

1. Organizational Overview

- a. Provide a firm profile indicating length of time the firm has been in operation and describe the firm's core competencies.
- b. Provide a brief history of the firm. Include the firm's mission statement and values, if applicable.
- c. Provide the firm's organizational structure, together with the number of full-time, part-time and contract employees. List any contractors or third-parties which will be potentially involved in providing services.

2. Project Understanding/Scope

- a. Demonstrate an understanding of the project. Provide a project approach and detailed scope of services, including anticipated work tasks and deliverables.
- b. Provide relevant examples of similar work

3. Staffing

- a. Outline the team of people who will be involved on a day-to-day basis.
- b. Describe each person's role. Provide a biography for key individuals, including tenure with the company.

4. Budget and Fees

- a. Include the firm's proposed budget and fees.

5. References



- a. Provide three references of the firm's clients, either current or within the past two years. Please include the company name, address, phone number and contact name for each reference.
- b. Statement of experience detailing a minimum of three recent, relevant projects in similar conditions.

Selection Criteria

It is the intent to select directly from information gained from the review of submitted proposals. However, we reserve the right to call references provided and to require phone or personal interviews with a short list of firms. The following criteria will be used in evaluating submittals. The list is not shown in any prioritized order:

- Firm qualifications and staff experience
- Portfolio of similar past work
- Understanding of the project as demonstrated through project activities and timeline
- Budget

Contact Information

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