

REQUEST FOR PROPOSALS

Brand Visual Identity and Website Consolidation Project

Advertisement & RFP issued to Consultants: April 22, 2021

Last day for Submitting Written Questions: May 3, 2021

Proposals due to La Casa de la Universidad de California en Mexico, A.C.: May 5, 2021

Notifications to Finalists (Top 3): May 10, 2021

Presentation by shortlisted companies: May 10-19, 2021

Vendor Selection: May 21, 2021

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SECTION 1 – OVERVIEW

Casa de California (Casa), in partnership with Alianza UCMX, aims to develop a new visual identity and website that:

- Reflects Alianza UCMX as the umbrella name, new vision, positioning, and goals
- Can be deployed in print, web, mobile, social media networks, apparel, and products
- Can successfully be adapted for the University of California sub-brands and University affiliations
- Will set the stage for future integrated co-sponsor projects
- Consolidate branding of three preexisting programs:
 - UC Institute for Mexico and the United States (UC MEXUS)
 - UC-Mexico Initiative
 - Casa de la Universidad de California en Mexico (Casa de California)
- Consolidate website vision and layout

SECTION 2 – EXISTING CONDITIONS

2.1 ABOUT ALIANZA UCMX

The University of California (UC) has a long history of strong partnerships and innovative, collaborative efforts with Mexico. The creation of Alianza UCMX in 2019 was achieved by integrating three preexisting UC system-wide programs: the UC Institute for Mexico and the United States (UC MEXUS), La Casa de la Universidad de California en México A.C. (Casa de California), and the UC-Mexico Initiative. UC Riverside serves as the host campus for Alianza UCMX.

Alianza UCMX fosters strategic alliances between the UC system and counterparts in Mexico – with universities and government, industry, and communities on both sides of the border. We seek the development and diffusion of knowledge that addresses issues of mutual interest. We aim to educate and train the next generation of binational leaders. We want to be helpful to decision-makers in both countries, translating our research and expertise into improved public policies. We will serve as a model for binational collaboration, which works in full and equal partnership between the University of California and Mexico.

- Developing and sharing knowledge that addresses issues of mutual interest to Mexico and the United States.
- Education and training of the next generation of binational leaders.
- Translating research and expertise into improved public policies for decision-makers in both countries.

Alianza UCMX is newly created, and the time is appropriate to develop the visual identity to align with its new strategic mission and preexisting programs.

SECTION 3- SCOPE OF SERVICES

3.1 SUMMARY

Casa de California (Casa) is seeking to identify and select a consultant (s) that has extensive experience in comprehensive brand visual identity assessment, design, and development, and creating the visual and website identity for an integrated organization. Casa may hire more than one consultant to meet the project goals.

Project Goals- Casa de California (Casa), in partnership with Alianza UCMX, seeks a firm to develop a new visual identity and website.

1. Brand: Reflects Alianza UCMX new vision, positioning, and goals
2. Logo: Can be deployed in print, web, mobile, social media networks, apparel, and products
3. Can successfully be adapted for the University of California sub-brands and University affiliations
4. Will set the stage for future integrated co-sponsor projects
5. Consolidate branding of three preexisting programs
6. Consolidate website vision and layout

Scope of Work Includes:

1. Review existing identity, including websites and social media platforms and the new Alianza UCMX Strategic Vision
2. Plan and host discovery meeting for the Alianza UCMX team
3. Create a new visual identity system and assets for Alianza UCMX that address project goals points 1-6 above and include UC MEXUS and Casa de California
4. Redesign the existing Alianza UCMX website to include the integration of UC MEXUS and Casa de California websites
5. Create a new consolidated social media (Facebook, Twitter, LinkedIn, YouTube Channel) presence for Alianza UCMX to include UC MEXUS and Casa de California
6. Develop tools for roll out and implementation, including a style guide manual

Casa de California (Casa), in partnership with Alianza UCMX, have defined the below minimum and preferred requirements:

MINIMUM REQUIREMENTS

- Bilingual skills
- Experience in operating as a design agency
- Experience in developing and designing logos and websites
- Experience in creating brand architecture systems
- Experience using Drupal (website content management)
reference <https://websites.ucr.edu/>

PREFERRED REQUIREMENTS

- Experience working with higher education organizations on branding and marketing efforts.

OTHER CONSULTANT CONSIDERATIONS:

- Consultant should include references and/or client list

3.2 SCOPE PROCESS INCLUDES

1. Discovery Meetings with Alianza UCMX Director and key internal stakeholders
2. Review all existing branding, websites, social media platforms for Alianza UCMX, UC MEXUS, and Casa de California
 - a) Assessment of existing design identity and assets
3. Design visual identity
 - a) Multiple rounds of review
 - b) Adequate time to share with a range of campus partners
4. Redesign Website
 - a) Multiple rounds of review
5. Consult with Alianza's Director at each stage of the process.
6. Final decision on direction by Alianza UCMX Director

3.3 Exclusions (not included):

- Changes to the umbrella name of Alianza UCMX and preexisting programs UC MEXUS and Casa de California

3.4 Contract Details:

This will be a new, six-month, fixed-price contract, with a possibility for a three-month extension. Casa de California stakeholders include Alianza UCMX staff, Casa staff, UC Riverside Information Technology Staff, and other UC partners.

SECTION 4 - PROPOSAL SUBMISSION INSTRUCTIONS

4.1 OVERVIEW

The purpose of this Request for Proposals to obtain information as complete as possible to enable Casa de California (Casa) in partnership with Alianza UCMX to determine which consultant is best able to meet all stated requirements of this RFP. Any statements made by prospective consultants must be complete and accurate. Omission, inaccuracy, or misstatement may be sufficient causes for the rejection of your proposal.

4.2 SCHEDULE

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4.3 APPLICATION REQUIREMENTS

Each Prospective Consultant shall submit a proposal electronically to casaucmexico@ucr.edu to include the following attachments:

Attachment A- Capability Statement and Minimum Qualifications (includes cover letter, and work samples, references, and/or client list)

a. Capability Statement -- The purpose of the Capability Statement is to illustrate the consultant's unique capabilities that set them apart from all other consultants. Prospective consultants should describe their characteristics, experiences, and any additional relevant information that demonstrate their skills and abilities to contribute to their success as a consultant.

b. Minimum Qualifications -- Casa, in its sole discretion, reserves the right to determine if a Consultant meets the minimum eligibility standards, determine whether a proposal is responsive, and select a consultant that best serves its objectives.

Attachment B- Execution Plan (Proposal relative to scope/statement of work)

The purpose of the Execution Plan Section is to demonstrate to Casa that the successful consultant can visualize their overall approach relative to the listed scope of work. An Execution Plan should be developed around fulfilling Casa's requirements within this service's known constraints (i.e. cost, time, resources, quality, expectations, etc.).

Attachment C- Cost Proposal (please outline in pesos and US dollars), payment to the consultant (s) will be made in pesos.

Attachment D- Reference (2 required) contact information only

All materials must be emailed to casaucmexico@ucr.edu.

SECTION 5 – QUALIFICATIONS CONTENTS

5.1 COMPANY DATA (ATTACHMENT A)

The Prospective Consultant must complete all information requested in this Attachment. This document requests information on the following items:

- Contact information
- Signature (of a person authorized to contractually obligate the company)
- Certifications of Responsibility
 - To be considered responsible, at a minimum, a Prospective Consultant must be presently engaged in providing the services similar to those required in this RFP, must have appropriate insurance, and must be capable of performing the services outlined in this RFP. In its sole discretion, Casa de California may reject any qualification in which the Consultant does not meet the Certifications.

SECTION 6 – PROPOSAL EVALUATION AND TIMELINE

6.1 AWARD

1. Any Agreements resulting from this RFP will be awarded to the most responsive and responsible Supplier whose Proposal, in the opinion of Casa de California (Casa) in partnership with Alianza UCMX, offers the most significant benefit when considering the total value, including, but not limited to, the quality of the Services, and total cost. A responsive Proposer is one whose offer satisfies the Requirements of this RFP. A responsible Proposer is one that is considered capable of performing and is otherwise eligible and qualified to perform in the manner stated in this RFP.

2. Proposals will be evaluated by Casa de California (Casa) in partnership with Alianza UCMX using a Best Value Evaluation Methodology which is defined as the most advantageous balance of price, quality, service, and performance. The Evaluators will examine each Proposal to determine, through the application of uniform criteria, the ability of each Proposer to meet specifications.

3. Casa de California (Casa) in partnership with Alianza UCMX may request additional information either from the Proposer or others, utilize site visits, Proposer presentations, and make any other investigations as it deems necessary to verify the Proposer's qualifications and ability to successfully meet the requirements of this RFP. Casa de California (Casa) in partnership with Alianza UCMX also reserves the right to obtain reports, or similar independent reports for further indications of the Proposer's ability.

4. Casa de California (Casa) in partnership with Alianza UCMX reserves the right to reject any proposal in which the information submitted fails to satisfy Casa de California and/or the Proposer is unable to provide the information or documentation within the period requested. Any submitted proposal that fails to comply with the requirements of this RFP will be considered non-responsive and will not be evaluated or eligible for award of any subsequent contract.

5. Any contract awarded pursuant to this RFP will include the requirements and specifications in the RFP, as well as the contents of the proposal response as accepted by Casa de California and will be in writing.

Casa de California selection may be made based on the initial proposals or may elect to negotiate with Proposers selected as finalists. Casa de California reserves the right to negotiate the modification of proposed prices and/or terms and conditions with the Proposer offering the best value to Casa de California prior to the execution of an Agreement. Casa de California reserves the right to withdraw this RFP at any time.

6.2 CANCELLATION OF THE RFP

At any time during the RFP process, Casa reserves the right to reject any or all responses to this RFP, cancel the RFP, amend the RFP, and waive non-material irregularities in any response received.

6.3 PROPOSAL PREPARATION COSTS

Prospective Consultant will bear all costs incurred in the preparation and submission of the Proposal and related documentation. If Prospective Consultant is the apparent awardee, Prospective Consultant will pay its costs in negotiating and finalizing an agreement with Casa de California.

6.4 PROPOSAL VALIDITY PERIOD

All Proposals shall remain available for Casa de California acceptance for a minimum of ninety (90) days following the RFP closing date.