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ADDENDUM 1

Request for Proposal (RFP) #: B19-007

Project Name: CCSO Visual Identity Standards & Printing Services

April 19, 2019

Special Note: Questions are numbered sequentially through all issued addendums.

Question #1

Which firm (if any) assisted the CCSO with completing a branding strategy as mentioned in Section 5.01 – Project Background? Is the final branding strategy document/report available to review?

[Response to Question #1](#)

Internal Staff within the CCSO developed our Core Values, Major Initiatives, Mission Statement, Tag Line, and Vision Statement with third party assistance for the development of graphic design pieces. Currently, a summarized or compiled report is not available.

Question #2

The Services estimated Start Date listed is June 1, 2019. Is there a target date for the new “brand launch”?

[Response to Question #2](#)

In accordance with **1.02 – Contract Term and Work Schedule**, the awarded contractor shall have one hundred and twenty (120) days from the issuance of a notice to proceed to complete all portions of the project except Collateral Design and Printing Services. As such, the CCSO anticipates completing the brand launch by October 1, 2019.

Question #3

Is there a budget guideline for this request that can be provided?

[Response to Question #3](#)

The CCSO has not established a formal budget for this project. However, vendors should be mindful of the Contract Cost scoring criteria detailed under Section 7.03 as well as Section 2.11 – Formula Used to Convert Cost to Points.