



**Procurement Office**  
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**To:** All Prospective Bidders

**From:** Dr. Drewry L. Brown  
Director of Procurement

**Date:** December 22, 2025

**Subject:** 26P-003 Campus Directional Signage Update (IFB)  
**Addendum No. 1**

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*This addendum will clarify, add, delete, correct, or change information outlined in the Invitation For Bid (IFB) referenced above, and shall be made a part of the solicitation. This addendum must be included in your proposal submission. Failure to complete and submit this addendum with your proposal may result in your firm's proposal being considered non-responsive and therefore rejected.*

**ADDITION to the KEY INFORMATION SUMMARY SHEET with:**

<b>2<sup>nd</sup> Walk-Thru Opportunity with PR/M Department Representative:</b>	<b>January 2, 2026 (ONLY); RSVP NLT 31 December 31, 2025</b> directly with Ms. Sumeeta Raj @ <a href="mailto:sraj@howardcc.edu">sraj@howardcc.edu</a>
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***End of Key Information***

Howard Community College  
IFB Number: 26P-003  
IFB Title: Campus Directional Signage Update  
Opening Date: November 24, 2025  
Closing Date: January 9, 2026, 2025  
**Addendum No. 1**

**Submitted Question and Answer**

<b>No.</b>	<b><u>QUESTION</u></b>	<b><u>ANSWER</u></b>
<b>1</b>	Please provide any drawings, specifications, and updated branding standards	See p.4 of this Addendum
<b>2</b>	Are we including interior ADA signage for all buildings as well, or is the current scope limited to exterior wayfinding only?	The current scope is exterior wayfinding.
<b>3</b>	May we please have HCC's Brand Book?	See p.5-24 of this Addendum
<b>4</b>	May we please have a brief description of all 86 signs to replace along with their dimensions?	See p.4 of this Addendum
<b>5</b>	May we please have a campus map with locations of all 86 signs?	See p.25-29 of this Addendum
<b>6</b>	The current RFP outlines the scope at a high level. Could you please provide more detailed clarification on the specific deliverables required? We would need exact sign orientations, quantities, locations, and full specifications in order to price the project accurately.	See p.4 of this Addendum
<b>7</b>	Is a State of Maryland license mandatory for this project, or is it acceptable to use the license of one of our qualified subcontractors?	We'd prefer a license from Prime but will accept the license of a qualified subcontractor if performing majority of the work.
<b>8</b>	Could you please share images of the existing signs currently installed at the site?	See p.30 of this Addendum
<b>9</b>	Are there approved designs or drawings available for the new signs to be manufactured and installed? If so, please share them.	We would like to see what you come up with. Our brand guide is available.

***End of Questions and Answers***

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**December 18, 2025 - Pre-Proposal Conference Attendance Sheet**

First Name (Attendee)	Last Name (Attendee)	Email Address	Company Name	Phone
Raju	Appukuttan	raju@color-ad.com	Color-Ad Inc	6314807868
Dustan	Dustan	Dustan@excelkc.com	Excel sign co	2404464110
David	Dresin	david@strategicfactory.com	Strategic Factory	4439568318
James	Lerner	james@gelbergsigns.com	Gelberg Signs	3476016200
Rachel	Mathys	rmathys@gelbergsigns.com	Gelberg Signs	7738122745
Dominic	Young	dyoung@gelberg.com	Gelberg Signs	2406038187
Tidiane	Sako	tidiane.scr@gmail.com	Sako Construction & Remodeling llc	2405006603
Taiye	Akinmbomi	taiye.akinmboni@tsvintl.com	TSV LLV	3016132052
Sumeeta	Raj	sraj@howardcc.edu	Howard Community College	4435184717
Patricia	Veri	pveri@howardcc.edu	Howard Community College	4435184718
Drewry	Brown	Dbrown6@howardcc.edu	Howard Community College	4435184448

***End of Attendance Sheet***

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**HCC Campus Directional Signage Update - Specifications**

*The information below is provided to assist bidders in developing pricing estimates. Certain signs appear in more than one category and, as a result, aggregate counts may exceed the approximate quantity stated in the solicitation. For bid evaluation planning purposes, bidders shall base their pricing on a total quantity of eighty-six (86) signs. Any additional signage quantities, if authorized by the College, shall be handled in accordance with the unit pricing provided in the Bid Form and shall not exceed the project's established budget limitation.*

**Pedestrian Signage**

<u>Types</u>	<u>Qty</u>	<u>Approx. Measurement</u>
Monument	3	Double-Sided. Approximately 102"h x 36"w.
Directional	5	SignPoint with (4) Blades on (2) Levels. 4" Support Post.
Walkways	13	Double-Sided. Approximately 72"h x 36"w.
Walkway (small)	<u>7</u>	Double-Sided. Approximately 54"h x 24"w.
Sub-total	28	

**Vehicular Directional Signage**

Directional (large)	17	Double-Sided. Approx 48"h x 48"w.
Directional (smaller)	<u>5</u>	Double-Sided. Approx 36"h x 48"w.
Sub-total	22	

**Destination Signage**

Monument	14	Double-Sided. Approximately 72"h x 36"w.
Parking	14	Double-Sided. Approximately 72"h x 36"w.
Maps	4	Double-Sided. Approx 72"h x 36"w.
Posts	<u>20</u>	36" x 36" x 1/8" Panels for Attachment to Existing Light Poles. Includes Bands & Brackets. 2 Panels per Set
Sub-total	52	

**Illuminated Channel Letter - Garage (Entrances)**

West Garage (North/South)	2	2-Part Panel, Approx 120" x 110" x 4", Surface-Mount, with 54" x 6" Face-Lit Letter and Approx 42" x 52" Face-Lit Logo Panel.
East Garage	<u>1</u>	2-Part Panel, Approx 120" x 110" x 4", Surface-Mount, with 54" x 6" Face-Lit Letter and Approx 36" x 32" Face-Lit Logo Panel.
Sub-total	3	





**HOWARD**  
**COMMUNITY COLLEGE**

*— Meeting students where they dream —*

**Brand Management and  
Marketing Services Guide**

# Brand Management

The role of the Office of Public Relations and Marketing is to advance, support, and protect the reputation of Howard Community College. A critical aspect of our duty to the college is the careful management of our brand, visual identity, and voice. This includes logos, graphic standards, creative materials, print and web communications, advertising, promotions, social media, marketing, and communication plans.

## Why?

Howard Community College competes with academic institutions around the state, across the country, and even on the web to attract students to our campus. In this dynamic environment it is increasingly important that we project in one compelling identity in everything we do. Our reputation drives enrollment, donations, and community engagement. As members of the college community, we have a shared responsibility to maintain a consistent, cohesive, and positive recognition of the college. This is accomplished through careful management of our brand identity.

With consistent visuals and a single voice in all communications, branding increases recognition and visibility of the college and elevates the value of a Howard Community College degree.

## Who?

We all share the responsibility of managing our brand. Every communication, every piece of material, every interaction leaves an impression of who we are. Our shared values and shared investment in the college motivate us to present the college in a positive manner, and our brand is the strongest when we speak in a single voice.

The role of the Office of Public Relations and Marketing is to cultivate and promote our shared voice. Our expertise will ensure that your messages are presented in a manner that is consistent with the brand identity of the college – thereby strengthening both.

## How?

We manage our brand by speaking in one voice and sharing one visual identity. Each department, program, service, and offering of the college has special characteristics that make it unique. Our goal is to promote these distinguishing characteristics within the framework of the college as a whole. In this way, we become more than the sum of our parts. The college is strong because of the reputation of our departments, programs, services, and offerings. And more importantly, our departments, programs, services, and offerings are strong because of the reputation of our college.

# Brand Management

## Definitions

**Brand:** The core identity of the college. This is the set of expectations and beliefs about us held by our constituents, including prospective students, parents, alumnae, and the media. Successful brands thrive because they adhere to their core identity in everything they do or create. Brand management is the constant process of aligning the impression we leave with our audience with our core identity.

**Brand identity:** The visuals, words, and logo used to represent our brand.

**Visual identity:** The colors, graphic treatments, photography, typography and images used in our materials to support the brand. It creates immediate recognition of our brand through consistent imagery that distinguishes us from the competition and communicates our values and identity.

A consistent brand identity conveys a sense of purpose, pride, and commitment to our shared mission. It unifies and strengthens the communications of our college by projecting a message of cohesiveness.

# Graphic Standards

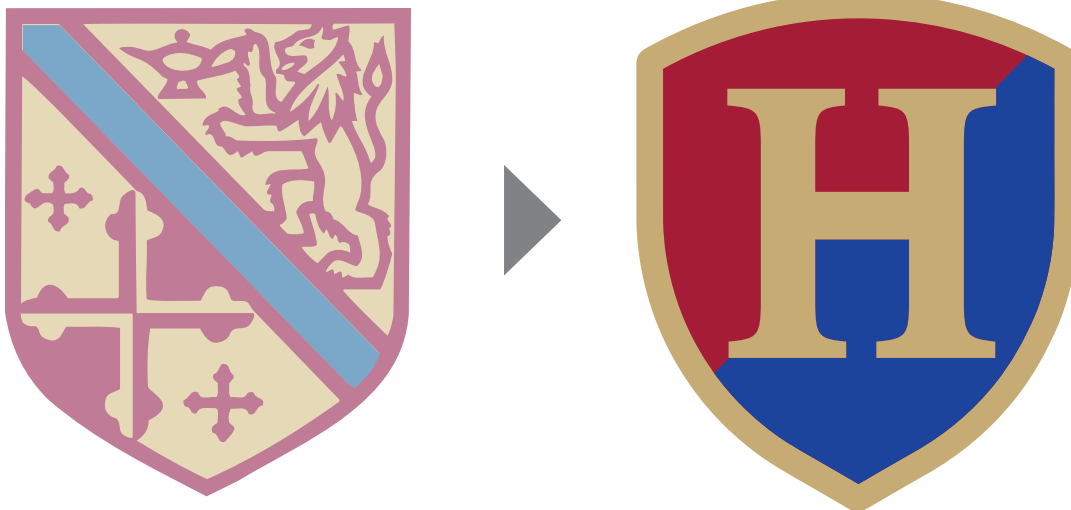
## The Howard Community College Logo

The primary Howard Community College logo consists of the shield, logo-type, and tagline. Combined in a precise configuration, these design elements work together to create a strong modern, yet collegiate image for the college. Its consistent use is essential to establish a strong identity for the college.

### History

On August 2024, Howard Community College unveiled its refreshed brand, showcasing our institution's commitment to innovation, inclusivity, academic excellence, and our continuous mission to better serve our students and enrich our community.

The updated look includes a modern logo, engaging typography, and the college's traditional colors with bright accents, aimed at capturing the essence of who we are and where we are headed. While continuing to embrace HCC's history, mission, and vision, the re-freshed brand signals a new chapter in our journey as we meet students where they dream.



# Graphic Standards

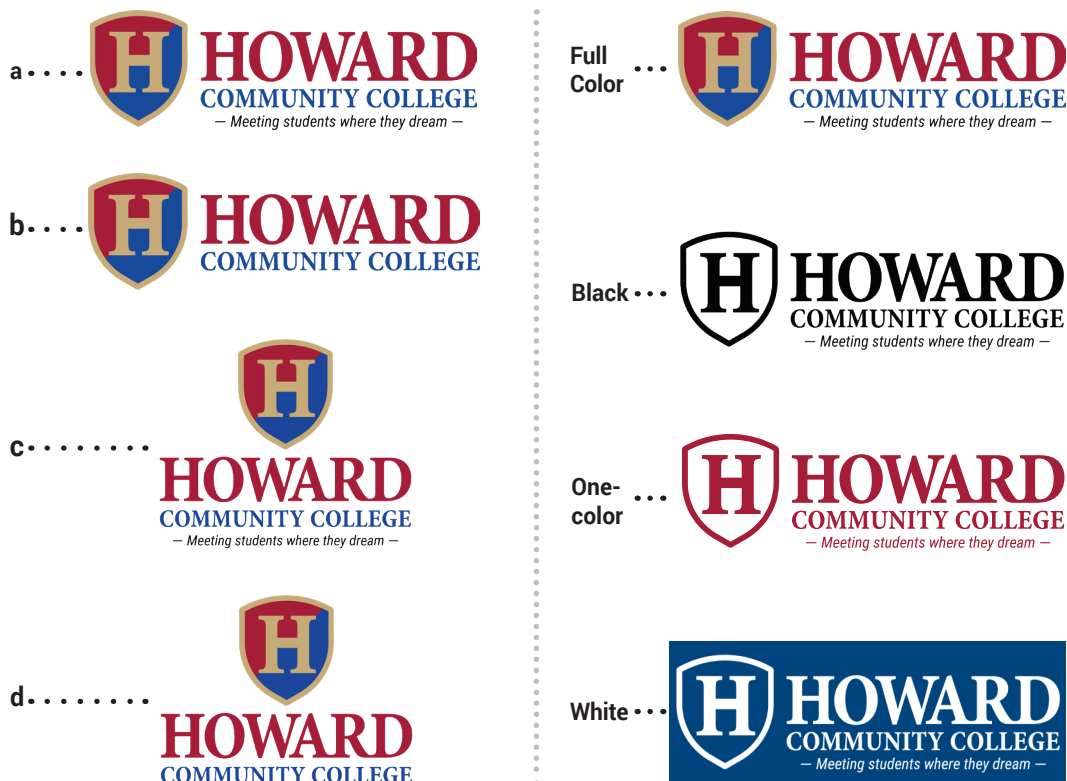
## Usage

There are four versions of the HCC logo available for use. The primary mark is the logo with the tagline “Meeting Students Where They Dream” available in flush left (**a**). This logo is preferred and should be used on all public materials. Horizontal and vertical versions of the logo without the tagline are also available for use on materials where the tag is not appropriate due to size, layout, or purpose – such as business cards, letterhead, corporate stationery, banners, name tags, and signage. PRM will advise on proper logo use for materials.

The tagline logo-type may not be used in isolation; however the words “meeting students where they dream” may be used in copy.

The text-only version of the logo may be used in cases where the print area is too small to allow for printing of the shield. Approval must be obtained from PRM for this use. The shield may only be used in isolation with prior approval from PRM.

Specific colors have been designated for the college logo in one-color, two-color, and full-color (**a-d**) combinations. Exact color codes are noted on page 13. In cases where a design uses a dark color, the logo is to be reversed out to be white.

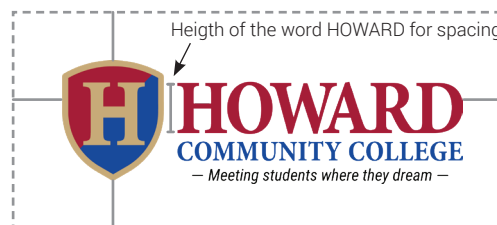


# Graphic Standards

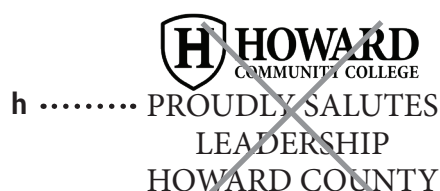
- When used with other non-HCC logos, the HCC logo must appear the same size as the 3rd party logo (a).



- The logo should always be surrounded by blank space equal to half the width of the shield in placed logo (b).



- The logo should never be used so that the shield is smaller than 3/16" wide (c).
- Do not stretch or change the proportions of the logo (d).
- Do not use a pixilated or web version of the logo for printing (e).
- Never use the logo as part of a headline (f).
- Do not use the logo in colors other than the official college colors. (g)
- Never reverse the logo out to be a color other than white (h).



# Graphic Standards

A suite of secondary marks are available for academic divisions (a), offices (b), and centers (c) for use in special cases where the division, office, or center should be clearly identified:

- In address or contact information, such as on a brochure or other marketing piece about a specific academic division offering, when the HCC primary logo is also included on the piece
- Communications that require identification of the specific center, division, or office
- Apparel or giveaway items for faculty, staff, and students

Division/Office/Center marks are NOT to be used for marketing or promotional purposes, unless the primary HCC logo appears on the same piece, and the rules listed above are observed. These logos can also be black, white or one-color following same rules as HCC main logo (pg. 8).



# Graphic Standards

Learning communities and cohorts also have distinct brand marks (a) within the HCC logo family. These marks may be used as described above, and also as a primary mark on marketing and recruitment material specifically targeting members or prospective members of these communities.

A seal like shown in the third image in column below (b) is available for all the learning communities and cohorts.

a:



b:



College entities that are non-academic and/or for-profit immersed in the external community may consult with PRM regarding a customized logo. The design must maintain an association with the college through the use of college name within the design, typography, or tagline.

The following are examples of approved customized logos.





# Graphic Standards

## Colors

Howard Community College's primary colors are burgundy (PMS 207), gold (PMS 466), and blue (PMS 293). Formulas for CMYK and RGB builds for these main colors are additionally noted below.

The college also has a secondary color palette which compliments and enhances our primary brand colors. Along with the primary brand colors, these colors are the only colors available for use on college materials. When used with our primary colors, a consistent color palette helps reinforce recognition of our brand by ensuring that all of our materials look like they are part of the same family and differentiating us from our competition. Colors outside of this color palette will be used at the discretion of PRM depending on the project and audience.

## Primary Colors



**PMS 207 C**  
CMYK: 23 / 100 / 76 / 18  
RGB: 165 / 28 / 55  
HEX: A51C37



**PMS 466 C**  
CMYK: 23 / 30 / 61 / 1  
RGB: 198 / 170 / 119  
HEX: C7AA77



**PMS 293 CP**  
CMYK: 100 / 84 / 4 / 0  
RGB: 26 / 73 / 155  
HEX: 1A499B

## Secondary Colors



**PMS 1595**  
CMYK: 0 / 59 / 100 / 5  
RGB: 232 / 125 / 30  
HEX: e87d1e



**PMS 382**  
CMYK: 29 / 0 / 100 / 0  
RGB: 193 / 216 / 47  
HEX: c1d82f



**PMS 7672**  
CMYK: 85 / 84 / 0 / 6  
RGB: 68 / 68 / 149  
HEX: 454495



**PMS 7416**  
CMYK: 0 / 72 / 70 / 0  
RGB: 229 / 106 / 84  
HEX: e56a54



**PMS 123**  
CMYK: 0 / 19 / 89 / 0  
RGB: 255 / 199 / 44  
HEX: ffc72c



**PMS 3265**  
CMYK: 66 / 0 / 39 / 0  
RGB: 0 / 199 / 177  
HEX: 00c7b1



**PMS 298**  
CMYK: 67 / 2 / 0 / 0  
RGB: 65 / 182 / 230  
HEX: 41b6e6



**PMS 7489**  
CMYK: 56 / 2 / 78 / 5  
RGB: 116 / 170 / 80  
HEX: 74aa50



**PMS 284**  
CMYK: 55 / 19 / 0 / 0  
RGB: 108 / 174 / 223  
HEX: 6caede



Black  
60% Gray  
30% Gray

# Graphic Standards

## Typography

Howard Community College has two primary fonts. **(a)**. When the primary fonts are not available for use, two substitute fonts have been approved **(b)**.

When choosing from one of the primary fonts, please observe these guidelines:

**Minion Pro:** Because it is easy to read, Minion Pro is preferred for copy-heavy materials like letters, magazine/newsletter articles, course descriptions, and other lengthy material.

**Roboto:** Because of the clean lines and simplicity, Roboto is preferred for short text, bullet points, factual information (like dates, locations) and all web copy.

In some circumstances, a non-standard font will be used as a design element. PRM will use non-standard fonts at their discretion depending on the project, audience, and material.

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### a: Primary Fonts

#### MINION PRO

Minion Pro – Regular

*Minion Pro – Regular Italic*

Minion Pro – Medium

*Minion Pro – Medium Italic*

Minion Pro – Semibold

*Minion Pro – Semibold Italic*

**Minion Pro – Bold**

***Minion Pro – Bold Italic***

#### ROBOTO

Roboto – Thin

*Roboto – Thin Italic*

Roboto – Light

*Roboto – Light Italic*

Roboto – Regular

*Roboto – Italic*

**Roboto – Bold**

***Roboto – Bold Italic***

**Roboto – Black**

***Roboto – Black Italic***

### b: Substitutes

#### TIMES NEW ROMAN

Times New Roman – Regular

*Times New Roman – Regular Italic*

**Times New Roman – Bold**

***Times New Roman – Bold Italic***

#### ARIAL

Arial – Narrow

*Arial – Narrow Italic*

**Arial - Narrow Bold**

***Arial – Narrow Bold Italic***

Arial – Regular

*Arial – Regular Italic*

**Arial – Bold**

***Arial – Bold Italic***

**Arial – Black**



**ATHLETICS LOGO**

**STYLE GUIDE**

# Graphic Standards

## Athletics Logos

The Dragon is the official team name for Howard Community College sports teams, and the Dragon image and Dragons logo may not be used for any purpose other than for athletics team gear, uniforms, apparel, and other branded items (including fan gear and official communications from the athletics department). Image files for the Dragon will not be distributed **(a)**.

## Duncan

Duncan is the official mascot of Howard Community College **(b)**. Duncan is available to use on materials distributed on campus, when appropriate.

Duncan will not be altered in anyway, nor will he be used as part of a logo or other mark for any group, club, program, or any other purpose without prior consultation with PRM.

All requests for use of Duncan should be directed to PRM. Image files for Duncan will not be distributed.

a:



b:



# LOGO COLORS



## PANTONE 207 C

CMYK 23 | 100 | 76 | 18  
RGB 165 | 28 | 55  
HEX #A51C37



## LIGHT GRAY 30

CMYK 0 | 0 | 0 | 30  
RGB 188 | 190 | 192  
HEX #BCBEC0



## PANTONE 466 C

CMYK 23 | 30 | 61 | 1  
RGB 198 | 170 | 119  
HEX #C6AA77



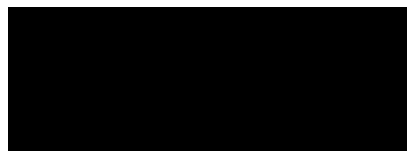
## DARK GRAY 60

CMYK 0 | 0 | 0 | 60  
RGB 99 | 100 | 102  
HEX #646567



## PANTONE 293 C

CMYK 100 | 84 | 4 | 0  
RGB 26 | 73 | 155  
HEX #1A499B



## BLACK 100

CMYK 0 | 0 | 0 | 100  
RGB 0 | 0 | 0  
HEX #000000

## FULL LOGO



Full color with white outline



Full color with gold outline



Gray



White



Black

*The logo may not be altered in any way. Full color version must be reproduced using all colors shown (see page 11 for PMS color builds and swatches). Colors may not be changed or dropped. Contact Public Relations and Marketing for graphics support.*

## APPROVED USE ON

- Uniforms
- Spirit wear
- Backpacks
- Travel bags
- Training apparel
- Equipment
- Jackets
- Helmets
- Practice jerseys
- Branding for KC building

# ATHLETICS DEPARTMENT LOGOS



Vertical Full color



Black



White



Horizontal Full color



Black



White



Horizontal Full color



Black



White

## APPROVED USE ON

- Apparel and gear for the Athletics Department
- Marketing and promotional materials (as specified in the Brand Management and Marketing Services Guide)

# ON CAMPUS LOGO VARIATIONS

## Dragons HCC Flame



Full color



Full Color on color  
with white outline



Black



Black with gray fire



White

### APPROVED USE ON

- Home uniforms
- Jerseys only
- Shorts
- Equipment
- Sleeve print
- Spine print

## Dragons HCC Dragon Head



Full color



Full Color on color  
with white outline



Black



Black with gray dragon



White

### APPROVED USE ON

- Home uniforms
- Jerseys only
- Shorts
- Equipment
- Sleeve print
- Spine print



# ON CAMPUS LOGO VARIATIONS

## Dragons HCC Type Only



Full color



Full color on color  
with white outline



Black



Black with gray Dragons



White

### APPROVED USE ON

- Home uniforms
- Shorts
- Sleeve print
- Jerseys only
- Equipment
- Spine print

## H with Flame



Full color



Full Color on color  
with white outline



Black



Gray



White

### APPROVED USE ON

- Home equipment
- Helmets
- Shorts
- Branding for KC building
- Sleeve prints

# OFF OR ON CAMPUS LOGO VARIATIONS

## Dragons HowardCC Dragon Head



Full color



Full color on color  
with white outline



Black



Gray



White

### APPROVED USE ON

- Away uniforms
- Jerseys only

## Dragons HowardCC Type Only



Full color



Full color on color  
with white outline



Black



Gray



White

### APPROVED USE ON

- Away uniforms
- Jerseys only

## Dragons HowardCC Flame



Full color



Full Color on color  
with white outline



Black



Gray



White

### APPROVED USE ON

- Away uniforms
- Jerseys only

## LOGOS WITH TEAM NAMES



Full color



Black



Gray



White

Font used for team names is ROBOTO BLACK ITALIC. Letter tracking (spacing) set to 100.

**ACBDEFGHIJKLMNOPQRSTUVWXYZ**

**APPROVED USE ON**

– Uniforms/Jerseys

# HCC SHIELD



Full color



Black



White

## APPROVED USE ON

- Helmets
- Branding for KC building

## FOR ESTIMATING PURPOSES ONLY

















The signage and wayfinding system is intended to be scalable and adaptable as the campus continues to grow and change. For estimating and planning purposes only, the Signage and Wayfinding Master Plan utilizes existing campus maps—several years old—as a background for illustrating sample signage locations and directional messaging. These maps may not reflect all current or future campus conditions and are provided solely as a reasonable reference to assist vendors in developing preliminary cost estimates.

The maps represent a snapshot in time and should not be relied upon as final, complete, or construction-ready documents. Vendors are responsible for validating site conditions, quantities, and locations as part of their pricing methodology.

Sample Trips are diagrammatic “journeys” provided for illustrative and estimating purposes only, translating wayfinding content, nomenclature, placement, and location criteria into representative examples.

# Sample Programming of Signs


## Key to Sign Types

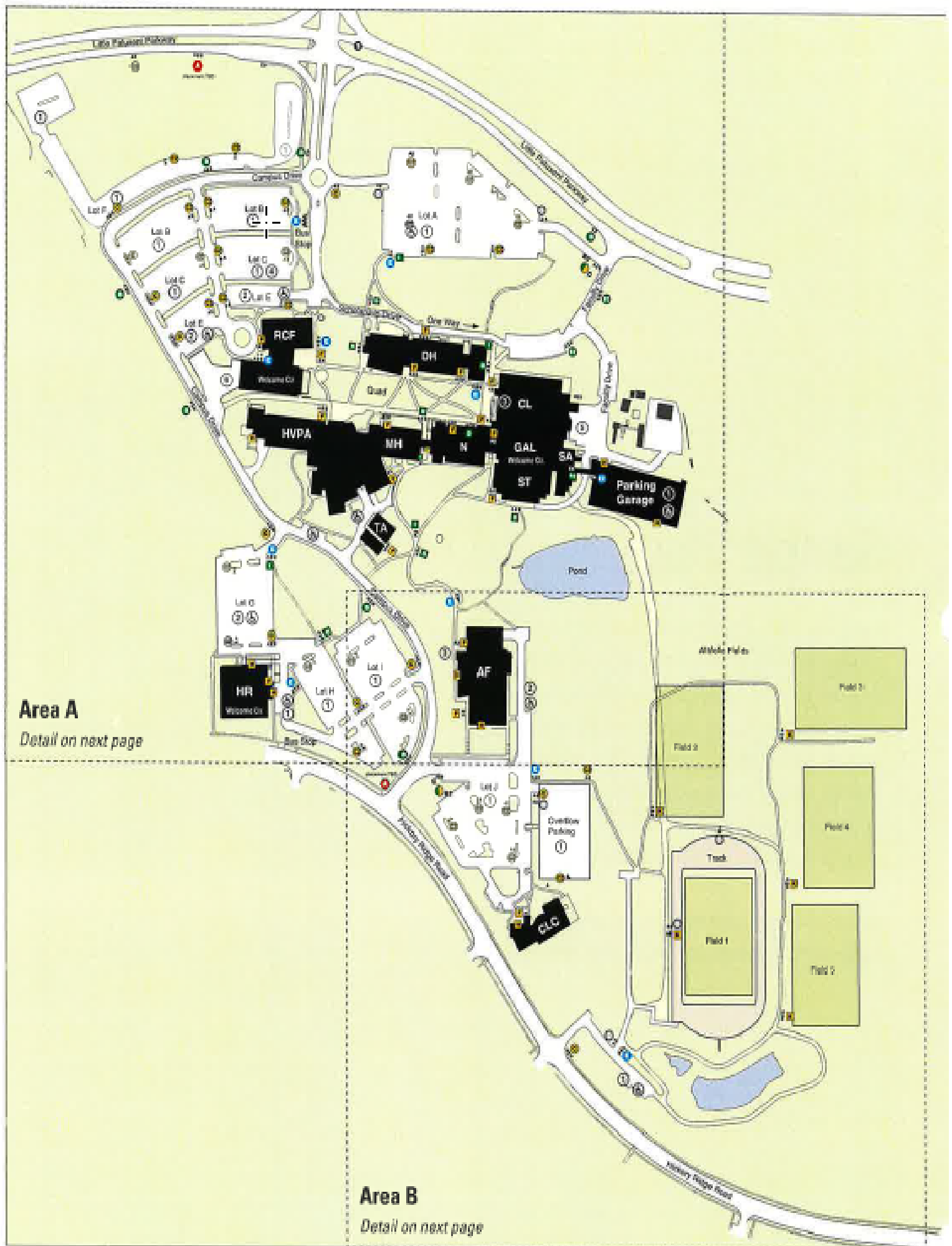
	Electronic messaging display
	Vehicular directional sign
	Small Vehicular directional sign
	Parking identification sign
	Secondary parking ID sign (light pole mounted)
	Pedestrian directional sign
	Pole Mounted Pedestrian directional sign
	Wall Mounted Pedestrian directional sign
	Kiosk / map
	Wall Mounted Map
	Freestanding building identification sign
	Regulatory sign
	Wall mounted building identification sign
	Accessibility marker
	Athletic field marker
	County or State issued sign

## Building Location Codes

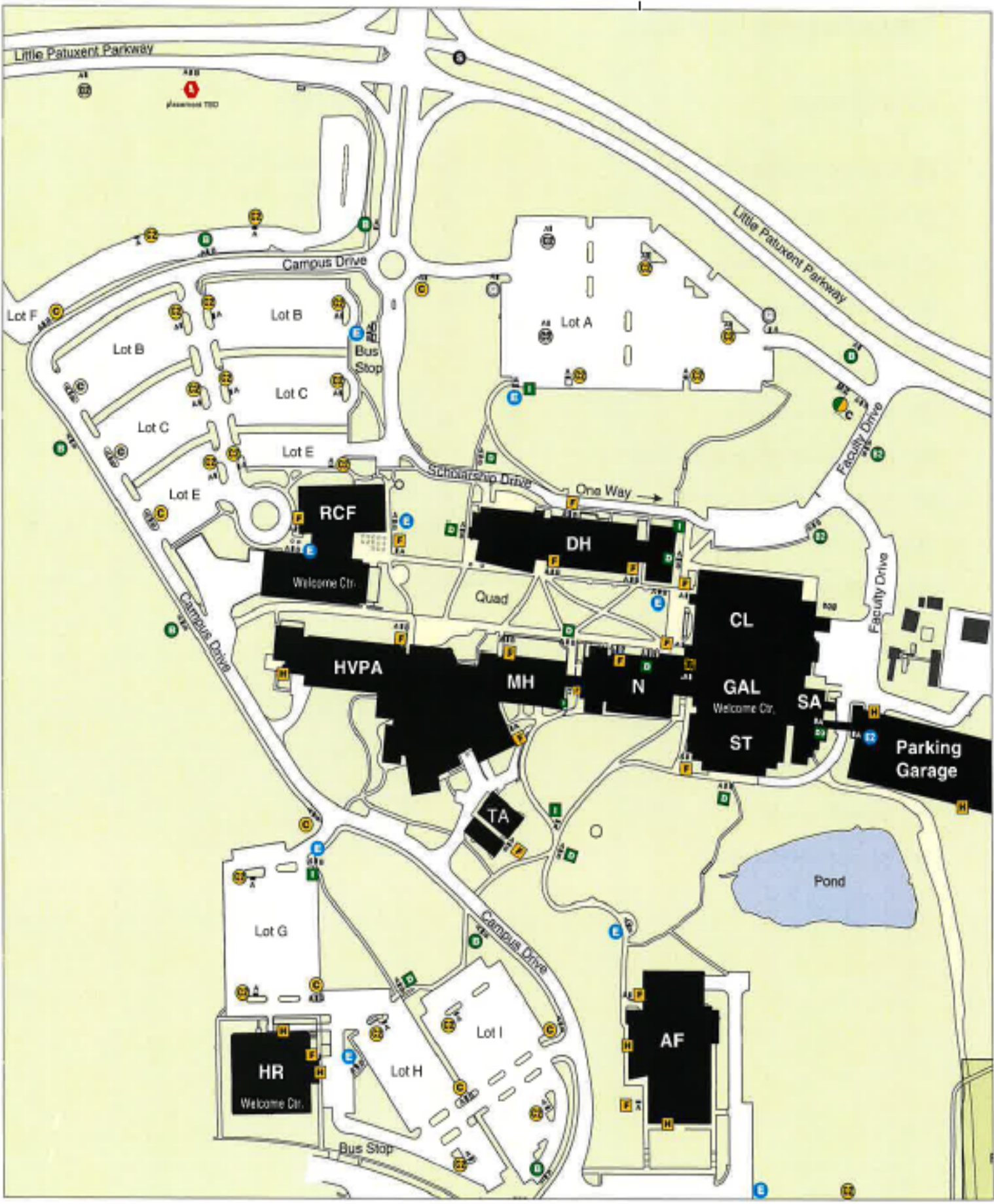
MH	Patrick and Jill McCuan Hall
AF	Athletics and Fitness Center
CLC	Children's Learning Center
DH	Mary Ellen Duncan Hall for English, Languages and Business
GAL	Burnill Galleria
HR	Hickory Ridge Building
CL	James Clark Jr. Library Hall
N	Nursing Building
SA	Student Activities Building
RCF	The Rouse Company Foundation Student Services Hall
ST	Science and Technology Building
TA	Temporary Music Classrooms
TH	Smith Theatre
HVPA	Peter and Elizabeth Horowitz Visual and Performing Arts Center

## Lot Use Codes

	Handicapped, By Permit Only
1	Open Parking
2	Employee Only
3	Bicycles
4	Licensed Motorcycles
5	Deliveries, Sales an Repair Reps
6	Food Service and Bookstore Deliveries

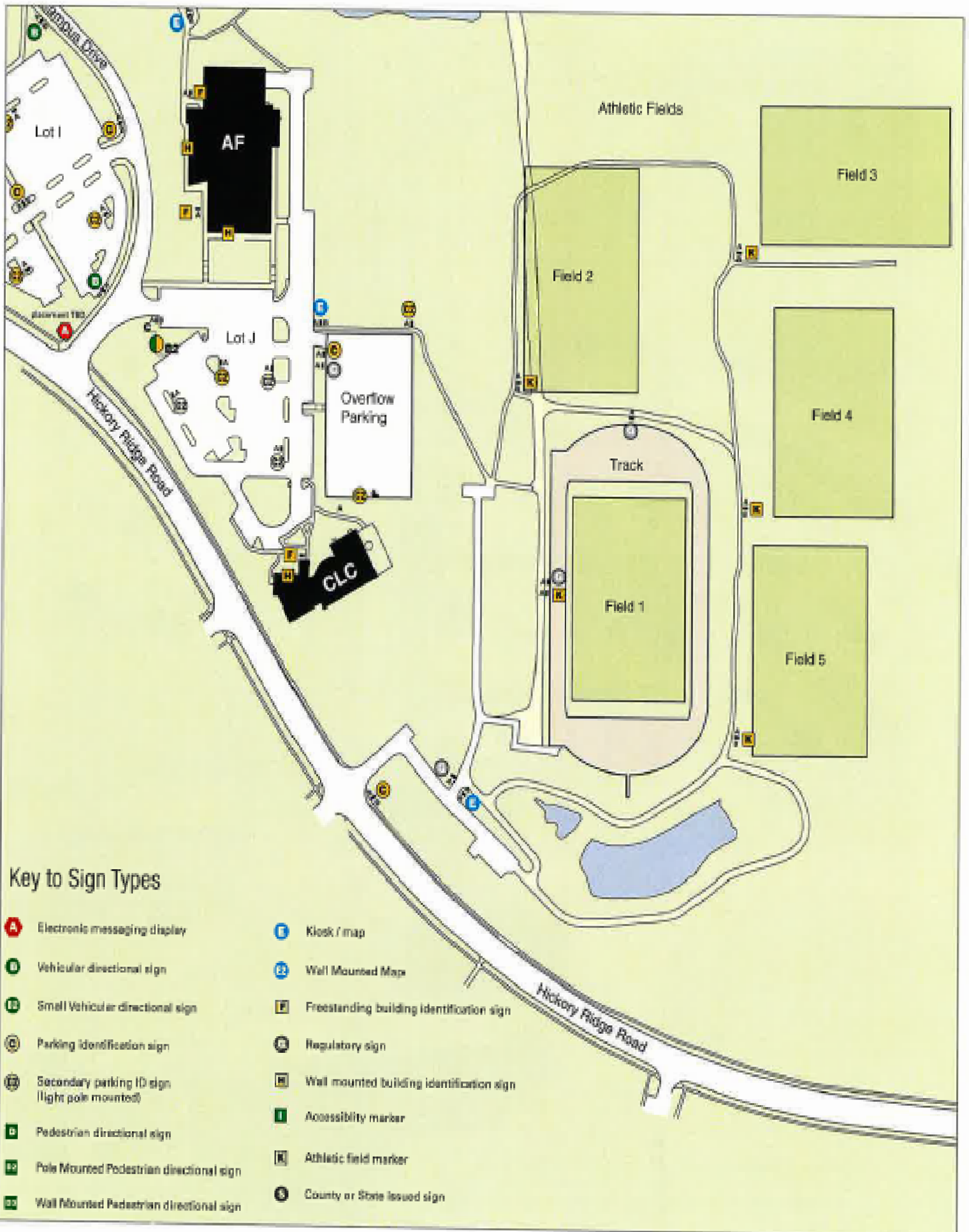


Area A





## Area B



## Current - Pedestrian Signage



## Current - Vehicular Directional Signage



## Current - Destination Signage



## Current- Garage Signage



*End of Specifications*

Howard Community College  
IFB Number: 26P-003  
IFB Title: Campus Directional Signage Update  
Opening Date: November 24, 2025  
Closing Date: January 9, 2026, 2025  
**Addendum No. 1**

All other requirements in the IFB remain unchanged.

Sincerely,

*Drewry Brown*  
Dr. Drewry L. Brown Jr.  
Director of Procurement  
HCC

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By signing this addendum, the Offeror acknowledges receipt of Addendum No. 1.

Offeror Name: \_\_\_\_\_  
(Print)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_