



Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937

Competitive Bid
Request for Proposal
This is Not an Order

Graphic Design Services

Date:	February 10, 2021
Site Walk-thru:	Not Applicable
Proposal Due On:	February 24, 2021
Return Proposal To:	CJ McKenna, Interim Dean of Students Kennebec Valley Community College 92 Western Avenue Fairfield, Maine 04937
Telephone:	(207) 453.5019
Email:	cmckenna@kvcc.me.edu

Competitive Bid Request for Proposal
Graphic Design Services

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Competitive Bid Request for Proposal Graphic Design Services

1.0 Introduction

Kennebec Valley Community College (KVCC) is soliciting proposals from companies/professionals experienced and qualified to provide graphic design services for multiple projects including the design of several College publications (Catalog, Student handbook, Fact Book). In addition, design services are needed for academic program brochures, view pieces and advertisements for marketing purposes. The College is seeking a similar look and feel that will brand them as KVCC products. Services include formatting each publication for transmission to a qualified printer and seeking estimates as part of a competitive procurement process.

A detailed explanation of the scope and specifications is contained in **Section 6.0, Scope of Services**. Preference will be given to the proposals conforming to the specifications provided; however, alternate recommendations may be considered. If a vendor chooses to make inquiries on the specifications provided, the rules set forth in **Section 8.0, Interpretation of Contract Documents**, apply. KVCC reserves the right to accept or reject any or all of the proposals received, in part or in whole.

2.0 Background

Kennebec Valley Community College is a comprehensive community college offering technical, career, and transfer education in addition to customized training for businesses and industries in Kennebec, Somerset, Waldo and Knox Counties. The College is located on two campuses in mid-Maine. Its 70-acre main campus in Fairfield, Maine is reached by taking Exit 132 off Interstate 95. The 600-acre Harold Alfond Campus is located seven miles north of the Fairfield campus on U.S. Route 201 in Hinckley, Maine.

3.0 Schedule / Modifications

Description	Day/Date	Time
RFP Issued	February 10, 2022	
Site Walkthrough	Not Applicable	Not Applicable
Proposals Due On	February 24, 2022	3:00 P.M. ET
Award Decision & Notification	February 28, 2022	

4.0 Examination of Specifications and Schedule

Each bidder or authorized agent is expected to examine the bid specifications, contract documents and all other instructions pertaining to this RFP. Failure to do so will be at the bidder's own risk, and the bidder cannot secure relief on the plea of error in the bid. KVCC reserves the right to accept or reject any and all bids in part or in whole.

5.0 Submission of Bids

The Proposal, which must be signed by a person having proper authority to legally obligate the offering company, along with any additional supporting material, **must be received no later than February 24, 2022 by 3:00 P.M. (ET)**.

All proposals are to be marked "Graphic Design Services" and mailed to:

CJ McKenna
Interim Dean of Students
Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937

Proposals may also be e-mailed to: cmckenna@kvcc.me.edu, with the subject line "Graphic Design Services"

6.0 Scope of Services

The Scope of Services set forth in this Request for Proposal (RFP) represents an outline of the services the College anticipates the successful proposer to perform and is presented for the primary purpose of allowing the College to compare proposals. The precise scope of services shall be negotiated between the College and the successful Proposer.

6.1 Scope

Provide graphic design services for multiple projects including the design of several College publications to include the Course Catalog, Student Handbook, and Fact Book. In addition, provide design services for academic program brochures, view pieces, and advertisements for marketing purposes. There is not a requirement for on-campus meetings.

Cover designs must be consistent with other publications. KVCC will supply text and images for publications.

6.2 Specifications

The following specifications are minimum acceptable requirements. Any specific reference to manufacturer(s) and/or catalog/model/stock numbers provided is to establish the design, type of construction, quality, functional capability and performance level desired. The bidder may offer an alternate product believed to be an equal. Any alternate product(s) bid must be clearly identified by manufacturer and catalog, model or stock number. Adequate detailed specifications of the product offered must be included with your bid to establish equivalency and to ensure that the product being bid meets all specifications:

1. Publications

KENNEBEC VALLEY COMMUNITY COLLEGE IS AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION INSTITUTION AND EMPLOYER FOR MORE INFORMATION, PLEASE CONTACT (207) 453-5019

a. Admission View Piece

Update of our current view piece in a single-fold, admissions-oriented brochure/mailer printed on glossy cover stock. This publication will be designed to fold into an 8.5” by 11” horizontal booklet style brochure. This document will be colorful and image and graphic-oriented. Design will include some graphics.

b. Student Handbook

KVCC issues a student handbook each August to all students. The Handbook is an 8” by 10” vertical spiral bound notebook with approximately 102 black and white pages (primarily text) plus front and back covers in full color.

c. Course Catalog

The biennial course catalog will include approximately 230 pages plus cover in an 8.5” by 11” vertical perfect bound booklet format.

d. Fact Book

An annual publication containing text, images, graphics, and charts covering important data and information on the College. This publication will include approximately 75 pages plus cover in an 8.5” by 11” vertical spiral bound booklet format. Design will include cover and all inside pages plus some graphics.

e. Commencement Program

A biannual (May and December) 8.5” by 11” single fold publication with cover and text. May’s publication is approximately 20 pages and December’s publication is approximately 6 pages.

f. Strategic Plan

An 8.5” by 11” color booklet containing text, images, graphics, and charts with approximately 55 pages plus cover; including the creation of a cover, creating and editing content in collaboration with the Director of Institutional Research. This publication is created once every 5 years.

g. Brochures

Design/update a series of academic program brochures (approximately 30).

h. Marketing Ads

Design a series of ads for print publications.

i. College Logo

Creation of an updated college logo.

j. Business Cards

Creation/design of updated business cards.

2. Format each publication for transmission to a qualified printer.
3. Secure printer services: adhering to the College's procurement guidelines of securing three (3) estimates for each print request

7.0 Contractor's Insurance

The Contractor shall maintain throughout the term of the agreement general liability insurance to insure against all claims of bodily injury or death, and property damage, arising out of work performed under this agreement. Such insurance shall provide coverage in an amount not less than \$1,000,000 per occurrence and shall list KVCC as an added insured Contractor shall also maintain worker's compensation insurance in amounts required by state law.

8.0 Interpretation of Contract Documents

No oral interpretation will be provided to any bidder as to the meaning of the specifications or other contract documents. Every request for such interpretation shall be made in writing at least three (3) or more days before the proposal due date and submitted to:

CJ McKenna, Interim Dean of Students
Graphic Design Services
Kennebec Valley Community College
92 Western Avenue
Fairfield, ME 04937

or via email at cmckenna@kvcc.me.edu

Any interpretation made to a bidder will be issued in the form of an addendum to the contract/bid documents which, if issued, shall be sent as promptly as practicable to all persons to whom the specifications have been issued. All such addenda shall become part of the contract/bid documents.

9.0 Bid Review and Evaluation

The College reserves the right to reject all proposals, to waive any informalities and technicalities, and to solicit and re-advertise for new proposals, or to abandon the project in its entirety. The College reserves the right to make the award to that proposer who, in the opinion of the College, will be in the best interest of and/or the most advantageous to the College.

1. Evaluation Method

- a. Technical ability to meet the outlined specifications
- b. Specification match and variations
- c. Added value features of proposal
- d. Past performance and references
- e. Cost of base proposal
- f. Rates for additional labor and equipment
- g. Price of additional services
- h. Vendor must have a significant physical presence in the United State
- i. Publications related to the RFP cannot be completed outside of the United States

10.0 Preparation of Bids

KVCC seeks the proposal that meets the specifications noted in this RFP. KVCC will review all proposals. The bidder shall include with the proposal any terms and conditions specific to their proposal.

Each valid proposal shall include:

- The contractor's name(s)
- Contact information (Address, phone, Fax, Email)
- Company quote with detailed specifications and pricing
- Company specific terms and conditions

11.0 Withdrawal of Bids

All proposals must be valid for at least thirty (30) days after the proposal due date, after which time proposals shall expire unless the proposer had been notified and agrees to an extension.

KVCC reserves the right to modify or withdraw this invitation, to reject any or all proposals, and to terminate any subsequent negotiations at any time. KVCC also reserves the right to choose the proposal that best meets the needs of its facility and training programs.

12.0 Taxation and Compliance

Maine Community College System d/b/a Kennebec Valley Community College is an educational institution organized under the laws of the State of Maine and so its purchase of goods is exempt from state, federal, and local sales and use taxes. The successful bidder agrees to comply with all applicable federal, state and local statutes, laws, codes, rules, regulations, ordinances and orders in the performance of the Contract.

13.0 Prohibited Terms and Conditions

NOTICE TO VENDORS AND BIDDERS: STANDARD TERMS AND CONDITIONS APPLICABLE TO ALL MCCS CONTRACTS

The following standard contracting terms and conditions are incorporated and shall become a part of any final contract that will be awarded by any college or other operating unit of the Maine Community College System (collectively "MCCS"). These terms and conditions derive from the public nature and limited resources of the MCCS. **MCCS DOES NOT AGREE TO:**

1. Provide any defense, hold harmless or indemnity;
2. Waive any statutory or constitutional immunity;
3. Apply the law of a state other than Maine;
4. Procure types or amounts of insurance beyond those MCCS already maintains or waive any rights of subrogation;
5. Add any entity as an additional insured to MCCS policies of insurance;
6. Pay attorneys' fees; costs, including collection costs; expenses or liquidated damages;
7. Promise confidentiality in a manner contrary to Maine's Freedom of Access Act;
8. Permit an entity to change unilaterally any term or condition once the contract is signed;
9. Automatic renewals for term(s) greater than month-to-month;
10. Limitations on MCCS' recovery of lawful damages incurred as a result of breach of the contract;
11. Limitation of the time period under which claims can be made or actions brought arising from the contract;

12. Vendor's terms prevailing over M CCS' standard terms and conditions, including addenda; and
13. Unilateral modifications to the contract by the vendor.

BY SUBMITTING A RESPONSE TO A REQUEST FOR PROPOSAL, BID OR OTHER OFFER TO DO BUSINESS WITH M CCS, YOUR ENTITY UNDERSTANDS AND AGREES THAT:

1. The above standard terms and conditions are thereby incorporated into any agreement entered into between M CCS and your entity; that such terms and condition shall control in the event of any conflict with such agreement; and that your entity will not propose or demand any contrary terms;
2. The above standard terms and conditions will govern the interpretation of such agreement notwithstanding the expression of any other term and/or condition to the contrary;
3. Your entity will not propose to any college or other operating unit of the M CCS any contractual documents of any kind that are not in at least 11-point black font on a white background and completely contained in one Word or PDF document, and that any references to terms and conditions, privacy policies or any other conditions referenced outside of the contract will not apply; and
4. Your entity will identify at the time of submission which, if any, portion or your submitted materials are entitled to "trade secret" exemption from disclosure under Maine's Freedom of Access Act; that failure to so identify will authorize M CCS to conclude that no portions are so exempt; and that your entity will defend, indemnify and hold harmless M CCS in any and all legal actions that seek to compel M CCS to disclose under Maine's Freedom of Access Act some or all of your submitted materials and/or contract, if any, executed between M CCS and your entity.