

Request for Proposals

MNADV Logo Redesign & Basic Style Guide Creation

RFP Release: Monday, September 9, 2019

Proposals Due: Monday, September 23, 2019

Project Summary

MNADV is accepting proposals to redesign the organization's logo and develop a basic brand/style guide. MNADV is seeking the creation of a new logo / visual identity that captures the values and mission of the organization and is distinctive and memorable.

MNADVs membership and work encompasses providing training, technical assistance, and legislative & systems advocacy to domestic violence service providers, law enforcement, and other stakeholders around the state of Maryland, and across the country.

It is expected that the development of the new logo will evolve as part of a conversation with MNADV's Communications Specialist and steering committee members.

The deliverables of the project are:

1. Creation of a set of MNADV logo lockup options in full-color, one-color, and black/white.
 - a. Provide high resolution (600 dpi min) EPS and Photoshop/Illustrator file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo.
2. Creation of a basic Style/Brand guide
 - a. Primary Color Palette
 - b. Secondary Color Palette
 - c. Approved fonts (2-4)

Company Information

About MNADV

The MNADV is the federally-designated statewide domestic violence coalition that brings together victim service providers, allied professionals, and concerned individuals for the common purpose of reducing intimate partner and family violence and its harmful effects on our citizens. MNADV accomplishes this by providing education, training, resources, and advocacy to advance victim safety and abuser accountability.

Timetable

Date	Milestone
9/9/19	Request for Proposal Released to Vendors
9/23/19	Request for Proposal Submission Deadline
9/27/19	A Vendor Is Selected and Notified
10/4/19	Service Agreement Executed
10/7/19-10/11/19	First Discussions with MNADV Staff and Vendor
10/18/19	First Draft of 2-3 Logo Options to MNADV
10/25/19	Notes from MNADV Staff on First Draft of Logo
11/1/19	Second Draft of Logo to MNADV
11/8/19	Notes from MNADV Staff on Second Draft of Logo
11/15/19	Final Draft of Logo and First Draft of Style Guide to MNADV Staff
11/22/19	Notes from MNADV Staff on First Draft of Style Guide
11/29/19	Final Draft of all Deliverables to MNADV Staff.

RFP Vendor Responses

Please provide the following information:

Vendor Company Overview

Provide a brief overview of your company.

Vendor Capabilities and Relevant Experience

List the capabilities your company will bring to this project. Discuss your company's experience with projects like this. Please provide examples of work your agency has completed for other non-profit organizations or social service agencies.

Strategy Development

Describe how you would facilitate the development of a strategy for this project. What strategic elements would you typically include, in a project of this nature and scope?

Pricing

Please provide pricing estimates for the work you will do.

Submission Contact Information

Please submit your proposal, in compliance with the timeline provided above, and any questions you may have to:

Jess Staskal

Communications Specialist

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301-852-3941