



Leaders in Applied Public Health Epidemiology

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*CSTE is an organization that supports epidemiologists practicing at the state, territorial, tribal, and local levels.*

## Request for Proposals: CSTE Logo Redesign

### Background

Council of State and Territorial Epidemiologists (CSTE) is a 501(c)(6) non-profit organization of member states and territories representing public health epidemiologists. CSTE works to establish more effective relationships among state and other health agencies. It also provides technical advice and assistance to partner organizations and to federal public health agencies such as the Centers for Disease Control and Prevention (CDC). CSTE members have surveillance and epidemiology expertise in a broad range of areas including occupational health, infectious diseases, environmental health, chronic diseases, injury control, maternal and child health, and more. CSTE supports effective public health surveillance and good epidemiologic practice through training, capacity development, and peer consultation.

### Why work with CSTE?

Your firm can add to its client list a nonprofit dedicated to improving public health systems and policy that responds to emerging issues, including Ebola. The domains of epidemiology, surveillance/informatics, and public health draw upon unique symbology, so there is creative potential for innovative work to add to your portfolio.

### Logo redesign

CSTE uses its logo in a variety of print and digital media: e-mails, websites, flyers, brochures, signage, letterhead, and promotional materials. Stakeholders see the logo as an important element of the organization's image. The organization is ready to reinvent its brand to evoke a more forward-looking impression suited to the context of modern epidemiology.

CSTE is seeking a distinct and forward-looking logo design. CSTE's logo must at a glance present a simple and easily identifiable visual, yet reflect the essence of its multifaceted work. It's critical that the logo presents a unique identity, standing out from logos of related and affiliate organizations.

### Redesign process and relationship

CSTE seeks a design firm to redesign its logo and branding in a process of presenting to stakeholders, facilitate productive discussions, and incorporate feedback. The design firm will approach design as an iterative process over three feedback cycles.

- **Presentation:** the successful design firm will substantiate design choices, citing design theory and marketing-based evidence
- **Discussion:** the successful firm will engage a variety of stakeholders to build consensus
- **Feedback:** the successful firm will record and address feedback in justifying strategic design choices

October 17, 2014

### Project Timeline

<b>I.</b>	<b>November 10, 2014</b>	Proposal submission deadline
<b>II.</b>	November 13, 2014	CSTE announces chosen design firm
<b>III.</b>	November 17-21, 2014	Meet with CSTE executive director, director of operations, and communications coordinator to collect information
<b>IV.</b>	<b>December 3 and 4, 2014</b>	<b>Presentation 1</b> - Firm presents initial designs virtually for review by Executive Board and at the office for CSTE staff
		Facilitate offline discussion with board members to gather feedback and refine design
<b>V.</b>	<b>January 7, 2015</b>	<b>Presentation 2</b> - Firm presents refined design(s) for review by Executive Board
		Firm facilitates offline discussion with board members to gather feedback and refine design
<b>VI.</b>	<b>February 4, 2015</b>	<b>Presentation 3</b> - Firm presents final design for review by Executive Board
		Firm receives final feedback and refines the design
<b>VII.</b>	<b>February 17, 2015</b>	Firm submits final design and all deliverables to CSTE
<b>VIII.</b>	February 27, 2015	Project review and completion of contract

*All dates are subject to change.*

#### **I. Submissions**

The design firm will submit a proposal including but not limited to the following components:

- Portfolio of logo samples with accompanying explanatory documentation
- Evidence and description of the firm's facilitation process for engaging stakeholders to reach consensus
- Description of the firm's approach to design and the feedback process
- Reference contact information of three clients for whom the firm has facilitated logo design
- Detailed quote outlining the costs to complete all deliverables and requirements
- *Preferred but not required:* Draft mock-ups and draft ideas specific to CSTE's logo redesign

All submissions will be evaluated in accordance with the following factors:

- Quality and style of sample logos
- Clear evidence of proven ability and general approach for building consensus among stakeholders
- Alignment with CSTE's vision for the iterative process of design and feedback

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- Past experience in logo design
- Client references
- Ability of to meet the project timeline

The deadline for submissions is **November 10, 2014**. For additional information on submission, please e-mail Chad McCoull, Communications Coordinator, at [cmccoull@cste.org](mailto:cmccoull@cste.org).

### Intermediate Deliverables and Requirements

#### IV. By December 3, 2014

- **Meetings:** 1 2-hour meeting with executive director, director of operations, and communications coordinator November 17-21; additional meetings and correspondences with communications coordinator are encouraged as needed
- **Logos:** 5 substantially different draft logo designs with accompanying explanatory documentation
- **Presentations:** 10-15-minute presentation to the Executive Board (possibly virtual) on December 3, 2014 and 10-30-minute presentation (in-person) to CSTE staff on December 4, 2014
- **Discussion:** Facilitation of offline feedback discussion in a manner to be determined
- CSTE will specify Phase V. deliverables by December 11, 2014

#### V. By January 7, 2015

- **Meetings:** Ad-hoc meetings and correspondences with communications coordinator are encouraged as needed; meetings with staff can also be scheduled
- **Logos:** Revised draft logo designs based on feedback with accompanying explanatory documentation (*Note: CSTE will communicate the specific draft logos to be revised to the firm by December 11, 2014 and/or CSTE may specify the creation of additional draft logos on this date*).
- **Presentations:** 10-15-minute presentation to the Executive Board (possibly virtual) on January 7.
- **Discussion:** Facilitation of offline feedback discussion in a manner to be determined
- CSTE will specify Phase VI deliverables by January 15, 2015

#### VI. By February 4, 2014

- **Meetings:** Ad-hoc meetings and correspondences with communications coordinator are encouraged as needed; meetings with staff can also be scheduled
- **Logos:** Revised draft logo designs based on feedback with accompanying explanatory documentation (*Note: CSTE will communicate the specific draft logos to be revised to the firm by January 15, 2015*). If there is early consensus, the firm may wish to discuss specifications for the branding package.
- **Presentations:** 10-15-minute presentation to the Executive Board (possibly virtual) on January 7.
- **Discussion:** Facilitation of offline feedback discussion in a manner to be determined
- CSTE will specify Phase VII deliverables by February 4, 2015

#### VII. Final Deliverables and Requirements

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The following describes the final logo versions and other requirements that the firm will develop and deliver by February 17, 2015. All files must be provided digitally, and all images must be in high-resolution, scalable formats, preferable vector images with separate layers.

- **Final Logo:** The final logo version(s) (*Note: CSTE will communicate the specific draft logos to be revised to the firm by February 4, 2015*).
- **Branding package:** A branding guidance reference document with accompanying image files as listed below. CSTE will continue to use these materials for future in-house graphical output. These image files will be created only after CSTE has approved key attributes of the final logo:
  - Digital thematic design elements, flourishes, patterns, and ghosted images to incorporate in branded documents and materials
  - A color scheme (with suggestions for complementary colors within the logo and beyond)
  - For documents with text accompanying the logo, provide either: (a) guidance on 2 different typographies and (b) specifications for font sizes, colors, and styles for headings, subheadings, and paragraph text.
  - Template documents and/or images for the following types of documents
    - Themed header and footer blocks
    - InDesign full-page template
    - Graphic with the logo adjacent to the CSTE mailing address
    - Complete themed PowerPoint presentation template
  - Additional branding and marking guidance and recommendations as requested
- **Follow-up period:** The firm will remain available until end of contract to address any incomplete deliverables and to answer CSTE's follow-up questions

#### Release of Ownership

- Chosen firm will release all rights of ownership (including copyrights, trademark rights, and patent rights) of the logo to CSTE upon selection and completion of the logo
- Chosen firm will waive all rights to the use of the logo (including the clearance of all liens, claims, encumbrances, or further payment obligations) and will not use the logo or its likeness for any other purpose except inclusion in its professional portfolio

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By November 10, 2014, send completed proposals and samples by standard mail to:

Chad McCoull  
Marketing and Communications Coordinator  
Council of State and Territorial Epidemiologists  
2872 Woodcock Blvd., Suite 250, Atlanta, GA 30341