



children's  
defense fund  
Leave No Child Behind®

# Request for Proposals for Branding Services

The Children's Defense Fund (CDF) is seeking a branding firm to create, test, and launch a new brand identity that associates the organization closely with child wellbeing, community power building, and racial justice in anticipation of its 50th Anniversary celebration.

## BACKGROUND OF ORGANIZATION

The Children's Defense Fund envisions a nation where marginalized children flourish, leaders prioritize their wellbeing and communities wield the power to ensure they thrive. CDF serves and advocates for the largest, most diverse generation in America: the 74 million children and youth under the age of 18 and 30 million young adults under the age of 25, with particular attention to those living in poverty and communities of color. We partner with policymakers, aligned organizations and funders to serve children, youth and young adults. With 65 staff based in its Washington, DC headquarters and 79 dispersed among six state and regional offices and one training center across the country, CDF programs operates in nearly 100 U.S. cities and thirty (30) states or territories. For more information visit <https://www.childrensdefense.org>

## SCOPE OF SERVICES AND DELIVERABLES

The selected brand design agency will redesign CDF's visual identity and style to advance a progressive, unified, and cohesive look to all CDF materials. The agency should deliver:

- New corporate logo in various formats for multiple applications
- Detailed brand standards and usage guidelines to drive brand consistency when used by all CDF offices and departments. The brand style guidelines include, but are not necessarily limited to:
  - All final brand logo files, fonts, color palette for use in print and digital
  - Integrated imagery and complementary design elements, fonts, and color schemes
  - Design of brand identity template files for: business cards, #10 envelope, letterhead, email signature, and presentation deck
  - Detailed guidelines as to how state offices and other affiliated organizations such as the CDF Action Council will integrate with the new CDF brand elements
- Proposed rebranding campaign strategy (execution not included in this scope of work)
- Creative brand ideas for ads, marketing collateral, marketing booths, and signage.

## PROPOSAL CONTENT

**Name and Background** – include complete name and contact information. If any of the work is subcontracted to another party, please provide the same information for all firms, and indicate who will be the lead firm.

**Profile of Firm** – provide a brief description of the size of the firm(s) and the composition and qualifications of professional staff by level. Include the racial/ethnic and gender demographics of your firm and its leadership.

**List of Personnel** who will work on this project including their education, experience, and qualifications.

**Proposed Approach**, work plan, and timeline describing how you will implement the design and development process for this project.

**Portfolio** showcasing your current work with an emphasis on branding or rebranding.

**Diversity Statement**- CDF believes that diverse and inclusive teams lead to better outcomes. Describe your firm's efforts to recruit, retain, promote and support people of color. What is your firm's commitment to racial equity and justice? How has your firm showcased a commitment to diversity regarding clients, pro bono work, and hiring practices? How has your firm demonstrated a commitment to support causes of equity and justice for different marginalized groups?

**Line-item Budget** for the stages of development in which you will provide the work described in this RFP. Indicate an hourly rate (if applicable) for subsequent work that may be required or deemed necessary.

**References** – offer at least three references from clients who have used your services for branding or rebranding. Briefly describe the scope of your work for these references, the year completed, and a contact name and telephone/email for each one.

**Information on Additional Services** – please provide any information on additional services that you believe would be pertinent, and align with CDF's mission, vision, and values.

The proposals must be submitted via e-mail to Bob Farrace at [bfarrace@childrensdefense.org](mailto:bfarrace@childrensdefense.org) by **11:59 p.m. EST on October 6, 2021**.

## **SELECTION CRITERIA**

Proposals will be evaluated on the following criteria:

- Demonstrated knowledge, skills, and experience in branding design for nonprofits
- Commitment to diversity, equity and inclusion
- Appropriateness of fee structures and pricing model

## **TIMELINE**

October 6, 2021	Deadline for proposals
Week of October 11, 2021	Final selection announced; workplan commences
December 23, 2021	Project completion

Questions regarding your submission may be directed to Bob Farrace via email at [bfarrace@childrensdefense.org](mailto:bfarrace@childrensdefense.org). Please direct all inquiries to Bob Farrace only. Please do not contact any Board members or CDF staff. The failure to comply may result in disqualification.