



Request for Qualifications
CCC-086
Mascot Development and Branding Services
August 22, 2024

Return Proposals To:
Reuben James
Director of Purchasing & Auxiliary Services
Business Office C-34
1111 E. Artesia Boulevard
Compton, CA 90221
Telephone 310-900-1600, Ext. 2110
Email RJJames@compton.edu

Notice is Hereby Given

The Compton Community College District of Los Angeles County, acting through its Board of Trustees, hereinafter referred to as the District calls for proposals for Mascot Development and Branding Services to help the college research, develop, design, and implement a new college mascot to replace the Tartar. Proposals are now being accepted from qualified firms that can provide well-documented proof of their experience, strategic mindset, respect for diversity, and creative approach necessary to establish a stand-out mascot presence fitting of Compton College and its dynamic community.

The process to create and choose the new mascot can be finalized in partnership with the vendor and must include opportunities for the campus community to provide feedback and be involved in the selection process. Inclusivity is valued highly at the College and the community believes that soliciting and listening to diverse opinions ultimately strengthens its work. The successful vendor is expected to develop a draft strategy and provide sufficient material to support a new mascot reveal in January 2025 (no later than February 2025).

RFQ-CCC-086 Mascot Development and Branding Services

Phase 1: Research and Discovery

The successful firm will utilize the findings already collected by the Mascot Development Workgroup and assist in conducting presentations and focus groups where attendees discuss the pros and cons of each option to further narrow down the choices.

Phase 2: Mascot Identity Development

Findings from Phase 1 will guide a mascot development process of finalizing the visual identity including multiple design concepts that are original, high quality, meet the College's needs, and enhance the college's brand. Design options will be created by the vendor and a final campuswide vote will take place during the fall 2024 semester.

Phase 3: Implementation

The successful firm will develop a comprehensive implementation and launch plan, including a timeline and strategies for replacing branded materials campuswide. The firm will also work with leadership at the college to recommend best practices for ensuring brand compliance and provide guidance on the implementation and reinforcement of our brand both on and off campus.

Deliverables:

Project Outline that includes an estimated timeline for idea generation, research activities, open forums, deliverables including revisions, resources needed, defined roles and responsibilities, project status reports, and regular meetings.

Logo

- A minimum of two revisions of the selected logo following concept review, working closely with the Mascot Development Workgroup.

- Provide a final digital file in vector format (.EPS) of the approved mascot identity in full-color, single-color, and black & white formats.

Style Guide

- A set of standards for the use of the mascot/logo to be used to ensure complete uniformity in style and formatting wherever the mascot is used.

Requirements: Proposals must include the following:

1. **Experience and Qualifications** – Documented proof of experience in successfully redeveloping college mascots.
2. **Staff Qualifications** - Identify person(s) who will be principally responsible for working with the District on this project. Indicate the role and responsibility of each person(s), and how many years they have been with the firm. Provide brief biographies and work experience histories of individual/s who will be working directly with the District, highlighting the skills identified with their tasks.
3. **Project Management Approach and Plan** - How do you successfully manage a project to ensure goals are achieved, deliverables are high quality and timely, communication is clear, and the client is satisfied?
4. **DEIA** - Explain your company's commitment to diversity, equity, inclusion, and accessibility. Please share its impact on your organization as well as how you would go about conducting this work at our college.
5. **Timeline** - Propose an estimated timeline needed to complete each of the activities, including an overall target completion based on your experience.
6. **References:** Provide two current references for which you have performed similar work. Experience in branding work for a California Community College is preferred.

Pricing

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined above. A total estimate for deliverables is required.

The chosen logo design shall become the property of Compton College and the Compton Community College District shall have the right to copyright, service mark, and/or trademark the final design created on behalf of Compton College.

Term

This Agreement shall be deemed effective on the date(s) so indicated. The District has the right, but not the obligation, exercised in its sole discretion to extend the period of time of the stated Term. Any such extension shall be in writing and executed as a formal Addendum to the original Agreement.

Compliance with Applicable Law

Contractor affirms that Contractor shall comply with all federal, state, county, and local laws, ordinances, and regulations applicable to the work to be done under the agreement. Contractor further agrees to make payments promptly when due to all persons supply to such Contractor, labor or materials for the prosecution of the work provided in this Agreement; pay all

contributions or amounts due its workers' compensation insurer incurred in the performance of this Agreement; not permit any lien or claim to be filed or prosecuted against the District on account of any labor or material furnished; pay withholdings to the designated governmental agencies as required by law.

Force Majeure

Neither District nor Contractor shall be held responsible for delay or default caused by fire, riot, acts of God, or war where such cause was beyond, respectively, the District's or Contractor's reasonable control. Contractor shall, however, make all reasonable efforts to remove or eliminate such a cause of delay or default and shall, upon the cessation of the cause, diligently pursue performance of its obligations under this Agreement.

Indemnification

Contractor agrees to defend, indemnify, save and hold harmless the District, its governing board, the individuals thereof, and all officers, agents, employees, representatives, and volunteers from and against any and all demands, debts, liens, claims, losses, damages, liability, costs expenses (including, but not by way of limitations attorneys fees and costs actually incurred, whether or not litigation has commenced), judgments or obligations, actions or causes of action whatsoever, for or in connection with injury, damage, or loss (including, but not limited to, death) to any person or property, including the District's resulting from a penalty or penalties self-assessed or assessed by any authorized body pursuant to statutes, rules or regulations governing worker's compensation claims, or arising from any negligence or omissions or error of Contractor in connection with the furtherance or performance of any provision of this Agreement. Contractor further agrees to waive all rights of subrogation against the District. The provisions of this clause shall not be limited to the availability or collectability of insurance coverage. The terms of this shall survive termination and/or expiration of this Agreement.

Insurance

Without limiting Contractor's indemnification and as material condition of this Order, Contractor shall maintain at its sole expense, for the duration of this Agreement, a program of insurance and provide evidence thereof, as required below, against claims for injury, damage or loss that may arise from or in connection with the performance or non performance of this Agreement by Contractor.

Non-Discrimination

By accepting this Agreement, the Contractor agrees to comply with the applicable Federal and California laws including, but not limited to, the California Fair Employment Practice Act beginning with Government Code § 12900 et seq. and Labor Code §1735.

Ownership of Work Product

All work products or any form of property originated or prepared by Contractor in performance of the services described herein are the exclusive property of the District.

Taxpayer Identification Number Disclosure

Contractor agrees to provide the correct taxpayer ID number to the District for use in the administration of state, federal, and local laws.

Terminations

This Agreement may be terminated at any time by mutual consent of both parties, or by either party upon thirty (30) days' notice in writing and delivered by certified mail or in person to the other party. In addition, the District may terminate this Agreement effect upon delivery of written notice to Contractor, or at such later date as may be established by the District, if (a) Federal or state regulations or guidelines are modified, changed, or interpreted in such a way that the services are no longer allowable or appropriate for purchase under this Agreement; or (b) Contractor fails to perform any of the other provisions of this Agreement, or so fails to pursue the work as to endanger performance of this Agreement in accordance with its terms, and after receipt of written notice from District, fails to correct such failures within ten (10) days. The rights and remedies of institution provided in the above clause related to defaults (including breach of contract) by Contractor shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Agreement.

Timeline

RFQ Distributed to Vendors	August 22, 2024
Proposal Due Date	September 5, 2024
Target Date for Review of the Proposals	September 10, 2024
Potential Discussions with Candidates	TBD
Anticipated Decision and Selection of Vendor	September 18, 2024
Compton CCD Board Approval	October 15, 2024
Anticipated Start Date	October 16, 2024
Desired Completion Date	February 28, 2025

Full details of the request for proposal can be found at:

<http://www.compton.edu/district/administrative-business-services/bid-proposal-requests.aspx>

Responses to this RFQ must be delivered to the Procurement Office of the College. Attention: Reuben James, Director of Purchasing and Auxiliary Services at 1111 East Artesia Boulevard, Room C-34, Compton, CA 90221, up to but no later than **2:00 PM**, on **September 5, 2024**. All sealed responses will be certified and received prior to the date and time specified above.

If you have any questions concerning this RFP, please contact: Reuben James, at 310-900-1600, Ext. 2110 or rjames@compton.edu.