



TO: Karen Walls, Procurement Coordinator
FROM: Jeannie Hulen, Chair of the Department of Art *JH*
DATE: April 12, 2016
SUBJECT: DOXA Contract Approval

The Department of Art received four bids from reputable companies for current redesign and future design work of our current department identity. Although many of the companies were capable the Design Committee were unanimous in selecting DOXA. Supporting our state and regional companies is a high priority of the department and University and DOXA is located in Fayetteville, AR. This proximity to our future collaborator is important to the department's accessibility to the Design firm. The cost of the scope of work fits our budget and most importantly the high quality design work experience in branding and identity will support the needs of the department's vision for our future publication and recruitment materials.

Thank you

University of Arkansas

Bid Title: Branding and Redesign Services

Bid Number: R596044

Bid Opening Date: 4/6/16		Vendor: ZEAL 40		DOXA		Stamats		Brand IQ Creative			
Time: 2:30 P.M.		Contact: The Creative Agency						Group			
Criteria A	Faculty		Ranking		Ranking		Ranking		Ranking		
	Hulen	25	4th	50	1st	35	3rd	40	2nd		
	Hapgood	20	3rd	50	1st	25	4th	30	2nd		
	Morrissey	35	3rd	48	1st	25	4th	40	2nd		
Criteria B	Faculty										
	Hulen	5		30		11		10			
	Hapgood	15		30		20		20			
	Morrissey	21		30		15		24			
Criteria C	Faculty										
	Hulen	5.5		20		17.5		9.6			
	Hapgood	5.5		20		17.5		9.6			
	Morrissey	5.5		20		17.5		9.6			
Total		137.5		298		183.5		192.8			