

# FLORIDA POLYTECHNIC UNIVERSITY

## ITN 09-002 LOGO DEVELOPMENT

### ADDENDUM #1

**Subject: QUESTIONS AND ANSWERS**

**Date: Wednesday, October 28, 2015**

Melek H. Yazici  
W: 863-874-8583 | F: 863-874-8716  
4700 Research Way  
Lakeland, FL 33805-8531  
[myazici@flpoly.org](mailto:myazici@flpoly.org)

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ALL RESPONDENTS MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM BY SIGNING BELOW AND SUBMITTING THIS EXECUTED DOCUMENT WITH YOUR RESPONSE. FAILURE TO EXECUTE AND RETURN THIS ADDENDUM FORM MAY DISQUALIFY YOUR FIRM'S RESPONSE.

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This Addendum shall become part of your firm's response and the subsequent documents if applicable.

The following items are issued to, add to, delete from, modify and clarify the ITN and all associated documents. These items shall have full force and effect as the ITN and all associated documents. Responses to be submitted on the specified response due date shall conform to the additions and revisions listed.

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**Invitation to Negotiate  
09-002 Logo Development  
Addendum No. 1**

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**QUESTIONS & ANSWERS:**

- 1. Can you share the allocated budget you have for the project (logo, brand guidelines, and research)?**

Our anticipated budget for this project is between \$50,000 and \$80,000. We recognize firms may have recommendations for design, testing, implementation and rollout that we may not have considered and that may go beyond this estimate. It may be helpful for the committee to see a breakdown of anticipated costs from each proposing firm, so they can determine what elements may be added, eliminated or negotiated. Please note, this is an Invitation to Negotiate, and the committee may opt to negotiate terms with a short list of firms or a chosen firm before finalizing an agreement.

- 2. On page 14, (e): Can you clarify what types of strategies and implementation you are looking for on the rollout of the brand identity (i.e. Media buy, etc.)?**

Rollout strategies should include a reveal event or announcement, social media campaign and general media strategy. We are also open to other suggestions presenting firms may have. Note that the University's marketing and advertising strategies are predominantly digital.

- 3. Regarding this statement on page 5, "The selection process will proceed as follows: The Evaluation Committee will base their short list on factors presented in section 4.0 (Proposal Information and Evaluation Criteria). The short list of 2-3 final firms may be asked to present their concepts and proposals in person to the committee and subject matter experts." It was our understanding that speculative concepts were no longer a requirement of the process and that concepts would not have to be presented prior to being awarded the project. Is there in fact a requirement for concepts to be presented by each of the short listed final firms?**

There is no requirement for speculative concepts, and the short list of firms will not be required to present speculative drafts. This reference was left in the revised ITN in error. Short-listed firms may be asked to present their portfolio, process and prior work samples in person, as is typical with any ITN.

- 4. We note that the winning firm will "work directly with the Marketing and Communications department to on implementation and rollout" (see Page 5 – Paragraph 5). Further, in tab 4 e – Page 14, costs are requested for strategy for implementation and rollout of the "new brand identity." Can you better define the scope of this implementation and rollout work so that cost estimates can be realistic. As stated, it is quite broad and subject to misinterpretation.**

As noted above, rollout strategies should include a reveal event or announcement, social media campaign and general media strategy. We are also open to other suggestions presenting firms may have. Note that the University's marketing and advertising strategies are predominantly digital.

5. Under Tab 3B (page 13) it is requested the total agency billing be provided (without any company names). Is that request mandatory? In short, if not answered (due to violation of company policy) would the entire RFP response be automatically eliminated? If it would result in elimination, then we would appreciate having that information at this juncture.

Tab 3b is no longer a requirement. The vendors have the option to include it or not include it in their proposals.

6. What are the “insurance obligations to be specified in the agreement ...” as referenced under 81 on Page 18. We are seeking to understand now the insurance specifications that will be required in any potential later agreement.

Please see the Insurance Requirements exhibit at the end of this document.

7. Is there a page limitation for the total document?

There is no page limitation.

8. Tab 4(D) – bottom of Page 13 cost for market study. For the purposes of estimating, may we assume focus groups would be the chosen methodology? Such studies could be done with varying methodologies but since there is not time to collaborate on strategy, we’re simply wondering if we can make an assumption for purposes of estimating.

Our purpose in conducting a market study would be to gain as much confidence that a new logo resonates positively with all target audiences, including students, faculty, industry partners and our community. Small focus groups are certainly an option for qualitative testing. An electronic survey may be better for quantitative testing. We are also open to recommendations from presenting firms, and the overall cost of each market research option will certainly be considered. Firms may want to include a few different options in their proposal with estimated costs for each so the committee can determine whether to include, eliminate or negotiate the market research component.

9. Section 1.1 (page 3, paragraph 3): The RFP states that logos may have a visual reference to the IST building. Should all submissions include a reference to the IST building or are you seeking other solutions as well?

Speculative designs are no longer a requirement for this ITN. Once a firm is selected, we would expect to see design drafts that reference the IST building as well as options that do not.

10. Section 1.1 (page 3, paragraph 3): The RFP states that Florida Polytechnic University is seeking a logo with “visual impact,” and “high design.” What logos for other institutions – higher education or other – do you feel achieve these goals?

Speculative designs are no longer a requirement for this ITN. This question would be best answered by the full committee during the presentation phase for short-listed firms or during the design development phases for the chosen firm.

11. Section 1.1 (page 4, paragraph 11): Participants are to submit design drafts for the new Florida Polytechnic Institute logo. Is the purpose of these drafts to inform the committee for selection of a firm to develop your logo? Or is your intention to

**choose on or more of these speculatively submitted logo drafts to refine for you final logo?**

Speculative designs are no longer required for this ITN.

- 12. Section 1.1 (page 4, paragraph 5): A reference to the “Phoenix” mascot image is incorporated in a number of existing identity items, including the University Seal. What is the relationship of the Phoenix to this logo/identity project?**

The Phoenix itself should not play a role in this logo/identity project. The mascot is the symbol of campus life and school spirit while the logo will be the official mark of the University and its administration. The element common to both the mascot and the seal is the reference to the louvers atop the Innovation, Science and Technology Building. The IST Building may be the common link among all brand elements, but we will be open to logo designs that reference the building as well as those that don't once we get to the design phase.

- 13. Section 1.1 (page 4, paragraph 6): Do you wish the vendor to provide complete designs for each of the logo uses and variations described in 1.1? If not, what degree of “proof of concept” do you envision requesting for these uses and variations?**

Speculative designs are no longer a requirement for this ITN.

- 14. Section 1.1 (page 5, paragraph 3): What do you envision the market study to entail? What audiences will be involved, and are you expecting quantitative or qualitative input from the market study?**

As noted above, our purpose in conducting a market study would be to gain as much confidence that a new logo resonates positively with all target audiences, including students, faculty, industry partners and our community. Small focus groups are certainly an option for qualitative testing. An electronic survey may be better for quantitative testing. We are also open to recommendations from presenting firms, and the overall cost of each market research option will certainly be considered. Firms may want to include a few different options in their proposal with estimated costs for each so the committee can determine whether to include, eliminate or negotiate the market research component.

- 15. Section 1.1 (page 5, paragraph 4): Regarding vendor responsibility to insure the logo design does not infringe on any existing copyrights or trademarks, do you wish vendors to submit costs for establishing trademark status for the logo?**

The University's legal team will establish the trademark for a finished logo. The chosen vendor will be responsible for ensuring that any designs submitted during the development phase do not infringe on any existing copyrights.

**Notice:**

The responses to the ITN will now be opened on **Thursday, November 12th at 9:30 AM EST.**

# **FLORIDA POLYTECHNIC UNIVERSITY INSURANCE REQUIREMENTS**

## **CONTRACTOR'S INSURANCE**

The Contractor shall not commence any work in connection with this agreement until they have obtained all the following types of insurance and such insurance has been approved by the purchaser otherwise known as The Florida Polytechnic University Board of Trustees (FPUBOT), nor shall the Contractor allow any subcontractor to commence work on the subcontracted work until the subcontractor has provided proof of insurance for the same amounts as required of the Contractor by FPUBOT and approved. All insurance policies shall be with insurers qualified and doing business in Florida, and with an A.M. Best rating no less than A-. The FPUBOT shall be furnished proof of insurance by a Certificate of Insurance accompanying the contract documents which shall name The Florida Polytechnic University and Board of Trustees as an additional insured. The insurer shall provide 30 days written notice to the certificate holder if a policy is to be canceled before the expiration date of said Certificate.

The FPUBOT shall be exempt from, and in no way liable for, any sums of money that may represent a deductible in any insurance policy. The payment of such deductible shall be the sole responsibility of the Contractor and/or Subcontractor providing such insurance.

### **A. Workers Compensation Insurance**

The Contractor shall secure and maintain, during the life of the agreement, Worker's Compensation Insurance to all employees of the contractor working on this project. The Contractor shall also require all subcontractors to provide Worker's Compensation Insurance for their employees working on this project which shall comply fully with the Florida Worker's Compensation Law. In addition, the subcontractor shall list both the Contractor and FPUBOT as an additional insured.

### **B. Contractor's Public Liability and Property Damage Insurance**

The Contractor shall secure and maintain, during the life of this agreement, COMPREHENSIVE GENERAL LIABILITY AND COMPREHENSIVE AUTOMOBILE LIABILITY INSURANCE naming The Florida Polytechnic University Board of Trustees as an additional insured to protect all parties from claims for damages, personal injury, including accidental death, as well as claims for property damages which may arise from operations under this agreement whether such operations be by the Contractor or anyone directly or indirectly employed by the Contractor. The amount of such insurance shall be set at minimum amount no less than the following:

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|---|--|
| 1. Bodily Injury Liability  | \$1,000,000 each accident/\$2,000,000 aggregate  |
| 2. Auto Property Damage Liability   | \$1,000,000 each accident/ \$2,000,000 aggregate per occurrence  |
| 3. Property Damage Liability-<br>(other than automobile)  | \$1,000,000 each accident/\$2,000,000 aggregate<br>\$2,000,000 aggregate operations<br>\$2,000,000 aggregate protective<br>\$2,000,000 aggregate contractual |
| 4. "XCU" (Explosion, collapse, underground damage) - The contractor's liability policy shall provide "XCU" coverage for those classifications in which they are excluded. |  |
| 5. Contractual Liability - Work Contracts - The Contractor's liability policy shall cover such contracts when they are affected.  |  |
| 6. In some cases a Contractor and Subcontractor may be required to provide proof of Environmental Protection Coverage.  |  |

### **C. Subcontractor's Public Liability and Property Damage Insurance**

The Contractor shall require each of the Subcontractors to secure and maintain, during the life of this contract, insurance of the same type specified above in addition to insuring the activities of the subcontractors in the event the subcontractor does not have a policy, as specified above.