

BLDUP.com

Request for Proposal

Branding and Website Redesign

December, 2011

Project Summary:

The goal of this project is to redesign our brand image and website in order to increase our site traffic, and public image. BLDUP.com is seeking the services of a creative agency to provide new logo designs, (with the possibility of a new brand color palate). In addition we will require a full site redesign with an attractive and intuitive interface and a clean modern look. The new site needs to be built on Drupal to allow our current staff to change copy and content on all pages.

Company Summary:

BLDUP.com is a professional social media web site serving the needs of professionals working in the construction industry; which includes architects, engineering and program consultants, construction managers, trade contractors, building owners, infrastructure owners, material suppliers and business services suppliers. The site links professionals to the projects on which they work, providing an in-depth view of a professional's experience, capabilities, and current commitments while also mapping the network of relationships that matter in the industry. By illustrating the web of project-based relationships and achievements within the industry the site provides a robust source of information not available elsewhere.

Target Audience:

- Construction Professionals seeking to advance their careers
- Building owners seeking to hire professional teams
- Companies seeking to sell products and services to the industry
- Internal and external recruiting professionals
- Industry business development teams

Project Objectives:

Our current web presence is dated and otherwise insufficient. We are looking to reinvent our organization to better serve our community and invigorate our business. We require the submission of several potential Logo designs as well as a complete redesign of our website. All copy and images will be provided by our staff, as well as maintenance post completion.

Website Requirements:

1. Site must be built with Drupal CMS.
2. A clean user-friendly interface that will enable our users to easily navigate the site.
3. A site breakdown with a minimum of:
 - A 'home' page, with login & member sign up.
 - A 'members' page with functionality for members to message each other.
 - A 'projects' page with the ability for members to add new projects with multiple data fields.
 - A 'forum' page in which members can start and participate in various threads.
 - An 'about us' page describing our organization.
 - An 'FAQ' page.

We are open to suggestions from bidders in regards to added pages and features.

4. Site must be compatible with all major browsers, and preferably viewable on smart phones.

Submission Requirements:

All proposals are due before noon on **January 10th** 2012.

All proposals should be submitted electronically to Noah Coughlin at noah@bldup.com in PDF format.

Proposals should not exceed 20 pages in length and should use a minimum of size 10 font.

Vendors should attach 3-5 examples of their past work for review.

Describe your company's organizational capacity and process along with a brief description of your SLA.

Budget & Timeframe:

Please provide a simple itemized cost proposal for Proposed Services.

Please make fees for Branding and Website development separate.

Please include an estimated timeframe for the project's completion.

It is preferable that all services be provided by one vendor. Should you opt to use third party contractors please name them and make note of any additional fees involved.