

# **Carl Sandburg College**

Brand revitalization and website redesign

RFP 052423

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Carl Sandburg College  
The Marketing and Public Relations Office  
2400 Tom L. Wilson Blvd.  
Galesburg, IL 61401

**RE: RFP 052423**

Dear Carl Sandburg College,  
Nickspages.com, Inc. (NP) has received and reviewed RFP 052423 for the brand revitalization and website redesign of Carl Sandburg College. NP has the experience and skills necessary to fulfill every requirement specified in the RFP.

Sincerely,

Nicholas Alexander Salas, President  
Nickspages.com, Inc.

## Scope of Services

### Brand Revitalization

1.0 NP shall refresh and revitalize the current Carl Sandburg College (CSC) brand including materials, logos, and subbrands.

1.1 NP shall create 10 new original logo variations of the main logo to choose from. CSC can elect to modify a logo variation more or have NP create 10 more original logo mockups. The same shall be done with all other CSC logos. There shall be no limit on the number of revisions or mockups generated to ensure the right logo is chosen.

1.2 NP shall create a new brand style guide including fonts, color palette, photography styles, AP styles rules, stylistic guidelines, tone, brand personality, etc., including web-specific and print-specific versions.

1.3 NP shall assist in registering and trademarking new original logos.

1.4 NP shall deliver final logos in .ai and .eps vector formats

### Website Redesign

2.0 NP shall redesign the sandburg.edu website.

2.1 The CMS shall be Drupal 10 or WordPress in order to avoid the yearly licensing fee CSC is currently paying for Cascade.

2.2 The theme shall be custom and made from scratch. The theme name shall be Carl Sandburg College (/sandburg).

2.3 The custom theme shall be created using the new finalized logo. Colors, fonts, and design elements shall revolve around the new logo.

2.4 NP shall include a competitive assessment compare/contrast.

2.5 NP shall develop a new streamlined site map and enhanced user navigation.

2.6 NP shall create three design concepts for the homepage and subpages from which CSC can choose from.

2.7 NP shall create content for CSC if needed.

2.8 Site shall be SEO optimized.

2.9 NP shall create a secure and fully functional solution that complies with all the regulations and standards.

2.10 NP shall create a chatbot to enable quick questions/searches for users to find information quickly.

2.11 Site shall be tested on all major browsers before being presented to CSC for approval/review.

2.12 NP shall work with staff to determine needs for launch and hosting.

2.13 NP shall deliver a launchable solution by the end of 2023.

2.14 Each page shall be easily editable by site users with the Administrator permissions using custom fields and custom post/types.

2.15 NP shall create custom animations using the logo, CSS3 keyframes, and JavaScript (jQuery) in order to help solution stand out from the competition.

**Cost Proposal**

<b>Development and Design</b>	<b>\$ 30,000</b>
<b>Licensing and Fees</b>	<b>\$ 0.00</b>
<b>Training for Staff</b>	<b>\$ 5,000</b>
<b>Total Costs</b>	<b>\$ 35,000</b>

**Quoted rates are based on a \$55 hourly rate.**