

Questions and Answers

Posted April 12, 2017

Subject: RFP for Design and Development of Logo and Website

Issued on: March 31, 2017

Application Submission Deadline: April 21, 2017

1. Question: Does the Center for Dietary Intake Assessment have a concrete budget in mind?

Answer: This is a fixed price purchase order. We are requesting firms to provide a quote for the price to carry out the requested work. We are not providing a specific dollar amount for firms to budget to.

2. Question: Is it possible to have a phone discussion with the Center for Dietary Intake Assessment regarding the work requested in the RFP?

Answer: To ensure a fair selection process, we are unable to discuss the work requested in the RFP with prospective applicants until after proposals in response to the RFP have been submitted and evaluated. Once we have evaluated all proposals submitted, it will be possible for the Center to discuss the details of the work requested with the selected firm. This discussion can take place before a contract to complete the work is signed and executed. As stated in the RFP, upon evaluation of the proposals submitted, negotiations will commence with the selected firm with a discussion of the proposal, schedule of activities, and staffing. Agreement must then be reached on the final proposal, staffing, logistics and reporting. Special attention will be paid to clearly define the inputs required from FHI Solutions to ensure satisfactory implementation of the assignment. Changes agreed upon will then be reflected in the budget and budget narrative, using agreed upon unit rates.

3. Question: Is there flexibility on the structure of the proposal that can be submitted in response to the RFP?

Answer: Proposals in response to the RFP can be submitted in any format. However, please note that proposals will be scored against the evaluation criteria listed on page 3-4 of the RFP.

4. Question: The RFP asks for 12 logo concept options and 5 web design options. Can we propose a smaller number?

Answer: Firms may propose to initially design a smaller number of options for feedback. The RFP listed a relatively high number of logo and website options to be designed, to ensure that firms would budget for a process that ensured that the Center would be satisfied with at least one option proposed. However, we expect that upon the selected firm providing a small number of options for the Center's feedback, the iterative revision phase will lead to a finalized product.

5. Question: The RFP mentions the need for a logo usage guide. Can you provide an example of a usage guide for another organization that goes into comparable detail and/or provide the essential usage requirements?

Answer: We are not envisioning a lengthy logo usage guide. The Center is interested in a logo usage guide that addresses the following guidance: color versions of logo (if applicable) and background to use for different color versions (if applicable), sizing versions and positioning, requirements for clear space around logo, any recommendations for typeface, and any do's and don'ts for logo usage that should be made explicit.

6. Question: The RFP requests logo design, but doesn't mention a larger design system. Does the Center need help in terms of developing additional visual design materials that are traditionally part of a branding system – fonts, colors, and other creative elements?

Answer: As part of the current RFP, we are seeking logo design and development, which may include different options for the logo in terms of shape, sizing, positioning, colors, and/or font, but we are not seeking the design and development of other creative elements such as templates for stationary, powerpoint, publications, brochures, etc., as part of this RFP.

7. Question: The RFP mentions that the logo will be used on all Center products and publications. Is there a list of core products? What role should we play in helping to develop those design templates?

Answer: The list of core Center products has not yet been fully identified. As explained above, the selected contractor for this RFP will not need to help design templates for the Center products to be developed.

8. Question: Do you need support for creating email templates as part of this work?

Answer: No, creating email templates is not requested as part of the scope of work for this RFP.

9. Question: Have any messaging architectures been developed for the Center? If not, who is responsible for creating it?

Answer: At this time, no messaging architectures have been developed for the Center. We currently have a RFP posted for development of a communications strategy for the Center. We believe the communications strategy to be developed through that RFP will provide guidance related to Center messaging.

10. Question: Does the website need to be accessible to users with disabilities? If so, which guidelines do you wish to follow?

Answer: Yes, the website to be designed and developed for the Center should be accessible to users with disabilities. We are most familiar with USAID 508 compliance regulations.

11. Question: What sort of testing or validation of the website is the Center expecting?

Answer: While the Center does expect some testing of the website, we do not expect extensive testing or validation. Basic testing, such as top-task testing would probably be sufficient, though we welcome applicants to propose alternatives that they would recommend.

12. Question: Does the Center's website need to be accessible in low-bandwidth scenarios?

Answer: Yes, the website to be designed and developed for the Center needs to be accessible in low-bandwidth settings.

13. Question: How much content does the Center anticipate will need to be uploaded?

Answer: Since the Center is new, we envision a relatively small amount of content that will need to be uploaded as part of the scope of work for the selected firm. We will have content to upload to describe the aim and scope of the Center's work; and bios and photos to upload of Center staff, steering committee members, and consultants. We also expect to have information to upload to highlight key research/news/developments related to dietary intake assessment methods, links to reference relevant publications and initiatives currently underway, and possibly announcements about forthcoming meetings and events that the Center is planning. We do not expect to have any Center-produced technical documents available by the time when content would be uploaded to the Center website.

14. Question: Do you have any technical platform/content management system preferences for the Center's website?

Answer: We do not have any specific technical platform preferences. However, it is important that the platform selected for the website allows for day-to-day management and updating of the website by a layperson.

15. Question: Do you have a preferred hosting partner, or are you looking for us to recommend one?

Answer: At this time, we do not have a preferred hosting partner. We welcome recommendations, but this is not required as part of the proposal process.

16. Question: What communications objectives have been established for the Center? How will the success of the website and other communications be measured?

Answer: The Center has not yet developed specific communications objectives. However, we can envision that the success of the Center's website and other communications could be measured by the extent of traffic to the Center's website, geographic diversity of traffic to the Center's website, growth in traffic and geographic diversity of traffic to the Center's website over time, the number of downloads of Center publications, as well as the number of requests made of the Center for technical assistance, and growth in the number of request for Center technical assistance over time.

17. Question: What will your team look like in terms of number and roles? How many people on your team will be involved with creative approvals/feedback and what are their roles?

Answer: The Center will make all decisions related to the logo and website to be designed and developed. The selected firm can expect engagement and feedback from 3-4 individuals. These individuals include the Center's Director, the Center's Senior Technical Advisor, a Web-Programmer at FHI 360, and a representative from the Bill & Melinda Gates Foundation.

18. Question: Is this RFP open to any respondent, or have you only sent it to a qualified list? How many responses are you expecting?

Answer: The RFP is open to any interested prospective applicant. The RFP was posted online at: <http://aliveandthrive.org/rfp-logo-and-website-design-and-development/>. In addition, the RFP was shared directly with a targeted list of firms. We are not able to disclose how many firms we expect might respond to the RFP.

19. Question: Is there an incumbent for the work?

Answer: There is not an incumbent for this work.

20. Question: Is there any geographic preference for contractor selection?

Answer: There is no geographic preference for selection of the contractor to carry out the work related to this RFP.

21. Question: What if any connections (either in terms of site architecture, site location or branding) will the Center have to FHI360?

Answer: Apart from mention of FHI 360 on the Center's website, and inclusion of the FHI 360 logo, the Center's website does not need to have any connections to FHI 360's website in so far as site architecture, site location or branding are concerned.

22. Question: Are there any databases that will link to or be a part of the Center's website?

Answer: At this time, there are no databases that will be linked to or be a part of the Center's website.

23. Question: How does the timing of the Center's communications strategy connect to the logo and website design for the Center?

Answer: Ideally, we are hoping that the communications strategy can help to inform the design of the Center's logo and website, but the extent to which this will be feasible will be dependent on the timelines that can be met for carrying out the respective pieces of work.