Purchasing Department
4400 University Drive, Mailstop 3C5
Fairfax, VA 22030
Voice: 703.993.2580 | Fax: 703.993.2589
http://fiscal.gmu.edu/purchasing/

REQUEST FOR PROPOSALS
GMU-1692-21

ISSUE DATE:	November 04, 2020
TITLE:	Creative & Marketing Services
PRIMARY PROCUREMENT OFFICER:	Erin Rauch, Assistant Director, erauch@gmu.edu
SECONDARY PROCUREMENT OFFICER:	James F. Russell, Director, jrussell@gmu.edu

QUESTIONS/INQUIRIES: **E-mail** all inquiries to both Procurement Officers listed above, no later than 4:00 PM EST on November 19, 2020. **All questions must be submitted in writing.** Responses to questions will be posted on the Mason Purchasing Website by 5:00 PM EST on November 24, 2020. Note: Questions must be submitted in WORD format. Also see section III. COMMUNICATION, herein.

PROPOSAL DUE DATE AND TIME: December 09, 2020 @ 2:00 PM EST. SEE SECTION XII.A.1 FOR DETAILS ON ELECTRONIC PROPOSAL SUBMISSION.

In Compliance With This Request For Proposal And To All The Conditions Imposed Therein And Hereby Incorporated By Reference, The Undersigned Offers And Agrees To Furnish The Goods/Services In Accordance With The Attached Signed Proposal Or As Mutually Agreed Upon By Subsequent Negotiations.

Name and Address of Firm:

Legal Name: Rubia Group LLC

DBA: N/A

Address: 5680 King Centre Drive, STE 600
Alexandria, VA 22315-5757

FEI/FIN No. 81-4127726

Fax No. 703-339-1720

Email: rachel@rubiagroupagency.com

Date: 12/9/2020

By: Rachel L. Morales
Signature

Name: Rachel L. Morales

Title: CEO & Chief Strategist

Telephone No. 703-399-4573

SWaM Certified: Yes: X No: W, S (See Section VII. SWaM CERTIFICATION for complete details).

SWaM Certification Number: 726318

This public body does not discriminate against faith-based organizations in accordance with the *Governing Rules, § 36* or against a Bidder/Offeror because of race, religion, color, sex, national origin, age, disability, or any other prohibited by state law relating to discrimination in employment.

ATTACHMENT A
SMALL BUSINESS SUBCONTRACTING PLAN
TO BE COMPLETED BY OFFEROR

It is the goal of the Commonwealth that over 42% of its purchases be made from small businesses. All potential offerors are required to include this document with their proposal in order to be considered responsive.

Small Business: "Small business (including micro)" means a business which holds a certification as such by the Virginia Department of Small Business and Supplier Diversity (DSBSD) on the due date and time for proposals. This shall also include DSBSD certified women- owned and minority-owned businesses and businesses with DSBSD service disabled veteran owned status when they also hold a DSBSD certification as a small business on the proposal due date. Currently, DSBSD offers small business certification and micro business designation to firms that qualify.

Certification applications are available through DSBSD online at www.SBSD.virginia.gov (Customer Service).

Offeror Name: Rubia Group LLC

Preparer Name: Rachel L. Morales **Date:** 12/9/2020

Who will be doing the work: ☒ **I plan to use subcontractors** ☐ **I plan to complete all work**

Instructions

A. If you are certified by the DSBSD as a micro/small business, complete only Section A of this form.

B. If you are not a DSBSD-certified small business, complete Section B of this form. For the proposal to be considered and the offeror to be declared responsive, the offeror shall identify the portions of the contract that will be subcontracted to DSBSD certified small business for the initial contract period in relation to the offeror's total price for the initial contract period in Section B.

Section A

If your firm is certified by the DSBSD provide your certification number and the date of certification.
Certification Number: 726318 Certification Date: 8/1/2019

Section B

If the "I plan to use subcontractors" box is checked, populate the requested information below, per subcontractor to show your firm's plans for utilization of DSBSD-certified small businesses in the performance of this contract for the initial contract period in relation to the offeror's total price for the initial contract period. Certified small businesses include but are not limited to DSBSD-certified women-owned and minority-owned businesses and businesses with DSBSD service disabled veteran-owned status that have also received the DSBSD small business certification. Include plans to utilize small businesses as part of joint ventures, partnerships, subcontractors, suppliers, etc. It is important to note that these proposed participation will be incorporated into the subsequent contract and will be a requirement of the contract. Failure to obtain the proposed participation dollar value or percentages may result in breach of the contract.

B. Plans for Utilization of DSBSD-Certified Small Businesses for this Procurement

Subcontract #1

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: 12/9/2020
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #2

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Rubia Group Response:

100% S,W utilization via Rubia Group LLC; subcontractor firms are qualified, but not registered with DSBSD at time of this proposal submission.
Rachel L. Morales 12/9/2020

Rachel L. Morales

Subcontract #3

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #4

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

Subcontract #5

Company Name: _____ SBSD Cert #: _____
Contact Name: _____ SBSD Certification: _____
Contact Phone: _____ Contact Email: _____
Value % or $ (Initial Term): _____ Contact Address: _____
Description of Work: _____

PP. WAIVER: The failure of a party to enforce any provision in this Contract shall not be deemed to be a waiver of such right.

Contractor Name	**George Mason University**
Signature	Signature
Name: Rachel L. Morales	Name:
Title: CEO & Chief Strategist	Title:
Date: 12/9/2020	Date:

Rubia Group Response:

This acknowledges receipt and review of GMU sample contract included within this RFP.

Type text here

Rachel L. Morales ✓

Contents

QUALIFICATIONS, EXPERIENCE AND SAMPLES: 4

A. CREATIVE DESIGN 5

Sample #1 **..... 6**

Sample #2: **..... 10**

Sample #3 **..... 13**

B. WEB DESIGN AND PRODUCTION 19

Sample #1 **..... 19**

Sample #2 **..... 21**

Sample #3: **..... 23**

Sample #4 **..... 26**

C. COPYWRITING, PROOFREADING AND COPYEDITING 26

Sample #1: **..... 26**

Sample #2: **..... 27**

Sample #3: **..... 27**

Sample #4: **..... 29**

D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION 29

Sample Group #1 **..... 31**

Sample Group #2 **..... 32**

Sample Group #3 **..... 32**

OUR PERSONNEL 33

SPECIFIC PLAN (METHODOLOGY) 35

REFERENCES 41

PRICING: 42

Attachment A - Small Business Subcontracting Plan

Attachment B - Acknowledgment of Sample GMU Contract

Attachments: Team Resumes

RFP GMU-1692-21 Creative & Marketing Services

Erin Rauch, Assistant Director
George Mason University
Purchasing Department
(Proposal submitted via email per RFP guidance)

Dear Ms. Rauch,

Thank you for the opportunity to submit Rubia Group's proposal in response to Request For Proposals GMU-1692-21 to deliver creative and marketing services to George Mason University.

Rubia Group is a Northern Virginia based, SWaM certified (Small, Woman-Owned) firm launched in 2016 by Rachel Morales. We deliver results-oriented marketing and communications solutions and services to government, commercial and nonprofit clients of all sizes and stages of operational growth. Additionally, since 2017 Rubia Group has collaborated with Woodpile Studios, Inc. (Woodpile) of Vienna, VA, which was co-owned by Jean and Pete Buttecali until the unexpected passing of Ms. Buttecali earlier this year. Woodpile is a current (expires 12/31/2020) contract holder with George Mason University, and has delivered graphic design and other marketing and communications services to the University for the past five years. With this proposal submission, I am pleased to include Pete Buttecali, along with other team resources who have performed services to GMU under Woodpile's current contract, as key members of the Rubia Group team moving forward.

In this proposal, we detail who the Rubia Group team is, what expertise and experience we deliver, and how we approach work with our clients. I have read and understand the contents of this project's RFP, and my firm and presented team resources are qualified, capable and available to perform all of the tasks detailed under the RFP's Specifications and Scope of Work section, with the exception of Statement of Needs Section E. GRAPHIC DESIGN FOR THE COLLEGE OF VISUAL & PERFORMING ARTS.

We welcome the opportunity to answer any questions you may have and appreciate this opportunity to present the Rubia Group team, our approach and capabilities. Thank you in advance for your consideration.

Rachel L. Morales

Rachel L. Morales
CEO and Chief Strategist
Rubia Group LLC
rachel@rubiagroupagency.com
(571) 459-9790 office
(703) 399-4573 cell

QUALIFICATIONS, EXPERIENCE AND SAMPLES:

Requirement:
Describe your experience, qualifications and success in providing the services described in the Statement of Needs to include the following:

a. Describe your experience in providing similar services described in the Statement of Needs.
b. Names, qualifications and experience of personnel to be assigned to work with Mason.
c. Resumes of personnel working with Mason.

2.a Describe your experience in providing similar services described in the Statement of Needs.

Rubia Group's Response:

Rubia Group is a woman-owned and managed, SWaM-certified (Small, Woman-Owned) communications firm headquartered in Alexandria, VA. Rubia Group launched in 2016, and since then, we've been focused on being the best choice for clients in the government, commercial and nonprofit sectors who are looking for concierge-level service, from one vendor source, who can deliver memorable and results-driven creative and marketing services agency solutions.

Rubia Group's founder, Rachel Morales, has built a team of expert-level resources who understand from their years' of experience that it's not enough to have great technical skills- it's also really important to develop and maintain effective working relationships with our clients. We do this through our approach to being solution partners in service to our clients and their needs. Our clients choose Rubia Group for three primary reasons:

1) **Our High-Quality Creative, Strategic and Technical Expertise:** Our team members have an average of 24+ years of experience in their areas of expertise. We have worked with all sorts of teams and clients and know how to quickly collaborate and integrate seamlessly with multiple teams to deliver solutions to our clients. Our clients know that when they work with Rubia Group, they will be working with a team who brings best-in-class, award-winning expertise to develop innovative approaches and solutions. And the team you meet during the proposal phase is the team who will be performing the work.

2) **Our Focus on Creating Process-Driven Value for Clients' ROI:** We love creating beautiful and engaging content, but we're also really happy when we understand at the beginning of a project what success looks like to a client. This way, when we set up our metrics to measure performance, we'll know what road we need to take to reach success. Our clients benefit from this two-fold approach by getting great content, but also a way to measure whether the content is effective at reaching the defined success target.

3) **Our "Value-Add Wherever Possible" Approach:** From years of working on the in-house/client side with lean nonprofit budgets, we've been trained to look for ways to create economies of scale and efficiencies when producing work for our clients. This shows up through solid project management and good stewardship of project time and budget. When are clients are open to it, we teach them how to use the content and solutions we create for them through value-added training when we deliver final project files. This eliminates a dependency on having to go to us as the partner vendor who created content and pay additional fees to get updates made.

Following are examples of our team's experience deliver services related to the specific creative design and marketing services listed under X. STATEMENT OF NEEDS. This encompasses our proposed capabilities offering for this RFP.

Type text here

A. CREATIVE DESIGN

X. STATEMENT OF NEEDS Requirement:

Contractor shall make substantive and meaningful recommendations for the creative direction and development of materials based on creative briefs supplied by department. Creative direction must ensure production of materials are consistent with Mason's marketing strategy, brand identity, communications platform, and meets its quality standards.

Basic requirements:

1. Creating, designing, and producing print, outdoor, broadcast and Internet branding campaigns.
2. Creating, designing, and producing enrollment/direct response campaigns that could include advertising, direct mail, landing pages, video and html emails, digital media, social media, etc.
3. Creating, designing, and producing collateral materials such as brochures, flyers, booklets, newsletters, folders, posters, CDs, etc.
4. Creating illustrations and graphic devices such as symbols.

Rubia Group Response:

The Rubia Group team has been honored to be selected to deliver creative design services to serve the needs of several public agencies and private sector clients, ***including clients within George Mason University.*** Following are samples of our experience related to the requirements described above.

Sample #1

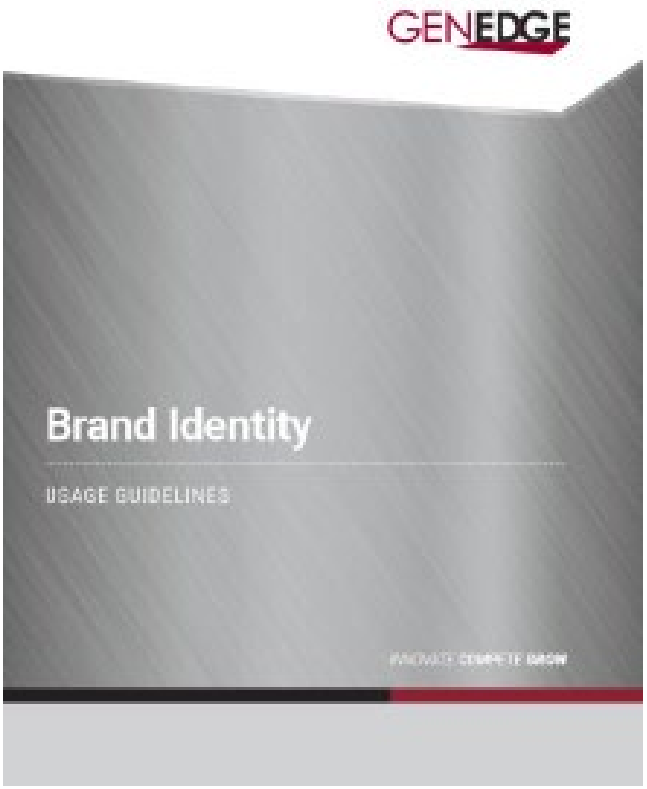
Client: GENEDGE Alliance

Rubia Group Team Members: Pete Buttecali, Rachel Morales

Services Delivered:
As part of Rubia Group's active contract with the Virginia Community College system (VCCS), we were awarded tasks to deliver branding, communications and digital solutions to GENEDGE to improve the way GENEDGE's brand was "showing up in market". We started this work in 2019 and added crisis communications services and additional marketing tasks to support GENEDGE rapidly responding to market need following the start of the COVID-19 pandemic.

Services: Refinement of the GENEDGE brand platform and visual content, to include brand strategy, refresh of existing brand collateral copy, design and brand imagery (flyers, brochures, PowerPoint presentation templates, social media graphics, html email templates)

- Website redesign (see sample under Website Design section)
- Development of a digital communications portal (supplychain.genedge.org) (see sample under Website Design section)

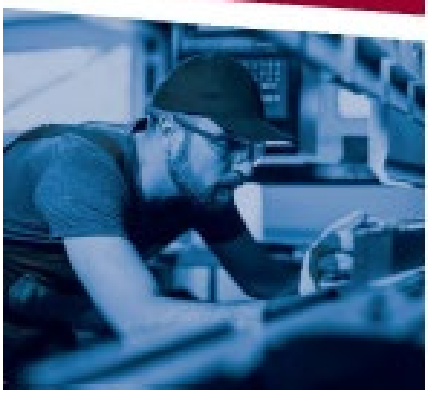


GENEDGE

PART OF THE MEP National Network™

How We Deliver Service and Value to You

A member of our Regional Growth Managers team is your initial point-of-contact and trusted professional business advisor who collaborates with you to better understand your needs. No matter where you are in your company's growth journey, our Regional Growth Managers will develop a customized plan and tactics to help you achieve measurable results. Whether by coordinating access to program resources and partners or by working with our expert Practice Managers to deliver services through information sharing, direct consulting services, third party subject matter experts, or even university-based student intern teams, our Regional Growth Managers connect you to the expert resources to help your company innovate, compete, and grow.



Get Answers Get Support ***Get Rolling***

If you work in manufacturing, technology or engineering in the Commonwealth of Virginia, you are likely looking for solutions to these common questions:

- *How can I run my operations efficiently?*
- *How do I stay - or get- competitive and win more contracts so my company can grow?*
- *How do I find skilled workers to do the work?*
- *How can I make sure my cyber security plan is solid and DoD compliant?*
- *Is there one consulting source that can help me with just about everything we need?*

About GENEDGE Alliance

GENEDGE Alliance (GENEDGE) was launched in 1992 to deliver customized solutions to solve the operational and business challenges Virginia's industrial, engineering and manufacturing firms face. We are part of the **Manufacturing Extension Partnership (MEP) National Network™**, a public-private partnership that empowers small and medium-sized manufacturers to grow and thrive through educational resources, industry connections and best practices. Our number one goal is to make sure Virginia companies have what they need to grow and thrive in Virginia.

genedge.org *INNOVATE* ***COMPETE GROW***

What We Can Do for You

We deliver customized consulting service to manufacturing, technology and engineering companies throughout Virginia. Our low-cost, high-value consulting services are designed to meet your team's unique needs, and result in helping you:

Innovate: *Gain insight to leverage innovation, respond to changing technology, and accelerate development.*

Compete: *Enhance your firm's global competitiveness, improve performance, and respond to a changing workforce.*

Grow: *Strategically accelerate your business growth, develop new markets and customers, and commercialize new technology.*

We help you get answers to your "Hows"

Advanced Manufacturing Technologies
How can I use new technology or technical expertise like Industry 4.0 or robotics?

Engineering Services & Energy Management
How can I find support and technical resources for my engineering projects? How can I improve my energy or environmental footprint?

IT & Cybersecurity
How can I protect my company's proprietary and confidential information? How can I be compliant with Cybersecurity requirements and guidelines like DFARS 7012 and NIST 800-171r1?

Organizational Development
How can we attract and retain the right employees?

Process Improvement
How can we deliver better quality products, on-time, at a lower cost while investing in our people?

Quality, Risk & Safety Management
How can I make sure we meet quality system compliance requirements?

Strategy, Market & Commercialization
How do we streamline and capitalize on our strategy and business development process?

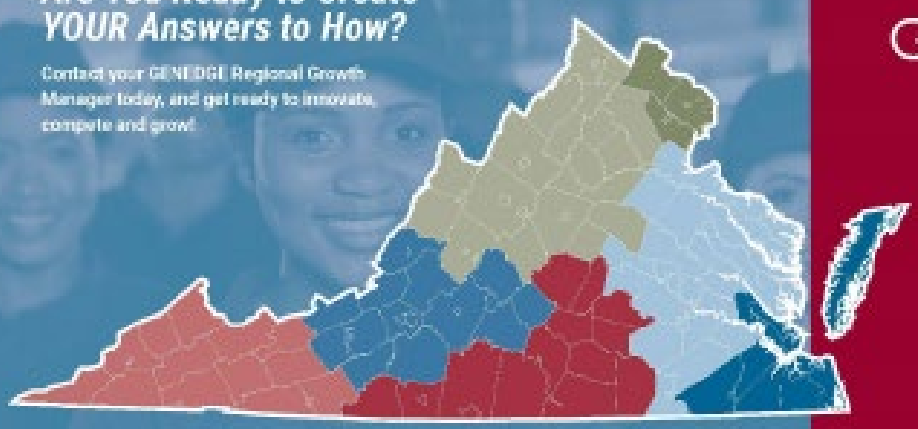
Supply Chain Management
How do we increase reliability and make supply chain decisions based on total cost and known risks?

Our value comes from improving yours...

Every $1 invested in GENEDGE services by our clients, returns $25 in value to their bottom line.

Are You Ready to Create YOUR Answers to How?

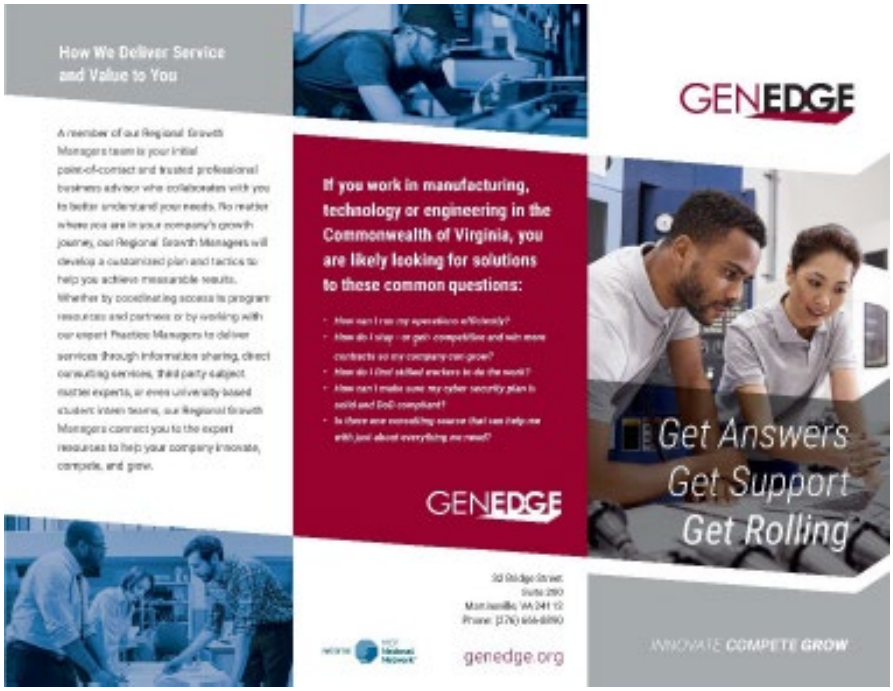
Contact your GENEDGE Regional Growth Manager today, and get ready to innovate, compete and grow!

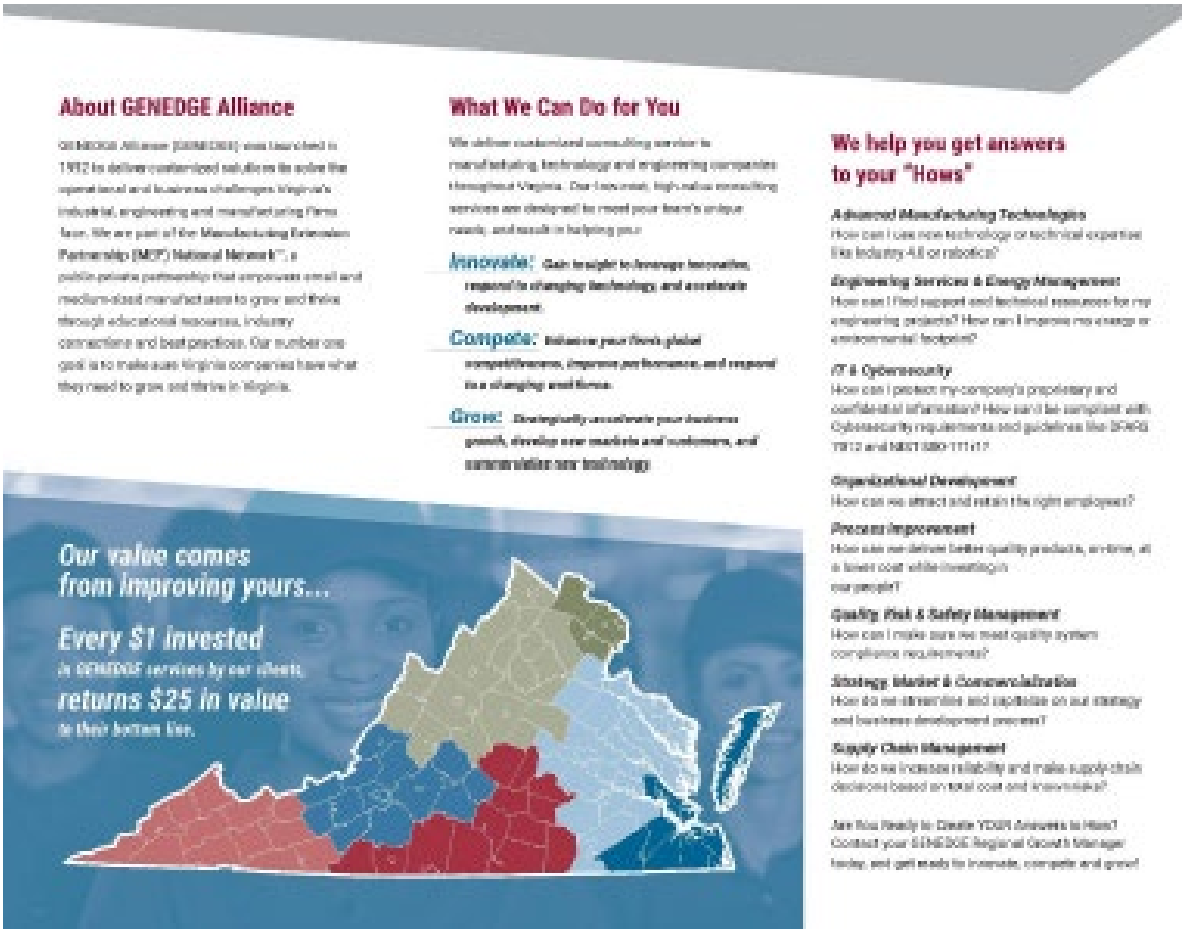


GENEDGE

32 Bridge Street
Suite 200
Marinsville, VA 24112
Phone: (276) 666-8800

genedge.org


How We Deliver Service and Value to You
GENEDGE
If you work in manufacturing, technology or engineering in the Commonwealth of Virginia, you are likely looking for solutions to these common questions:
GENEDGE
Get Answers
Get Support
Get Rolling
genedge.org
INNOVATE COMPETE GROW


About GENEDGE Alliance
What We Can Do for You
We help you get answers to your "Hows"
Our value comes from improving yours...
Every $1 invested
returns $25 in value

Sample #2:

Client: George Mason University, College of Health and Human Services

Project: Brand for new GMU Population Health Center

Rubia Group Team Members: Pete Buttecali

Services: Brand strategy and refresh of existing brand collateral, to include flyers, brochures, PowerPoint presentation templates, social media graphics, html email templates

GMU engaged Woodpile Studios (Pete Buttecali) to help develop a brand theme for the College, being sure to not lose sight of — and pay proper homage to — the existing GMU approved brand and brand usage standards. The key challenge presented to Pete was to create a brand and integrated content, including environmental signage, that would capture students' attention, while also incorporating the well-established GMU brand colors and logo attributes.

Pete developed a new brand identity to include tagline, brand collateral for print and web, a usage guide, and assorted print materials and environmental displays designed for distribution at the launch of the new Population Health Center training hospital. A highly visible pedometer style sign was created as a feature symbol of the new Center. Other examples of the new sub brand's integration into the broader GMU brand portfolio can be seen here: **https://chhs.gmu.edu/PopulationHealth**.

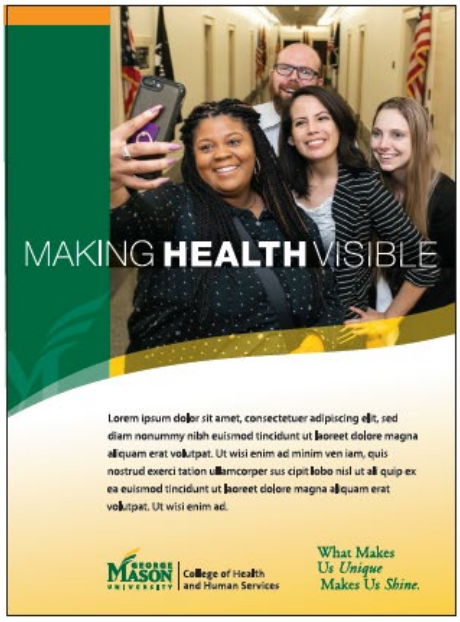
MAKING
HEALTH
VISIBLE

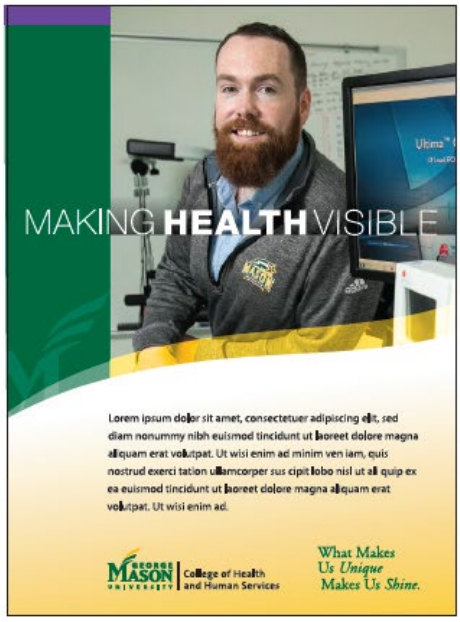
MAKING HEALTH VISIBLE
MASON: HEALTH STARTS HERE
STEP 4:
PHYSICAL EXAM
GEORGE MASON UNIVERSITY
College of Health and Human Services

HEALTH

Join Us In
MAKING
HEALTH
VISIBLE
GEORGE MASON UNIVERSITY
College of Health and Human Services

RFP GMU-1692-21 Creative & Marketing Services





Sample #3

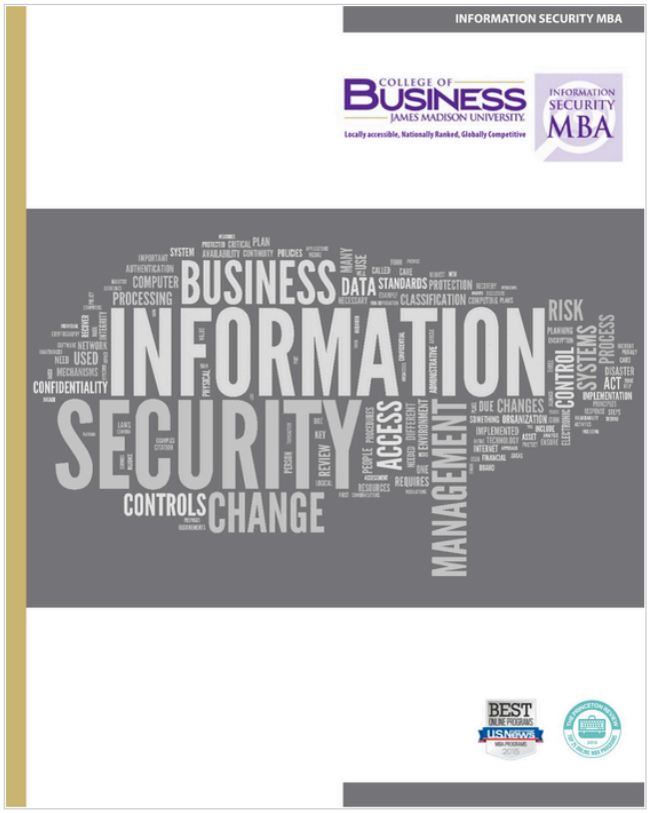
Client: James Madison University College of Business MBA Program

Rubia Group Team Members: Pete Buttecali, Ross Stansfield and Greg Berger

Project: Brand strategy, brand refresh, website redesign, videography

Services Delivered:
Pete created a top-down brand strategy for James Madison University's College of Business MBA Program, including a coordinated set of program icons and associated typographic scheme for each MBA degree that complements the previously-established JMU CoB brand, as well as a family of supporting print materials. Pete and team members Ross Stansfield and Greg Berger also produced of a series of videos showcasing students in each of the programs for use on their newly-designed website, and for implementation across their various social media channels.

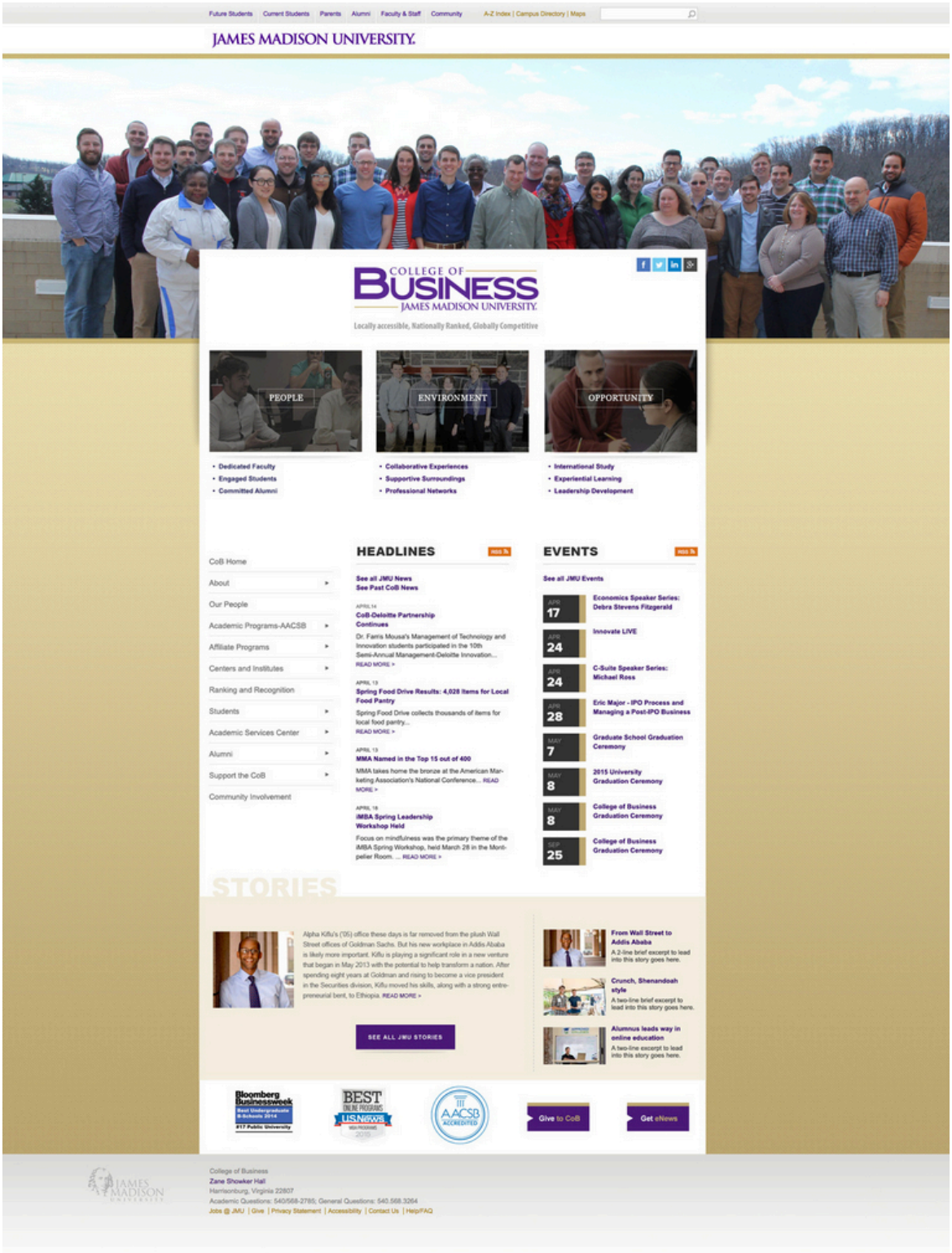
Program Presentation Folder



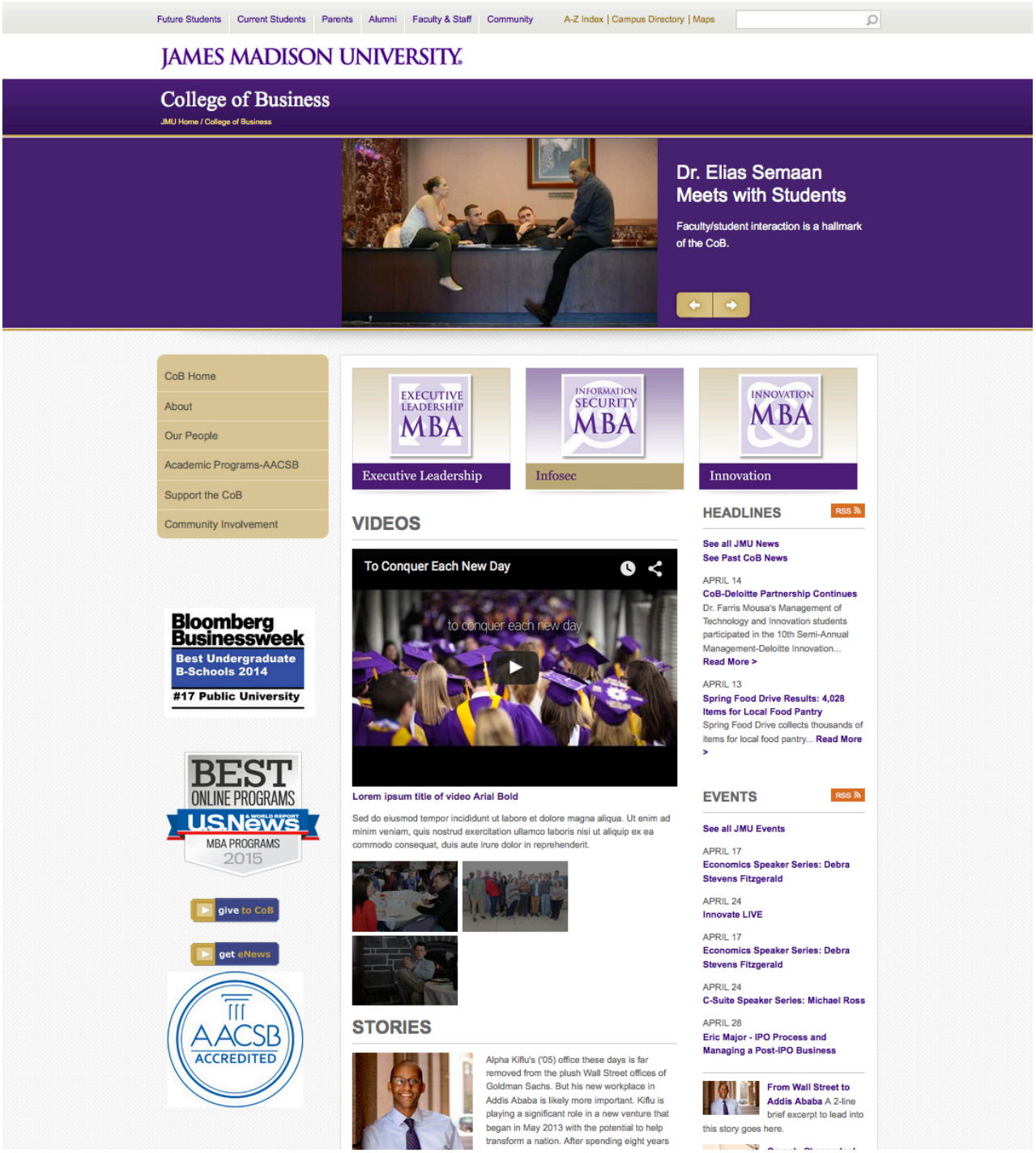
Program Presentation Folder

Direct Mail Piece

Website Landing Page



Website Landing Page



B. WEB DESIGN AND PRODUCTION

X. STATEMENT OF NEEDS.

Contractor shall provide web development consulting services as well as the ability to design, create and program web templates and applications using the latest industry standard tools and following or exceeding best practices for the chosen medium and industry. The final product may include programming in various industry standard web languages such as CSS, HTML, XTML, JavaScript, Ajax, etc., that meets Section 508 compliance.

Basic requirements:

1. Creating, designing, and producing landing pages, mini websites, and other web templates.
2. Provide proposed site/information architectures, page prototypes, and illustrations.
3. Creating, designing, and producing web applications.
4. Creating, designing, and programming CSS web templates, blog skins, etc. and incorporating such Web 2.0 technologies into web sites as animation, full-motion graphics, databases, calendars, blogs, web site analytics, form managers, polls/surveys, CRMs, social media, mobile media, eCommerce, etc. (e.g. Kampyle, Wufoo, Qualtrics, Omniture, WordPress, Blogger, Jing, Facebook, Twitter, YouTube, SMS, short codes, Authorize.net, PayPal, etc.)

Rubia Group Response:

Our team develops websites using a variety of content management system (CMS) platforms, all uniquely selected and recommended based on each of our clients' project needs and operational goals. Commonly used CMS platforms for clients in the education and government sectors include Drupal and WordPress. Following are samples of websites and digital technologies our team has created that are similar to the requirements listed in this RFP for web design and production.

Sample #1

Client: GENEDGE Alliance

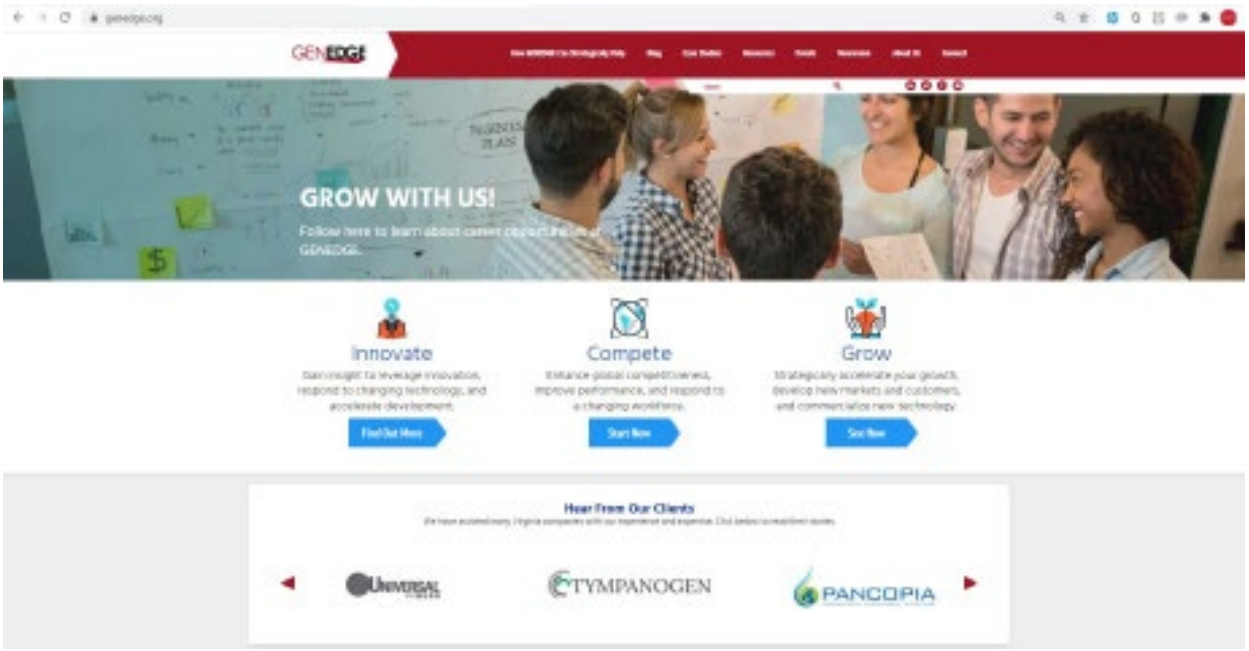
Rubia Group Team Members: Pete Buttecali, Rachel Morales, Will Wible, Jasper Turcotte, Michelle Adelufosi, Shanen Dibbern

Project: Website redesign

Services: Full redesign of client's primary website, incorporating refreshed brand and copywriting content developed by the Rubia Group team. The result was a refined, modern and more diverse brand image to better reflect GENEDGE's modern day target and actual client and other stakeholder audiences.

genedge.org BEFORE

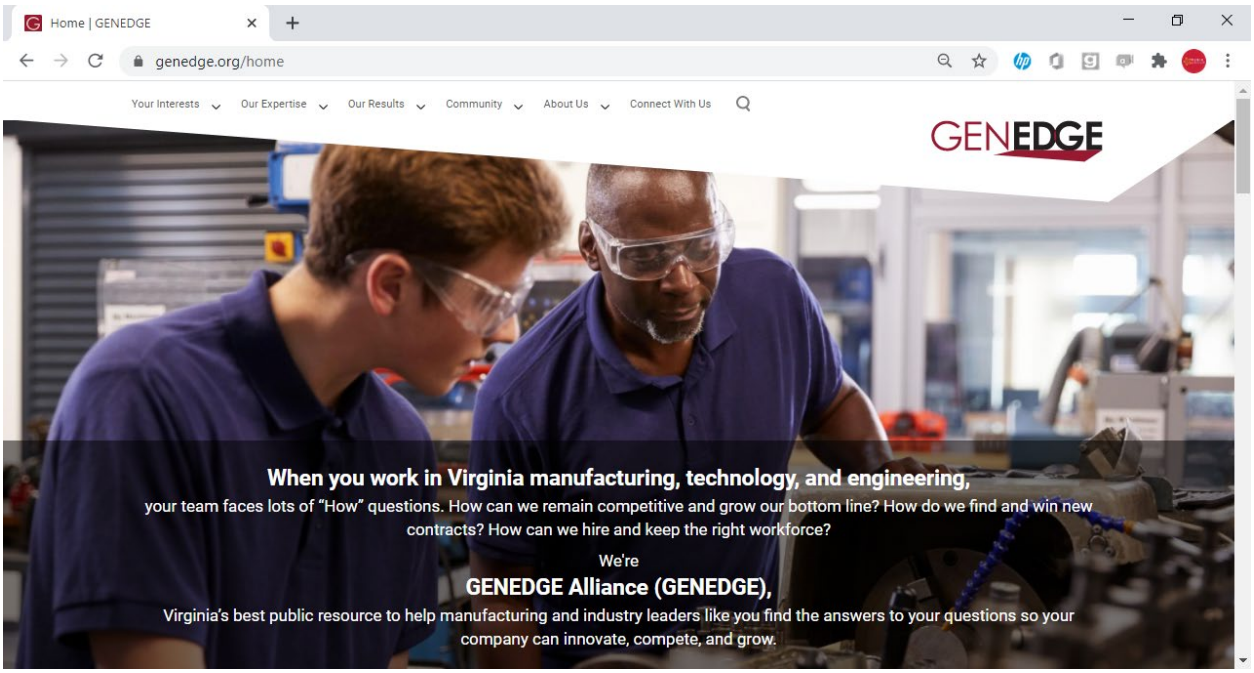
Home Page



genedge.org AFTER

Splash landing page

genedge.org Homepage



Sample #2

Client: GENEDGE Alliance

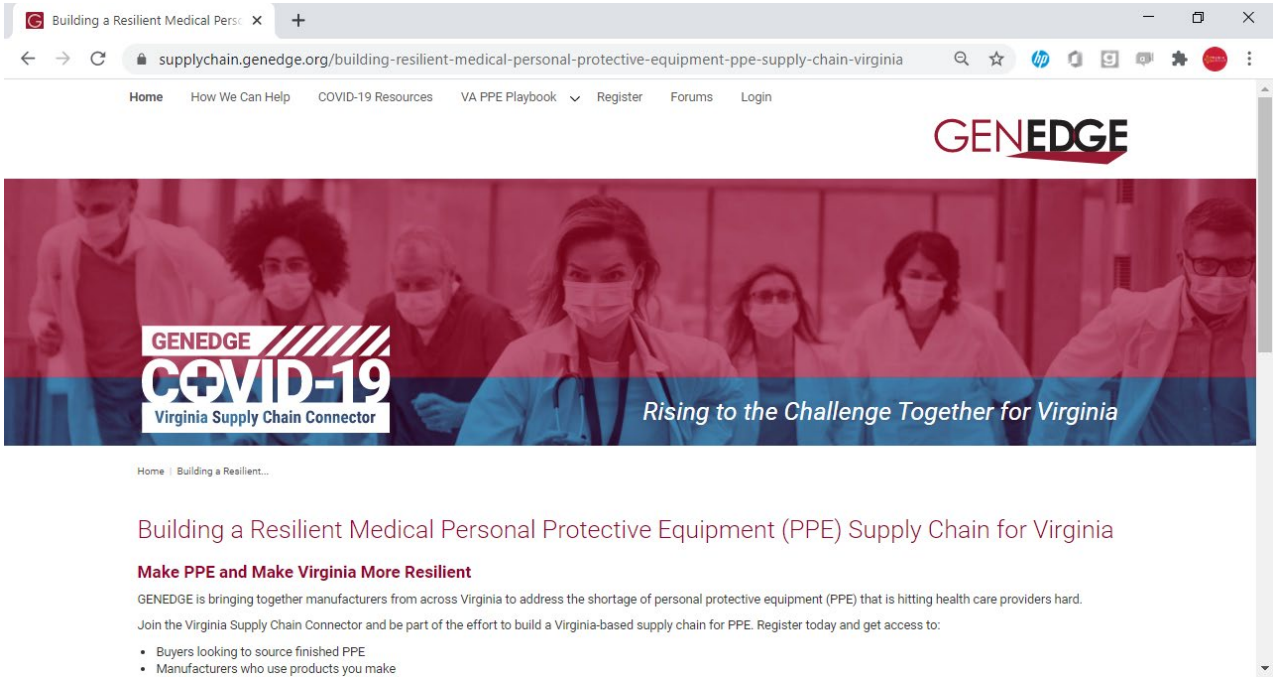
Rubia Group Team Members: Rachel Morales, Pete Buttecali, Will Wible, Jasper Turcotte

Project:
Create a digital communication portal to rapidly respond to market needs following the COVID-19 pandemic.

Services:
The Rubia Group team delivered expedited web development, copywriting, brand and graphic design services to create a custom digital portal to allow for communication and collaboration between Virginia manufacturing firms seeking to produce PPE in rapid response to market needs following the arrival of the COVID-19 pandemic in Virginia. The microsite was infused with elements from the then in-process main website for the client with the result being a solidified and seamless brand placement over all client assets.

supplychain.genedge.org Homepage

supplychain.genedge.org Interior Page



Sample #3:

Client: George Mason University, College of Civil, Environmental, and Infrastructure Engineering

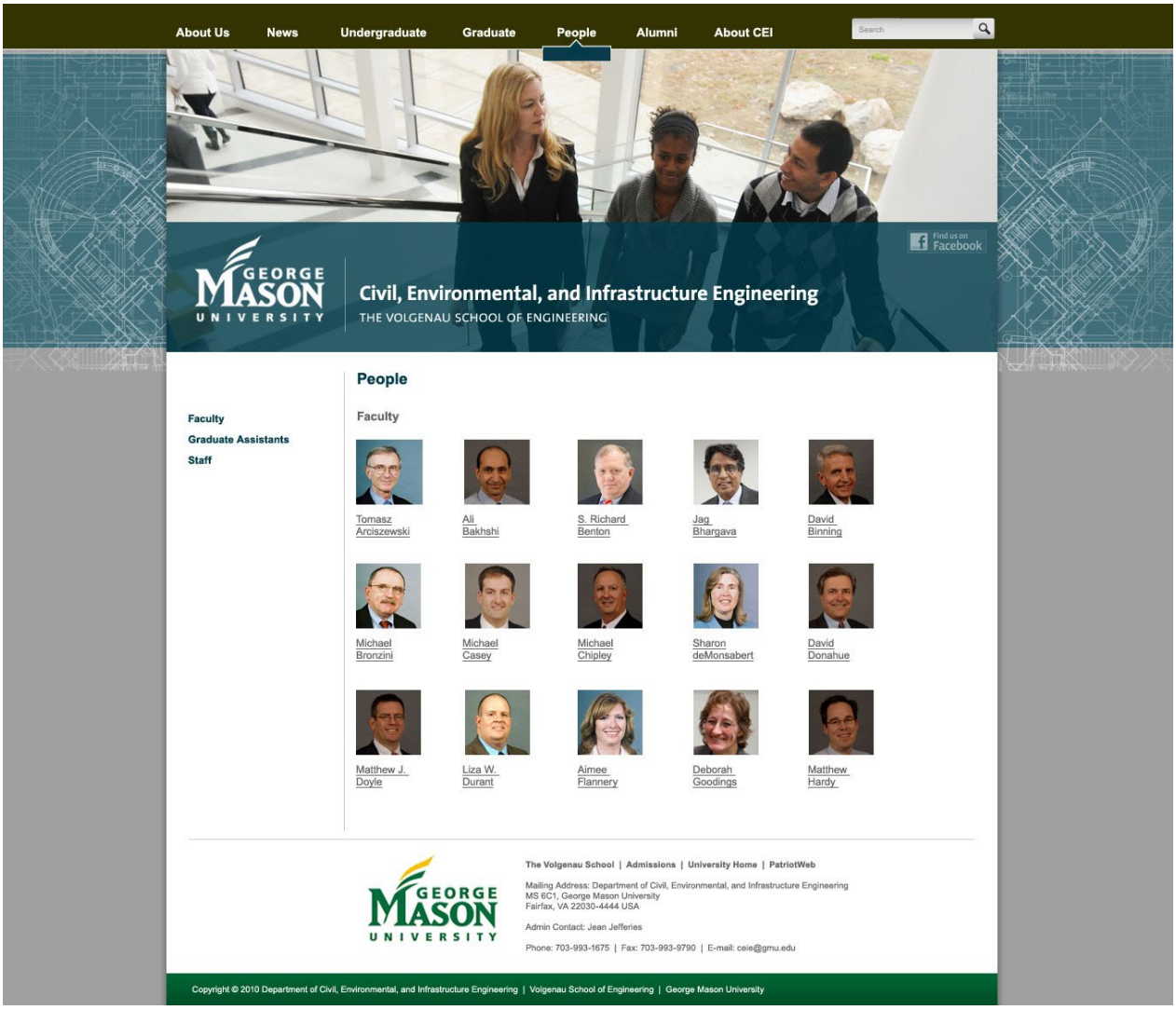
Rubia Group Team Members: Pete Buttecali, Will Wible, Jasper Turcotte

Services:
Pete collaborated with Dr. Deborah Goodings, Department Chair of the College of Civil, Environmental, and Infrastructure Engineering, to design and develop a new web site. (http://www.civil.gmu.ed). Pete and team delivered web development, copywriting, brand and graphic design services to create a solidified and seamless brand over all of GMU's digital assets.

www.civil.gmu.ed Home Page

www.civil.gmu.ed Interior Page

www.civil.gmu.ed Interior Page



Sample #4

Client: GENEDGE Alliance

Rubia Group Team Members: Rachel Morales, Will Wible, Dave Russell, Jasper Turcotte

Project: CRM planning, design and implementation

This in-progress project is expected to be completed in Q1 2021 and will deliver a comprehensive customer relationship management (CRM) system to GENEDGE Alliance. The Rubia Group team has led client discovery and definition of workflow processes and has defined CRM site architecture to deliver a customized user experience for the GENEDGE team, including custom project and resource management processes and forms. Upon completion, the Rubia Group team will be closing out this project with staff training and user guide delivery.

C. COPYWRITING, PROOFREADING AND COPYEDITING

X. STATEMENT OF NEEDS. Requirement:
Contractor shall ensure that copywriting is completed in a style that the department finds consistent with the established Creative Direction as well as other extant materials.

Basic requirements:

1. Provide different types of copy such as technical copywriting, advertising copywriting, sales/marketing copywriting, scriptwriting, and informational copywriting.
2. Write, edit, and proof all copy before presenting to department for approval.

Rubia Group Response:
Following are links to samples of copywriting content our team members have delivered as services to the clients listed:

Sample #1:

Client: Japan-United states Friendship Commission
Team member: Karen Bate
Services: social media posts, monthly blog posts
Link: https://www.jusfc.gov/

Sample #2:

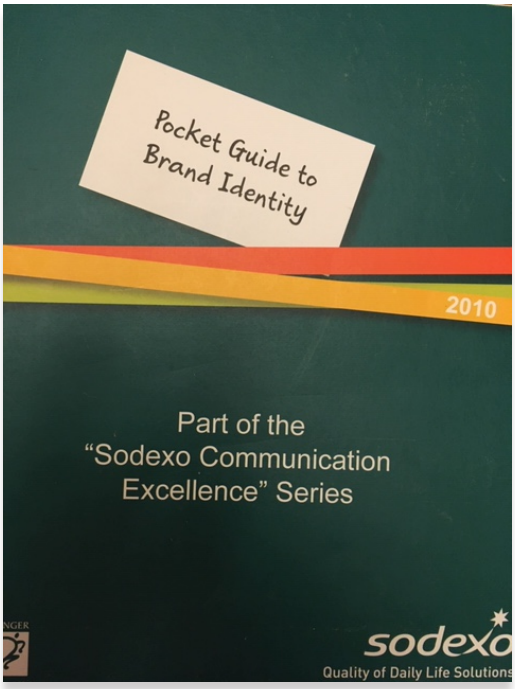
Client: Southeast Rural Community Assistance Project, Inc.
Team members: Rachel Morales, Casey Hembrick, Shawnya Amendola
Services: copywriting, editing, proofing for brochures, reports, social media graphics and marketing collateral

Trifold brochure:
https://drive.google.com/file/d/1V3VtFT8RE_eJM4vdKG2n0KMPAdtM-y8G/view?usp=sharing

Research Findings Report:
https://drive.google.com/file/d/14gGgm40p1KRYpEAqOhv-ceMLppCFy2Xs/view?usp=sharing

Sample #3:

Clients: The Humane Society; Sodexo
Team member: Laurie Kelly
Services: copywriting, editing, proofing of social media graphics, training guides and marketing collateral



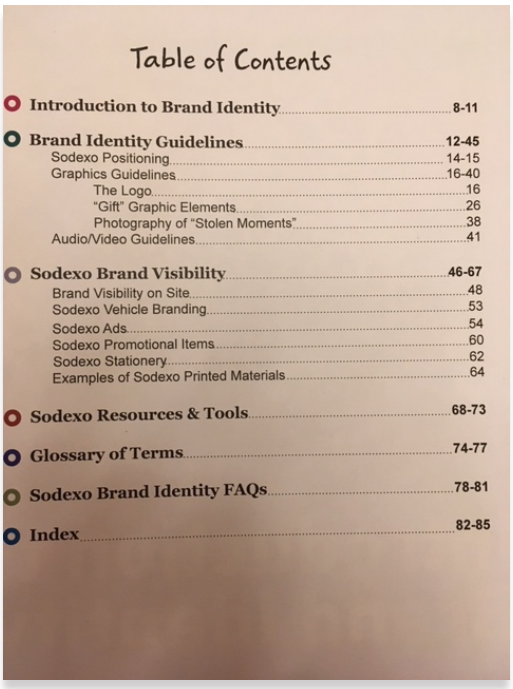
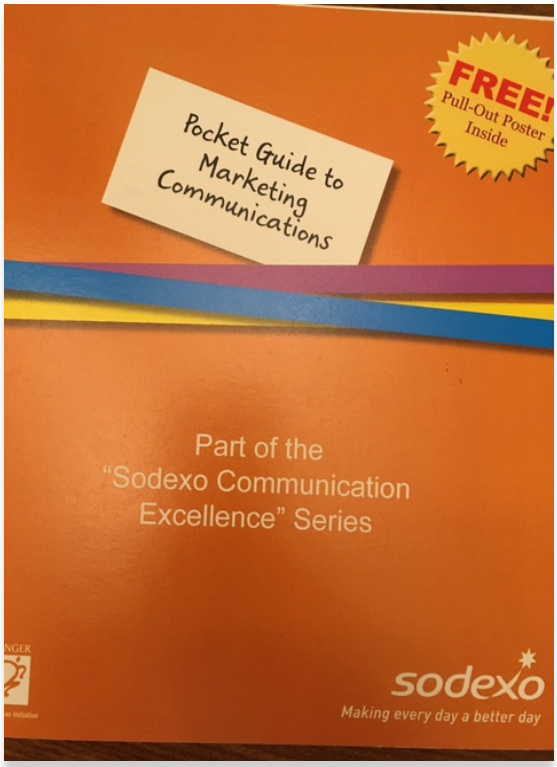
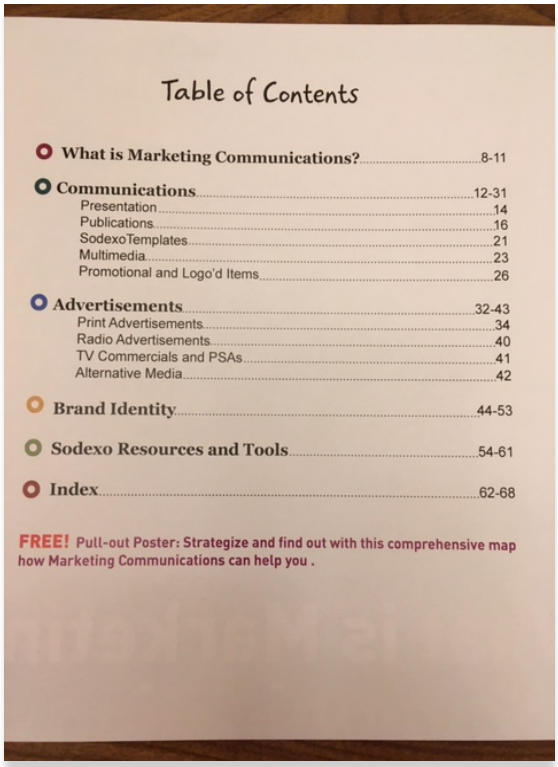


Table of Contents

Introduction to Brand Identity 8-11
Brand Identity Guidelines 12-45
Sodexo Positioning 14-15
Graphics Guidelines 16-40
The Logo 16
"Gift" Graphic Elements 26
Photography of "Stolen Moments" 38
Audio/Video Guidelines 41
Sodexo Brand Visibility 46-67
Brand Visibility on Site 48
Sodexo Vehicle Branding 53
Sodexo Ads 54
Sodexo Promotional Items 60
Sodexo Stationery 62
Examples of Sodexo Printed Materials 64
Sodexo Resources & Tools 68-73
Glossary of Terms 74-77
Sodexo Brand Identity FAQs 78-81
Index 82-85

Meet Kyle.
Kyle is a high-energy, always smiling, four-legged companion who will do anything for you to throw that ball.
He is also the best play date you'll ever have.
Adopt Kyle (or one of his friends) at your local Humane Society Animal Shelter.
THE HUMANE SOCIETY OF THE UNITED STATES
Copyright Laurie Kelly 2020
HumaneSociety.org | (301) 258-3100 | info@GburgHumaneSociety.org





Sample #4:

Client: GENEDGE Alliance
Team members: Rachel Morales, Shawnya Amendola
Services: copywriting, editing, proofing for websites, brochures, social media graphics and marketing collateral

See content on https://genedge.org/

D. VIDEOGRAPHY AND MOTION GRAPHICS / ANIMATION

X. STATEMENT OF NEEDS.

Contractor shall use property supplied by department unless otherwise specified in the brief. If non-Mason property is used, they must be royalty-free. Property selected and presented must not misrepresent Mason and should not be easily recognized as commercial property. Any anticipated expense in this category must be included in all estimates.

Basic Requirements:

1. Producing short topic videos for use at events or posting on YouTube, department web sites, social media sites, etc. that incorporate music, full-motion graphics, and animation.
2. Produce short full-motion graphic or animated videos for use as e-holiday cards, e-greeting cards, or e-solicitations.
3. Videotape, edit, and deliver video files of speeches, panels, conferences, interviews, etc.
4. We collaborate with the following teaming partners for the production of videography and motion graphics/animation projects.

Rubia Group Response:
Several of the Rubia Group team resources presented here have delivered videography services to GMU under Woodpile's current contract with GMU. We have teamed to deliver continued institutional knowledge and the highest level of technical and creative expertise to GMU teams. Our videography and production teams have worked alongside each other for years, as well as enjoying a lengthy and successful working relationship with Pete Buttecali (Woodpile). We've added new-to-GMU team members from **Duke and Duck** out of D.C. who will lead on delivering first-class motion graphics and animation services alongside the Rubia Group team.

Scripting, Pre-Production and Production
Karen McKee
The Roscrea Group
6034 Forest Run Drive
Clifton, VA 20124
703-472-2529
roscreaegroup.com
Owner: Karen McKee

Director, Producer and Videographer
Ross Stansfield Productions
17218 Amity Drive
Derwood, MD 20855
703-307-6912
rsprod.com
Owner: Ross Stansfield

Editing and Post-Production
Berger Video
122 C Street NW, Suite 520
Washington, DC 20001
202-215-6015
bergervideo.com
Owner: Greg Berger
Producer/Editor/Colorist
bergervideo.com
202-215-6015

Motion Graphics & Animation
Duke & Duck
1342 Florida Ave MW
Washington, DC 2009
dukeduck.com
Owners: Dave Ellington; Alex Herder
202-527-9281

Rubia Group team members, performing under the contract Woodpile has had with GMU since 2015, completed a series of four videos for GMU illustrating each component of GMU's mission-defined Mason "IDEA" Vision (defined by the university's focus on Innovation, Diversity, Entrepreneurship and Accessibility), conveying GMU's continued pursuit of achievement in each aspect reinforcing its aspiration to be the best "university for the world."

Three videos were developed as location video shoots, with the fourth rendered completely in basic animation. The videos were completed in two weeks and unveiled at Angel Cabrera's inauguration as university president in 2013. Links to these videos can be found in the following:

Sample Group #1

Team Members: Ross Stansfield, Greg Berger, Pete Buttecali

GMU "Accessibility" https://vimeo.com/65436230

GMU "Diversity" https://vimeo.com/65433056

GMU "You Have Mail-Behind the Scenes" https://vimeo.com/66775217

JMU "Katy Fellows" https://vimeo.com/187344941

JMU "Melissa Allen" https://vimeo.com/187345682

Sample Group #1 continued

2010 Census, Russian language https://vimeo.com/20556001

2010 Census, Polish language: https://vimeo.com/18552157

"Ross Reel 2018" https://vimeo.com/297502621

Sample Group #2

Team Member: Greg Berger

Services: Editing and Post-Production

https://m.youtube.com/c/bergervideo

https://vimeo.com/bergervideo

Sample Group #3

Team Members: Duke & Duck

Services: Motion Graphics & Animation

Our work page: https://www.dukeduck.com/work/

Bloomberg tax awards: https://vimeo.com/showcase/7875969

Chamber of Commerce explainers: https://vimeo.com/showcase/7543086

ULI social footage + graphics: https://vimeo.com/showcase/5602274

Hilton: https://www.dropbox.com/s/cxu4tr1c0oje7n0/_E-HILTON-MASTERCOMP-7____7-24.mp4?dl=0

WWC: https://vimeo.com/149457375

State of Innovation (Reuters): https://vimeo.com/showcase/3761088

OUR PERSONNEL

XII.B. 2.b. Names, qualifications and experience of personnel to be assigned to work with Mason.

Rubia Group's Response:
The Rubia Group team is comprised of strategists, creatives, writers, researchers, visual storytellers, digital and web developers, CRM and data management strategists and developers and communication planners. Our team is structured for capacity and redundancy, and below are the team members who are available to deliver services under each of this RFP's Performance Requirement sections, as well as overall client relationship managers and project managers. Please see Attachments for resumes.

Contract Management and Administration Team
Rachel Morales: Team lead, primary point of contact for GMU team members
Samantha Riboul: invoicing, task order management
Shawnya Amendola: invoicing, task order management

Project Management Team
Christopher McPhee, PMP: Lead Project Manager
Bret Stout: Team Lead- Creative and web design project management
Rachel Morales: Project management
Samantha Riboul: Project management
Shawnya Amendola: Project management

Creative Design Team
Pete Buttecali: Team Lead- Creative Director; Graphic Designer
Bret Stout: Graphic Designer and Layout
Casey Hembrick: Graphic Designer and Layout
Sima Nasr: Graphic Designer and Layout
Rachel Morales: Communications Strategist; Campaign Planner; Copywriter; Project Manager
Bret Stout: Communications Strategist; Campaign Planner; Copywriter
Laurie Kelly: Communications Strategist; Campaign Planner; Copywriter

Planning Team
Pete Buttecali: Creative Director; Graphic Designer
Rachel Morales: Campaign planning; Creative Director
Bret Stout: UX/UI Planning; Creative Director

Holly Terry: UX/UI; Graphic Design & Layout
Will Wible: Technical Lead and Web Developer; Webmaster
Tobias Noyes: UX/UI Planning; Paid Search, Digital Marketing and SEO

Copywriting, Content Development and Copyediting Team

Laurie Kelly: Copywriter; proofing and quality assurance, SEO and search; remarketing
Karen Bate: Copywriter; proofing and quality assurance, SEO and search; remarketing
Rachel Morales: Copywriter
Karen McKee: Copywriter
Karen Bate: Copywriter
Shanen Dibbern: Copywriter

Web Development Team

Will Wible: Web Developer specializing in Drupal
Dave Russell: Web Developer, specializing in UX/UI planning; Data Gathering and Analytics; Salesforce® Certified Expert
Tobias Noyes: Web Developer specializing in WordPress; User Experience/User Interface (UX/UI) planning;
Luke Griles: Web Developer specializing in WordPress
Michelle Adelufosi: Web Developer, specializing in WordPress
Jasper Turcotte: Web Developer specializing in Drupal
Laurie Kelly: Content Developer; SEO; content marketing
Karen Bate: Content Developer; SEO; content marketing

Videography and Motion Graphics / Animation Team

Ross Stansfield: Producer; Director of Photography
Greg Berger: Videography; post-production editor; colorist

The Duke Duck Team (About Duke & Duck)
https://docs.google.com/presentation/d/14HfaUxTXXz7iXLKjtXg_bp57i24bLIxpGKarS3pV5YA/edit#slide=id.p **:** animation and motion graphics

XII.B. 2.c. Resumes of personnel working with Mason.

Rubia Group's response
Please see attached Addenda for team resumes.

SPECIFIC PLAN (METHODOLOGY)

XII.B. 3. Explain your specific plans for providing the proposed services outlined in the Statement of Needs including:

a. Your approach to providing the services described herein.
b. What, when and how services will be performed.

Rubia Group's Response:

3.a. Our Approach

The Rubia Group team approaches our work with clients as trusted advisors, problems solvers and solution providers. With this approach, the success of a project is dependent upon our communicating with our clients throughout a project, delivering recommendations, solutions and pros and cons of each solution. We know our clients have busy schedules and are looking for service providers who can work efficiently and effectively, delivering service and work products to clients with minimal time allocation from the client team to manage the vendor team. This is the Rubia group way, and our clients appreciate our forward looking approaches to our delivery of service.

Successful projects also require ongoing, yet efficient, project status updates so that clients can be made aware of any challenges that arise that risk the project timelines from being met. To account for this, we schedule regular check in calls or meetings with our clients to provide project status updates, as well as our processes that accommodate change of scope requests or change in service delivery projections.

Overall, our focus is to make our clients' lives easier by delivering great solutions and deliverables that solve client challenges. Our ongoing and project closeout feedback loops allow clients to share timely feedback with us, and for us to understand where projects are going/went well, and where there is room for improvement. Client feedback regarding team resource conduct and performance is encouraged. In the event negative feedback is received, the Rubia Group team takes immediate action to meet with the client and team member responsible to determine the cause(s) of the matter and immediately work toward remediation. If the problem persists and the offending staff member remains detrimental to the environment, that staff member's involvement with the contracted body of work will be terminated and promptly replaced—at the direction and under the guidance of your Project Manager—by a new team member as quickly as possible.

3.b. What, When and How Services Will Be Performed

Project Planning and Management

The Rubia Group team understands from our years of experience that successful projects need not only great technical skills from the team resources, but also solid project planning and management.

While in the project scoping and contract phase, we collaborate with our clients' project team lead to develop Project Milestones and Project Timelines, which then become the actual project timeline once contract/Task Order award is completed.

Each project starts off with a project launch meeting (or Zoom call if client team prefers). Participants are GMU's identified project team lead, key decision makers, and the Rubia Group Project Manager(s), Technical Team Lead, and other team members. The goal of this meeting is to define requirements of the project, what success looks like to GENEDGE (or what we recommend it look like), how we will know when we reach success, and project timeline planning. We will schedule the kickoff meeting within three days of contract award—or as per GMU stakeholder preference—in order to meet the project team, define roles and responsibilities and discuss potential deliverables, subtasks and potential delivery dates.

Following this initial meeting, project planning and development will always take unique paths, based on the type of program, service or other items being considered. However there will always be the same key elements in our project planning efforts, which help us to be aware of the project's KPIs for success, with defining questions like:

- "Why is the project/effort happening?"
- What would happen if this effort DOES NOT take place?
- Who are the key stakeholders that need to/should be/would be nice to have involved in this effort?
- What are the top questions that need to be answered, and/or problems to be solved from this effort?
- Are there any tactics or strategies that need to be considered off the table, or is the sky the limit?
- What is the expected/planned outcome from this effort, and is there an aspirational outcome?

Having the answers to these, and more, questions helps set the stage for the Rubia Group team to choose which tactics and techniques to leverage to achieve success. Regardless of the paths taken, every project we engage in involves client team collaboration and regular communication check points along the way.

Tools and Resources

We use a variety of cloud-based project management tools like Zoom, MS Project, Basecamp, Trello, Google Drive and DropBox to keep our clients informed and to support collaboration amongst our teams.

Our Planning, Design and Development Process

We know from experience that a successful project includes these three elements: a solid project workflow plan; strong and effective creative, content and technical delivery and open, efficient and frequent communication between a partner agency team and the client team. Our process for project planning and execution follows these main steps:

1) **Planning**: defining scope of work and project KPIs, who is on the client review team, what are the goals of the project,

2) **Development:** creation of content is completed in phases to allow for client review and feedback early in the project process. This allows us to use project hours and budget effectively- we don't burn through a bunch of project hours by creating content in a vacuum without client review and feedback to make sure we are on the right path. This means showing several different design themes or possible script directions so that our clients can chose which path they want us to focus on, and then that's the one we start on to build out creative content.

    - We will provide up to three (3) optional design solutions for each product as first round design comps within the scheduled timeframe.
    - Our graphic designer(s) will suggest graphic style elements (including fonts and colors) and placement of various required elements and will employ our expertise to create a robust and visually-appealing presentation of the project by incorporating typical graphical elements and other engaging visuals.
    - In addition, we will focus on incorporating GMU's established primary and secondary brand colors to set the tone, provide contrast, divide information and engage the viewer.
    - We will work collaboratively with the GMU project lead to further refine the initial design concepts (which may include pulling together your favorite pieces of each comp) and provide a second round incorporating your team's feedback. Our designers will work with you to take the initial mockups further toward approval/acceptance. Each round is expected to provide successive improvement, and up to three rounds of edits are included in the typical process and cost estimate (not including very minor "tweaks" which may be included at Rubia Group's discretion) and per the schedule until your team is satisfied that the product adequately illustrates your vision.
    - ***For website or other digital projects***, we preface the aforementioned step with a phase for User Experience/Interface Information (UX/UI) Architecture (IA). Our team knows from experience that successful website design and development are reliant on solid planning. How a site looks is dependent on the website's defined required functions and goals and navigation. We will present two (2) "look & feel"

design options in wireframe format for your team to review, one of which your team will select for further refinement. This approved wireframe becomes the approved roadmap for the new site design, and lead to the design concepts state where two parallel "look & feel" mockups are presented based on the approved wireframe outline and the desired messaging/vision. These are mutually exclusive concepts, one of which you will select for further refinement (or combinations of parts of each mockup).

- ***For video/writing projects***, we will begin work on the content/script/shot list and a rough outline of the shooting schedule for review with your team. Ideally, locations will be vetted in collaboration with your team via a Scouting Report (with shots of key vistas and descriptions) provided as a tool to aid in determining appropriateness and ease of access/use. This would also be the time for finalizing a production schedule, accommodating any unmovable, hard shooting dates.

3. **Layout and production of deliverable:** Our designer will convert supplied text and other content (either form GMU or created by the Rubia Group team) into the approved design template, incorporate photos/images/graphics as required, and provide a PDF to GMU within the established timeframe. Your team would then have as much time as your schedule/the overall production schedule permits to review the work and present any desired and necessary changes. We will deliver updated/edited layouts after receiving client feedback as necessary and per the pre-established schedule, and we will repeat this process through to final proofs.

    - ***For website or digital projects***, this phase is referred to as Iterative and Subordinate Designs. After you have decided on the overall look and feel you prefer, we will provide template designs for sub-page layouts needed for different content (as necessary/required)—such as the home page, first-level (main menu) pages, second level (usually more text heavy) pages, special feature pages, and so on. In addition, specifications for implementation and programming will be finalized at this stage.
    - ***For writing projects***, this phase is a first round full draft for client review and feedback.
    - ***For video projects***, our team of film production and pre-production crew members will be booked for shooting, including film and casting directors, cinematographer, sound engineer, editor, grips, stylists, wardrobe, assistants, etc., all with significant experience working together. Our team will work collaboration with GMU's Director to obtain all necessary releases from any individual appearing in any of the video footage, as required. We will set up and manage studio/location backgrounds, lighting, cameras, equipment, props, etc. before and during

shooting, coordinate the time-slotting, styling and shooting of all talent, and tend to the needs of clients, visitors and cast during the entire process. GMU representatives are welcome and encouraged to attend all shooting dates as desired to provide guidance and supervision. Our crew will record high-definition full-motion digital video and audio including recording of b-roll video, background sound, voiceovers, etc. In light of inherent cost savings of bundled efforts, both digital video and still photography may be shot simultaneously and as requested. Review and Approval—It is our expectation that project review will be ongoing through all stages, with a presentation by our team to walk through the overall deliverable, followed by discussion and possible tweaking of specific components in order to avoid inevitably require ongoing and multiple rounds of changes/updates/edits. With our flexible approach to the discovery phase and initial designs, and many touch-points by our collaborative discussions, our expectation is that there will be no major issues or surprises at this stage

- ***For web projects***, this stage will be comprised of Working Models. Using the final designs and specifications, our programmers will develop working pages to illustrate interactive features, navigation elements, and other dynamic components as time and functionality needs permit. Our programming team will set up a development environment for you, where we implement a robust programming approach to meet best practices, and regulatory, legal, and agency requirements.
- ***For writing projects***, this is typically the final draft phase for any last "tweaks."
- ***For video projects***, this phase includes Post-Production and Editing. A compilation of selected film, graphics, sound, voiceover, and music clips will be edited together into an initial "Rough-Cut" draft for client review and comment (at your request and/or as necessary, we may present a soundless/effectless pre-draft for comment prior to Rough Cut). Client comments and requirements (often expressed in more than one round) will be incorporated into the finally revised, fully produced videos in final digital form. Throughout the process, all proofs will be transmitted online via such vehicles as Vimeo, YouSendIt. com, DropBox.com, or other client-supplied/preferred method.
- One note about edits/revisions: In order to minimize confusion and limit the number of minute, one-off document revisions which may confuse the versioning process, we would request that all changes are provided in one complete package for each round presented.

4. **Quality Control (QC):** We define Quality Assurance (QA) as it applies to the design and development for a project, before deliverables are provided for your review. Our internal QA provides a proactive methodology where, for example, a design is reviewed by other

designers, programmed code is reviewed by other programmers, and text content is proofed by other editors. In this fashion, our team "polices" itself, providing assurance of good quality and ensuring that deliverables meet your objectives, specifications, and measures of success. QA is the first step and is followed by formal Quality Control (QC) review by our team, with an internal delivery prior to any client review step or delivery. Only once it passes our internal QC, is it then provided to your team for consideration, review, feedback and/or approval. However, as our goal is total client satisfaction and production of an error-free deliverable, our team will be available to incorporate any and all intermediate changes throughout the duration of the proofing process.

5. **Preparation of PDF files for GMU's website:** We will prepare a web-ready, 508-compliant PDF version of any products such as your brochures, PowerPoint presentations, and videos as needed and requested. The Rubia Group team will provide expertise and services for Section 508 of the Rehabilitation Act by ensuring that all initial design concepts consider accessibility requirements for online use such as font size, colors/gradients, alt tags and/or captions on images, do not induce screen flicker, etc.

6. **Preparation of print-ready electronic files:** We are fully committed to your projects including consultations, design, typesetting, layout and composition, specifications for output/printing/binding, pre-press services for image processing, collating and assembly of all electronic files for accurate output by printer including review of all printer's proofs and bluelines. Upon full clearance approval of the final edited product, our team will collect and package all native files, a high-resolution PDF of the final deliverable, high-resolution graphics/images (suitable for the highest quality printing), tables, chart, fonts, specifications for printing (and binding, if necessary) and any other required elements to the printer for production and delivery.

7. **Delivery of printed copies (when required):** Our team will work closely with a reliable and economical print vendor, or the printer of your choice, to produce any required printed materials such as banners, displays, publications, brochures, etc. Press proof samples may be provided to the GMU PM as per direction and requirements.

    - ***For web projects***, this will be the final phase, Delivery and Migration. Our team will provide both web-ready files and any "master" (uncompiled, "layered," and other) files in separate packages for your Web Manager. We will provide and assist in migration where necessary and required.
    - ***For writing projects***, Rubia Group will deliver final copy deck as per GMU's most desired format specifications.
    - For video projects, the final product will be delivered in HD digital format as a downloadable file via a web link, on a master DVD, as well as a hard drive (containing all original video footage).

REFERENCES

Reference #1:

Joshua Dawson, J.D., M.A. CFO and Business Manager
A.L. Philpott Manufacturing Extension Partnership dba GENEDGE Alliance
32 Bridge Street, Suite 200 Martinsville, VA 24112
276.666.8890 x225
jdawson@genedge.org

Length of service: 1.5 years (initially delivered service under contract with Virginia Community College System-VCCS-WIDE-18-0069 RUB effective 5/13/2019 and renewal for four, 1 year-long terms; now delivering services under contract with GENEDGE Alliance directly- GENEDGE-L660-0737-RUBIA effective 11/9/2020 to 11/8/2021 and renewal for four, 1 year-long terms).

Services delivered: branding; graphic design; communications strategy, planning and copywriting; website development; CRM planning and integration. Also serve as a third party vendor on behalf of GENEDGE to deliver brand strategy, planning and website content services to GENEDGE clients.

Reference #2:

Ms. Hope Cupit, President and Executive Director
Southeast Rural Community Assistance Project, Inc.
347 Campbell Ave SW
Roanoke, VA 24016
(434) 238-6342
hcupit@sercap.org

Length of service: 2 years

Services delivered: branding; graphic design; communications strategy, planning and copywriting; videography and still photography; currently working on podcast production and website development.

Reference #3: (for Rubia Group team member Pete Buttecali)

Tracy Mason, Assistant Dean, Strategic Communications
George Mason University College of Science
703-993-8723
tmason11@gmu.edu

Length of service: 5 years

Services delivered: branding; graphic design; communications strategy, planning and copywriting; videography and still photography; currently working on podcast production and website development.

Reference #4: (for Rubia Group team member Pete Buttecali)

Michelle Thompson, Director of Marketing and Communications
George Mason University College of Health and Human Services
703-993-3485
Mthomp7@gmu.edu

Length of service: 5 years

Services delivered: branding; graphic design; communications strategy, planning and copywriting; videography and still photography; currently working on podcast production and website development.

PRICING:

XI. COST OF SERVICES:
Provide hourly rates for any services proposed. Rates shall include all overhead costs.

Rubia Group Response:
Rubia Group offers the following rates per hour for the labor categories associated with the requirements in this RFP:

Rubia Group FY 2021 Rates	Effective October 1,2020
LABOR CATEGORY	**HOURLY RATE**
Brand Strategist -Senior	190.00
Copywriter -Senior	135.00
CRM Architect -Senior (Salesforce® Certified)	198.00
Creative Director- Mid	175.00
Creative Director- Senior	190.00
Data Scientist-Senior	150.00
Digital and Social Media Strategist	140.00
Direct Mail Services	100.00
Digital User Experience Specialist Senior	190.00
Digital User Experience Specialist Mid	175.00
Graphic Designer/Illustrator- Senior	190.00
Graphic Designer/Illustrator- Mid	175.00
Graphic Designer/Layout	125.00
Marketing Consultant-Mid	125.00
Marketing Consultant-Senior	150.00
Media Director	175.00
Project Coordinator	90.00
Project Manager II	125.00
Public Relations Specialist- Senior	150.00
Systems Engineer/Systems Administrator II (Webmaster)	185.00
Technical Lead/User Interface/Experience (UI/UX)	200.00
Video Film Specialist III	280.00
Web Developer I	150.00
Web Developer II	200.00

METHOD OF PAYMENT PREFERENCE

XV. Option#3- Net 30 Payment Terms. Vendor will enroll in Paymode-X where all payments will be made electronically to the vendor's bank account. For additional information or to sign up for electronic payments, go to http://www.paymode.com/gmu. There is no charge to the vendor for enrolling in this service.

Rubia Group Response:
Rubia Group prefers Payment Option #3, Net 30 Payment Terms.

- Rubia Group will invoice GMU monthly in arrears for work completed and/or hours expended in the previous calendar month, or upon successful completion and delivery of any required project, whichever occurs first.

- Monthly invoices will be submitted by the 3rd day of the month following the end of the invoicing period.

- Invoice terms shall be Net 30 from date of invoice, upon acceptance of deliverables by the client, unless otherwise agreed to by both Rubia Group and the client.