

Request for Proposals (RFP): Agency Brand Redesign

- Summary and Background
 - Proposal Guidelines
- Project Purpose and Requirements
 - Project Timelines and Budget
 - Bidder Qualifications

1. Summary and Background:

Peel HIV/AIDS Network (PHAN) was incorporated as an Ontario not for profit organization in 1993 and charitable status in 1995. PHAN formed in response to the need for counseling services in Peel providing support to people living with and affected by HIV. Today, PHAN continues to be the primary, community-based HIV service organization in the Region of Peel with a staff responsible for an expanding range of health promotion, community education, and support programming supported by dedicated peers and volunteers.

This year, PHAN undertook a strategic planning process which resulted in an expanded mandate reflected in new vision and mission statements and new commitments. As a result, the agency is embarking on a rebranding process in order to better reflect our newly expanded mandate and the changing context of the HIV epidemic. The purpose of this Request for Proposal (RFP) is to solicit proposals from various organizations, conduct a fair evaluation based on criteria listed herein, and select the organization that can best support and facilitate a new brand that reflects Peel HIV/AIDS Network's new mission, vision and strategic plan.

2. Proposal Guidelines:

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until January 7th, 2018 at 11:59 PM EST. Proposals received after this date and time will not be considered. All proposals must be signed by an official agent or representative of the respective organization.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, then it must be clearly stated in the proposal. Additionally, all costs listed in the proposal must be all-inclusive, comprising of any outsourced or contracted work. A name and description of the organizations contracted must be stated in the proposal.

Proposed budget must be itemized to include a description of all fees and costs.

3. Purpose and Description:

Purpose of Project:

While PHAN remains fundamentally focused on HIV, our agency's mandate has expanded throughout the years to include a broad range of programming that serves a diverse client base not limited to people living with or affected by HIV. Current branding is no longer reflective of the full scope of the agency's work and this leads to confusion, which interferes with the effective communication of organizational priorities, initiatives, programs, and services.

PHAN is in need of branding that effectively conveys organizational identity, values, and mandate to support the aims of 1) clearly communicating program and service offerings to potential funders, donors, media outlets, community partners, elected officials, and stakeholders, and 2) dynamic breakthrough brand with visually compelling imagery/look that differentiates PHAN's identity and offerings in the not for profit sector. A clearly delineated brand identity that is consistent and fully integrated across all communications platforms is a top priority.

Description of Project:

PHAN is seeking a provider who will utilize the latest marketing theory to redesign and enhance our brand. The refined product should be more user-friendly, provide accurate information about our services and offerings, and allow for easy identification. PHAN will assist with the development of this project by hosting and facilitating focus groups and surveys that help establish direction.

Rebrand Project Proposal to Include:

- Name Generation, Research and Analysis
 - Complete competitive, trademark, demographic, and psychographic research
 - Generate 6 names for focus testing
 - Conduct focus groups and prepare report of findings
- Logo Development
 - Concept development (2-4 concepts with icon and type treatment)
 - 2-3 revisions of selected concept to approved logo
- Brand Style Guide
 - Brand guideline development
 - Marketing collaterals and stationary material (example of items - final requirements TBD)
 - Business Card Template
 - Postcard template
 - PowerPoint Template
 - Flyer Template 8.5" x 11"
 - Brochure Template - 8.5" x 11" - 3 fold (4 versions)

➤ Brand Style Guide cont'd

Letterhead Design - digital version and printed

E-Newsletter Template - Mail chimp version

Presentation Binder Template- Folder

Retractable Banner Design Template - 80" x 30" - One template

Email signature (low size or however you describe!!)

4. Timelines:

Proposal due dates: January 7, 2018 at 11:59 pm. EST

The project will begin on January 29th, 2018

Project implementation from January 29th to July 5th, 2018

Agency Approval: July 5th, 2018

The new brand will be live by July 31st, 2018

5. Project Budget:

The total budget for this project, inclusive of all applicable fees, is \$30,000 CDN plus taxes. All proposals must include proposed costs to complete the tasks described above.

6. Bidder Qualifications:

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and designing non-profit and/or social enterprise brands
- Examples of at least three brands designed and implemented by your organization
- Testimonials and references from past clients
- Anticipated resources you will assign to this project
- Project management methodology and approach to project
- Top line recommendations for PHAN

Send proposals care of:

Julie Schultz, Development Coordinator

Email (preferred method): julies@phan.ca

Mail: Peel HIV/AIDS Network
601-7700 Hurontario St
Brampton, ON L6Y 4M3