



100 College Drive, PO Box 5002
North Bay, ON P1B 8L7
Tel: (705) 474-3450 ext.4801 Fax: (705) 474-7732
Web: www.nusu.com

Nipissing University Student Union

Request for Proposal: Logo Design and Style Guide Development

RFP release date: October 8th, 2020
All questions due: October 26th, 2020
Proposals due: November 13th, 2020

PROPRIETARY AND CONFIDENTIAL



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1. Introduction To Nipissing University Student Union (NUSU)

Mission Statement: As a student-led organization, our mission is to effectively represent and to act in the best interest of all Nipissing University students. We strive to promote academic excellence and social growth through various programming and advocacy in an environment of acceptance, inclusivity, and transparency.

NUSU is a separate organization from Nipissing University, and is considered a non-profit organization.

For more than a decade NUSU has been collecting student fees to go towards the building of a new student centre. Opening in 2021, this building is situated at the corner of College Drive and Monastery Road and will be a defining feature on the approach to campus. The 31,452 square foot project is a two-storey building that will include a full service restaurant, an approximately 500-person nightclub that will also be used for conference services, a retail unit, the NUSU offices, and a wide variety of student gathering spaces, study lounges, and meeting spaces.

With the aim of creating a truly northern student centre, the design features wood and stone abundantly, drawing architectural inspiration from the surrounding forests and rock cuts. Extensive glass creates a light-filled building while providing expansive views to the beautiful coniferous forests that surround the building.

The project also includes the creation of a new student quad, which will serve as a valuable patio space for the restaurant, and study space on campus. With two sides of the quad bordered by the building, and two sides by the forest, the outdoor space will reflect the beauty of Nipissing's northern campus. For more information please go to <https://mitchelljensen.ca/portfolio-item/nipissing-university-student-centre/>

2. General Instructions

2.1 Proposal Format

- Please provide your response to requirements listed herein in a **WORD DOCUMENT**. Your responses must coordinate with the numbering of items within this Request for Proposal (RFP). Please take care not to incorporate extraneous, non-related materials in your RFP response.
- For supporting materials, such as PowerPoint documents or PDF files, you are invited to send those documents *separate* from the response to the requirements herein.
- If invited for a capabilities demonstration, suppliers will have an opportunity to discuss other value-add or non-related activities at the end of their demonstration.

2.2 Proposal Period

The proposal submitted in response to this RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission.



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2.3 Proposal Quantities

One (1) electronic copy.

2.4 Proposal Submission Closing Date

Proposals are due to the NUSU email inbox specified by 11:59pm on **November 13th, 2020**. Proposals received after that time will not be considered.

2.5 Address

Due to the current global situation any submissions must be sent electronically to:

Sarah McGowan

NUSU Director of Communications

communications@nusu.com

Subject line: RFP Proposal along with your company name

3. General Conditions

3.1 Incorporating Supplier's Proposal Into Contract

Any proposals, information, and responses from the Supplier must be submitted electronically by email to communications@nusu.com. Unless supplemental oral commentary is specifically requested by NUSU in writing, oral communications will not be considered in connection with any proposal. All proposals, information, and responses submitted by a Supplier will be incorporated into and made a part of any final agreement between NUSU and such Supplier. No such information or other material should be submitted that cannot be so incorporated into the agreement.

3.2 Liability

NUSU shall incur no obligation or liability whatsoever to anyone by issuance of this RFP or action by any party relative hereto.

3.4 Country of Origin

For the purpose of this proposal, this shall be a Canadian-based contract originating from Ontario.

3.5 Conditions /Assumptions

Supplier is required to clearly explain any assumptions or conditions it imposes on or includes in its Proposal.

3.6 Supplier responsibility to resolve questions

Supplier understands and agrees that: (a) it has an affirmative duty to inquire about and seek clarification of any question or other item in the RFP that Supplier does not fully understand or that Supplier reasonably believes is susceptible to more than one interpretation; and (2) the



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Proposal submitted by Supplier must explain any and all conditions, exceptions, or limitations included in any response by Supplier to any question or other item in the RFP.

Questions should be submitted by **October 26th** to:

Sarah McGowan
NUSU Director of Communications
communications@nusu.com

Responses to questions will be provided by NUSU no later than October 29th.

3.7 Unsuccessful Responses

NUSU will use its best efforts to notify each Supplier as soon as possible as to whether it is the Selected Provider.

3.8 Supplier qualifications

The Supplier must conduct business and interact with NUSU consistent with its mission of acting in the best interest of Nipissing University students. NUSU is committed, wherever possible, to source services from suppliers who respect human rights, ethics and the environment and have responsible policies and practices. Specifically, we expect our suppliers to operate in a manner that is consistent with these values and relevant to their respective services.

The Supplier should be prepared to demonstrate that it can meet all the proposed requirements detailed herein.

3.9 Supplier's cost

Any costs incurred by the Supplier in responding to this RFP or in support of activities associated with the Proposal to this RFP, are to be borne by the Supplier and are not reimbursable by NUSU.

3.10 Confidentiality

Proposals and the information contained therein will be considered confidential and will not be shared with any entities or individuals other than for the purposes of evaluating the various RFPs.

3.11 Contract

Your Company should be prepared to enter into a contract with terms mutually agreed upon.

3.12 Code of Conduct

It is the objective of NUSU to obtain the best services possible by giving fair and impartial consideration to all Suppliers invited to submit a Proposal. Every potential Supplier will be qualified on a fair and equal basis. Suppliers will be given the same information and treated



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equally with respect to the selection process. The granting of any advantage to one while excluding others is not permitted.

3.13 NUSU Contact

Any questions, clarifications or other communications concerning this RFP **must** be submitted before **October 26** directed to:

Sarah McGowan
NUSU Director of Communications
communications@nusu.com

3.14 Right to Amend Request for Proposal

NUSU reserves the right to amend this RFP in any manner prior to contract award. NUSU will notify all responsive Suppliers in this event.

3.15 Right to Cancel Request for Proposal

NUSU reserves the right to cancel the proposed RFP at any time prior to the execution of a written contract without incurring liability to NUSU, if in its sole determination; its best interest would be served by doing so.

3.16 Proposal Format

To allow for a better understanding of your proposal and to avoid confusion between the parties, we request that the Supplier follow the order of information as requested in Section 6. A specific proposal format is not required, but we request that all of the items in Section 5 are clearly addressed in your response.

3.17 Pricing

All fee schedule types will be considered. Suppliers are asked to break out all fees, costs and third-party costs. Please also include long-term maintenance and/or hosting fees. In order to meet this desired schedule, the NUSU is open to a phased approach that may require some features to be implemented after an initial launch. Price accordingly.

4. General Instructions

4.1 The Nipissing University Student Union is accepting proposals to design the organization's logo and develop the brand/style guide. NUSU is seeking the creation of one restaurant logo, one bar logo and a visual identity style guide to go with each one.

Restaurant

With a bistro feel, this restaurant will be open to community members, as well as students, faculty and staff from the campus. The name of the restaurant differs from the name of the bar although they are



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located side by side. This logo will be incorporated on a sign on the exterior of the building, a Facebook page, a website and on menus and other online materials. It will also be used on letterhead, business cards, brochures, banners, invoices and other print materials as needed. The development of the new logo will evolve as part of a conversation with the NUSU Building Marketing team.

Bar/Nightclub

The branding for this space will differ to the restaurant due to the demographics being more for the 18-25 year olds. This logo will be incorporated on a sign on the exterior of the building, a Facebook page, a website and on menus and other online materials. It will also be used on letterhead, business cards, brochures, banners, invoices and other print materials as needed. The development of the new logo will evolve as part of a conversation with the NUSU Building Marketing team.

5. Project Scope, Business/Technical Requirements

We are relying on the Supplier to propose a design process for our consideration. We request an explanation of Supplier's design process and methodology and how it relates to this project.

5.1 Visual Identity

NUSU will not negotiate contract terms upon selection. The terms of selection/hiring are to be subjected to the following terms. All contracts are subject to review by NUSU's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Design scope to include:

Restaurant:

- Creation of 4 black and white logo designs for client review and selection
- Two rounds of refinement on the original selection
- Creation of 4 colour versions for client review
- A vectored logo file in a .ai and/or .eps format
- One 8 1/2" x 11" black and white logo sheet.
- Font family selection
 - o Print
 - Stationary Package
 - Basic Ad Template
 - Luncheon Menu Template
 - o Website.
 - Homepage Design
 - Sub Page Design
- Designer to provide 2-3 concepts for review.
- Designer to be available for brand consultation for up to 24 months.



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- Designer to assist with initial printing necessities
- Designer to be credited for all brand development

Bar:

- Creation of 4 black and white logo designs for client review and selection
- Two rounds of refinement on the original selection
- Creation of 4 colour versions for client review
- A vectored logo file in a .ai and/or .eps format
- One 8 1/2" x 11" black and white logo sheet.
- Font family selection
 - o Print
 - Stationary Package
 - Basic Ad Template
 - Drinks Menu Template
 - o Website.
 - Homepage Design
 - Sub Page Design
- Designer to provide 2-3 concepts for review.
- Designer to be available for brand consultation for up to 24 months.
- Designer to assist with initial printing necessities
- Designer to be credited for all brand development

5.2 TIMELINE

- Submissions will be accepted up to 11:59pm on November 13th
- NUSU will make final hiring decisions on or around November 20th
- Designer will be expected to meet with NUSU Building Marketing team for first consultation the week of the 30th of November

6. Proposal Format

6.1 Outline

We are expecting the Supplier to demonstrate their knowledge and presentation skills by creatively responding to this RFP. The elements that we would like to see included are:

1. Firm profile and history (including awards, accolades, or other industry recognition.)
2. List of key personnel dedicated to the project and their qualifications (if including resumes, please append to the end of document.)
3. Examples of relevant project work and design style, including past performance with event RSVP systems, member databases, online directories, social media integration and payment systems (e-commerce.)



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4. Responses to Section 5 in narrative, list or project plan format; include attention to discovery and requirements tracking methodology, quality assurance, training, plus communication plan.
5. Proposed schedule with deliverables and milestones, including phased approach if recommended
6. Cost estimate, including ongoing maintenance retainer or hourly rate
7. 3 client references – 2 current and 1 former
8. Additional information (press, marketing materials, testimonials, etc.)

6.2 Expected Timeline

NUSU anticipates the following schedule for the RFP process:

October 8th - release of RFP
October 22nd - Letter of Intent
October 26th - questions due by email before 1pm
October 29th - answers to questions emailed to respondents
November 13th – proposals due via email by 11am
Week of November 16th - selected respondents invited scheduled for interview
On or around November 20th– winning vendor notified

Estimated deliverable date will be negotiated for the end of January

Proposals are due via email by **November 13th**. Proposals received after that time will not be considered. Proposals must be addressed to Sarah McGowan, NUSU Director of Communications at communications@nusu.com. Proposal submissions should be copied to Hannah Mackie, NUSU President at president@nusu.com.

Thank you for your involvement in this project for NUSU and for your consideration of this RFP.