



HCHC RFP No. 01-07-2016
Request for Proposals for Logo Design Services

Questions and Answers

1. Do you have a budget range for the logo development project?
 - A. No.

2. Whether companies from Outside USA can apply for this (like, from India or Canada)?
 - A. Yes. See Section 4 of the RFP for eligibility requirements.

3. Whether we need to come over there for meetings?
 - A. The vendor must be available for an in-person kick-off meeting. The Commission anticipates that the bulk of discussions regarding this project can be conducted over the phone, but prefers that the vendor be reasonably available if and when the need for an in-person meeting arises.

4. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada)?
 - A. Yes, the Commission does not have a locational requirement for where the work is performed.

5. Can we submit the proposals via email?
 - A. Not by e-mail only. See Section 7 of the RFP for proposal submission requirements.

6. For the insurance portion- I have General Liability Insurance for my business, but I don't have workers so I don't have the workers compensation policy. Also for the automobile insurance I do have that coverage, but it is my personal insurance with Geico, not in my name business does this matter?



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- A. No. At a minimum, the vendor must have general liability coverage as specified in Section 5 of the RFP and errors and omissions coverage of at least \$100,000. Auto liability and workers compensation coverage will not be required.
7. Do you know the budget parameters for this project?
- A. See response to Question 1.
8. Last month, RFP 02-06-2016 Logo and Website Design Services was released. The requirements in the current RFP seem identical to those requested last month. Is this the same requirement, just being sourced separately? Please clarify.
- A. HCHC RFP No. 02-06-2016 has been canceled. As it pertains to logo design services, this RFP contains generally similar requirements with some updates to the scope of work.
9. How many initial logo concepts will be required?
- A. The vendor should be prepared to develop at least three preliminary designs.
10. How many rounds of revisions will be required?
- A. The process of “preliminary-to-final” design is for the vendor to propose. An exact number of “rounds of revisions” is undetermined, but the Commission seeks a vendor that will be reasonably flexible in revising the design as per the Commission’s comments.
11. How many HCHC staff members will be involved in the feedback and decision-making process for the new logo design?
- A. That will be determined after award is made. The vendor should anticipate one to three staff members.
12. Section 8: Are the evaluation criteria listed in order of importance, with experience/technical being most heavily weighted and price being least heavily weighted?
- A. Yes.
13. What are the Commission's key priorities and messages?

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- A. As stated in Section 1 of the RFP, the Commission recently underwent a reorganization that increased its independence from the Government of Howard County, Maryland and seeks to leverage that change to re-brand itself, enhance its visibility, and clarify that it is separate from the County Government. The Commission's mission can be found in Section 2 of the RFP. The vendor should use all of that information as guidance.
14. Who are the logo's primary, secondary, and tertiary audiences (e.g., low- and moderate-income families, developers, government entities, private investors, others)?
- A. The primary audience is the general public. The groups listed in Question 14 are also intended audiences of the logo, but the Commission does not rank those audiences in order of priority and views each of them as having equal importance.
15. Who are the project's stakeholders?
- A. The Commission only.
16. Do you anticipate qualitative research (e.g., phone interviews) being part of this project, to gather information from key audiences before designing the logo? If so, how many phone calls (or people/groups) should offerors' proposals include?
- A. No. None.
17. How many initial logo options would you like the selected contractor to present?
- A. See the answer to Question 9.
18. How many rounds of revisions to the chosen logo should offerors include in their quotes?
- A. A specific number of "rounds of revisions" is not required to be stated in the proposal. See the answer to Question 10.
19. How many initial tagline options would you like the selected contractor to present?
- A. The vendor should be prepared to develop at least three preliminary options.
20. How many rounds of revisions to the chosen tagline should offerors include in their quotes?
- A. A specific number of "rounds of revisions" is not required to be stated in the proposal. See the answer to Question 10.

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21. Section 3 reads, "The Contractor will develop a tagline as part of the logo." Since taglines can be part of a logo lock-up or separate, could you provide more information on how many logo versions you're looking for? For instance, would you like logo versions both with and without the tagline?

A. The Commission would like to have the option of the vendor delivering logo versions both with and without the tagline, but prefers to work the vendor in determining whether that is the best course of action.

22. Could you provide more detail on your expectations for the selected contractor's involvement in the trademark registration? Is this consultation only? We, like many agencies, are not experts in trademark law, and while we can search TESS to see what trademarks already exist and take this information into account while developing your logo and tagline, we recommend having your attorney secure any trademarks.

A. The Commission's intent is that the proposal includes an offer from the vendor to *project-manage* the registration of the final logo/tagline as a trade/service mark with the U.S. Patent and Trademark Office. A qualified subcontractor may be utilized in that process.

23. We can provide a range of fees for this option but a trademark lawyer we have been in touch with has advised us that we, as the contractor, may not register the trademark FOR HCHC. Here is his quote: "Please also note that your client must ultimately authorize if not sign the registration materials. Your filing an application for them may constitute an unauthorized practice of law. Most firms therefore give their client these estimates; then they turn the client over to us (the law firm) to assist with registration." The HCHC RFP states: "Proposal must offer the option to have the *Contractor register* the final logo....." and we have been advised that this is not possible for us to do so. Since this is the case, how would you like us to submit fees for this request in your RFP?

A. The intent is for the vendor to *project-manage* the registration. See the answer to Question 22.

24. Why is it necessary for us to hold this insurance when an automobile/vehicle will not be necessary for the performance of this contract?

A. See the answer to Question 6.

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25. In the Contractor's Qualifications section 4.1 - it states that the company must be validly existing and permitted to do business in Maryland. We are a WI corporation located in Wisconsin. Are out of state vendors allowed to bid on this RFP?

A. Yes. The vendor need not be located in Maryland, but must be validly existing and permitted to do business in Maryland. Visit <http://dat.maryland.gov/> for more information.

26. Do we need to clear SAM prior to submitting our proposal or is that something that can be completed on award?

A. No, this can be completed on award.

27. How many people from the Housing Commission will participate in the decision making process of the logo design?

A. See answer to Question 11.

28. Will you need to have copies of the insurance requirements that are outlined in section 5, to be submitted with the proposals?

A. Copies may be included but are not a required component of the proposal submission.

29. Section 3 asks for a cost for Trademarking the logo. Is this only for the logo or does it include the tagline as well?

A. That includes tagline as well.