



NEESA GRAPHIC DESIGN RFP

PROJECT OVERVIEW

The National Eyelash & Education Safety Association seeks a graphic design firm to produce visually compelling print and digital materials for our annual Lash Wars Competition and Awards as well as new collateral materials for the organization. These materials should highlight vibrant, thoughtfully designed places that embody the principles of visual graphic design.

This RFP covers three areas of need: 1) Material posters and program guides; 2) Materials and templates for Lash Wars annual Battle Awards; 3) Membership and organization printed materials. Like the materials before them, each area's collateral materials should have a unique brand yet a complementary visual style.

This contract will be contingent upon delivery of materials in the project scope. The contract shall be evaluated annually and is eligible for renewal up to 2017 (with the potential to establish a long-term relationship with NEESA).

ORGANIZATIONAL BACKGROUND

The Eyelash Extension industry has grown in popularity and demand but is regulated differently or not at all, depending on what region you are in. Through the National Eyelash Education and Safety Association (NEESA) the highest standards for the industry are established and maintained.

NEESA Membership

Join our growing membership of dedicated lash artists! Set yourself apart from the rest by becoming a NEESA member. Your membership to NEESA keeps you on the cutting edge of the ever changing eyelash extension industry. Your NEESA certificate of membership displayed at your place of work and/or website is an indication to the consumer of your commitment to excellence.

LXP Exam Series

Licensing and training certificates have failed to accurately measure and prove that a lash artist can demonstrate a safe and sanitary application of eyelash extension work. With the LXP series of exam(s), NEESA has created an industry standard for best practices and met the demand for a neutral and unbiased way to evaluate the competency of an Eyelash Extension Professional.

Certified Trainers

NEESA invites all trainers from every brand to obtain their LXP Trainer's Certification. Our trainer's network is exclusive to existing trainers and advanced Eyelash Extension Professionals. These trainers understand LXP's standard of excellence for educators regarding their curriculum, teaching environment and use of techniques and products. All LXP Certified Trainers must obtain their credentials and maintain them yearly through continued education and LXP trainer's summits.

Research and Education

NEESA participates in and funds research and case studies to understand the topics that have kept our industry guessing (i.e. adhesives, proper sanitation and safe diameters/weights). NEESA encourages its members to participate in continuing education, and provides this through its annual conference, Lash Fest and referrals to approved LXP Certified Trainers.

National Eyelash & Education Safety Association
2016 Graphic Design RFP

BACKGROUND

The National Eyelash, Education and Safety Association (NEESA) was created by a few lash artists with a passion for our great industry. What makes it unique is how NEESA has rapidly grown into a collaborative effort of MANY amazing Eyelash Extension Professionals from around the world, who are continually reaching to perfect the programs within the association for the betterment of the industry. These Eyelash Extension Professionals work tirelessly within NEESA'S board of directors, advisory boards, councils and committees. NEESA is neutral and un-biased to any particular product, supplier or training program. In June 2014, the NEESA hosted the first eyelash competition in North America during the International Beauty Show (IBS) in Las Vegas, Nevada that welcomed 65,000 enthusiastic beauty technicians to check out lash artist at their finest.

Audience

Joining more than 63,000 fellow salon owners and beauty professionals who are passionate, determined and eager to be a part of something great, with Lash Wars eyelash competitions!

Challenges

One of the major challenges of the organization is to overcome certain biases and preconceived notion of the organization and NEESA movement. Educating eyelash artist on the important of safety and sanitation in an industry that does not currently have national standards that are the same or similar in all 50 states.

Opportunity

Because this RFP covers multiple areas of NEESA work, communications should be clear and specific to the particular task's audience. This is a design-sensitive audience, so our visuals are critical to communicating Lash War's mission and achievements; they have enormous potential to convey the ethos of both an influential design and its competitive arm. Additionally, Lash War's materials must be tailored to widely different audiences at different times—from top design professionals to local government employees. If done correctly, articulating the full breadth of our members' work and the influence of the NEESA movement will help to engage former, current, and future NEESA members...and create new allies.

PROJECT SCOPE

The following section covers the three areas of need for graphic design services.

Lash Wars

NEESA's annual Lash Wars Competition, held Las Vegas, Nevada each year, is the nation's leading forum dedicated to eyelash artist and promoting safety and sanitation. Within that larger framework, a specific theme is chosen for each season. Visual materials for each Congress have become an effective tool not only for promoting the event but for strengthening Lash Wars brand.

There are main points that need to be clearly communicated when designing Lash Wars materials:

- 1) Lash Wars (number)
- 2) Location (and dates)
- 3) Theme
- 4) Sponsors
- 5) Judges

Some helpful design tips include:

- Keep a clear hierarchy of information, image, and color. All of the main points listed should be able to be read separately.
- While special colors can be used to communicate the theme or location of Lash Wars, using only two main colors and their variations will add to the clarity of the information.
- Select a main visual that clearly communicates the theme.
- Choose strong recognizable elements that will carry across all of the materials relating to the Lash Wars (to provide variety and consistency).

A list of the major pieces to be designed is attached (Appendix A - D).

National Eyelash & Education Safety Association
2016 Graphic Design RFP

Awards

Every year during our Lash Wars, NEESA announces the winners of the Lash Wars Awards— honoring the most outstanding achievements in Classic, Fantasy, and Volume and presented with an Award certificate.

The Lash Wars Book is NEESA's most visually distinctive publication, centered on professional -quality photos, renderings, and sponsor, judges and competitors profiles.

A list of the major pieces to be designed is attached (Appendix B).

Membership

NEESA's current and prospective members include professionals in the beauty communities—but also elected officials, local advocates, business leaders, municipal employees, and citizen advocates. Our materials for membership often must cater to one subset, a combination, or all groups at once.

In communicating with our members, we emphasize a clear, stripped-down visual style that focuses on communicating logistical information and professional opportunities. On our public face, however, especially when speaking to prospective members, NEESA hopes to move towards a visual style that is warm, accessible, nontechnical, people-focused, and emotionally resonant. All aspects of NEESA's design, from photo selection to font choice, should follow this philosophy.

EXPECTATIONS & DELIVERABLES

1. Designer is conscious of Lash Wars / NEESA image and keeps that image in mind when designing materials for each area of need. (This doesn't mean that creativity is restricted, just that certain things remain consistent).
 - a. Designer incorporates and expands upon previously used fonts, colors, etc.
 - b. Designer create materials that are contemporary in feel and conducive to new media sensibility and use
2. Designer uses dynamic photos that exemplify the principles of NEESA, with people, in marketing materials. Photos of well-designed, vibrant places, with people, are desired.
3. Designer creates a logo for Lash Wars theme that can remain consistent, but be adaptable from year to year (see past Lash Wars logos for examples) www.lashwars.com
4. Designer is comfortable with large amounts of text (has editing experience) that are subject to changes.
5. Designer is able to set and meet deadlines.
6. Designer is responsive, flexible, and available. Certain times of year are busier than others (annual NEESA and Lash Wars Awards typically take place in the late spring or early summer and deadlines overlap). NEESA will try to clearly identify those times beforehand.
7. Designer has knowledge of website and print design and can show examples of work.
8. Designer has experience with event marketing or sales and can show examples of work.
9. Designer has some experience with non-profits and working on a non-profit budget.
10. Designer has a willingness to use sustainable products when possible.
11. Designer is preferably located in either in Las Vegas, NV or Phoenix, AZ area.
12. Designer delivers the materials outlined in Appendices A, B, and C of this RFP in PDF, .IA, .PSD, .EPS, .PNG formats

Please note that NEESA recently updated our website, which is representative of the organization's current direction:
www.neesa.org www.lashwars.com

National Eyelash & Education Safety Association
2016 Graphic Design RFP

PROPOSAL REQUIREMENT FIRM

Background

Please include firm's name address, contact information, biographies of key staff members, and firm history. Please also include who will serve as primary point of contact.

Project Approach

Please provide a brief overview of how you will approach this project, including a statement of your firm's design philosophy.

Experience/Work Samples

Please include a summary of your firm's completed projects of a similar scale and/or for clients similar to CNU. Please include at least one in-depth case study with work samples.

Cost Proposal

This contract will be performance based. Proposals must include an estimated cost for all work related to tasks and deliverables outlined in the proposal, specifically materials outlined in Appendices A, B, C and D.

DEADLINE/TIMELINE

February 14, 2016

5:00 PM Pacific Time

Note: Submissions will be reviewed immediately following the deadline. Applicants will be notified of selection by the week of February 19, 2016.

SUBMIT TO / CONTACT

Please send your proposal to:

Ashton Ridley
Compliance Coordinator ar@neesa.org
702.799-9341

Emily Lee Competition Director
lashwars@neesa.org

If applicable, send hard copies to:

**NEESA
Attn: Lash Wars
848 N Rainbow Blvd, Suite 451
Las Vegas, NV 89107**

APPENDIX A: LASH WARS MATERIALS

In order of importance:

1. Lash Wars Style Guide
 - a. All Logo and color palettes used for entire RFP (qty. 1)
2. Lash Wars-at-a-Glance calendar (pdf, interactive if possible) (qty. 1)
3. Lash Wars Program booklet (pdf, interactive if possible) (qty. 1)
4. Templates for:
 - a. Sponsorship brochure (typically 8x11, double-sided, full color, printable PDF) (qty. 1)
 - b. Lash Wars postcard (full color. NEESA provides text and image direction) (qty. 1)
 - c. LXP postcard (typically 8x11, double-sided, black and white, printable PDF) (qty. 1)
 - d. Signage
 - (a) pull up banners – qty. 2
 - (b) poster boards – qty. 2
 - (c) step and repeat – qty. 1
 - (d) stage backdrop – qty. 1
 - (e) swag bag design – qty. 1
 - (f) promotional ads – qty. 3
5. Lash Wars t-shirt design (qty. 2)

NEESA is open to new concepts and formats. The “typical” size and format information is merely given as reference. In addition to yearly materials, NEESA would like the selected designer to develop a set of graphic templates in the first year of contract. These templates will allow NEESA staff to develop specific standard materials after the first year of contract, with support from the designer. NEESA is suggesting the use of templates as a cost-saving measure but is open to other recommendations from the designer.

APPENDIX B: LASH WARS AWARDS MATERIALS

In order of importance:

1. Awards certificate template (PSD, PDF file, typically larger than 8.5 x 11) (qty. 3)
2. Participation certificate (qty. 1)
3. Electronic badge emblems (qty. 4)
4. Scout badge iron on decal (qty. 1)

NEESA is open to new concepts and formats. The “typical” size and format information is merely given as reference.

APPENDIX C: ORGANIZATION MATERIALS

1. NEESA Letterhead
2. Membership Materials
 - a. Welcome packet, which may include:
 - i. Welcome letter (qty. 1)
 - ii. Member card (qty. 1)
 - iii. One-page charter (qty. 1)
 - iv. Membership Benefits information (qty. 2)
 - b. Membership Join/Renew Form (qty. 1)
 - c. Membership Interest postcard (qty. 1)
3. Education Partnership
 - a. Pull up banner (qty. 1)

NEESA is open to new concepts and formats, including interactive, online marketing materials. The “typical” size and format information is merely given as reference.

APPENDIX D: PREVIOUS DESIGN STANDARDS

As mentioned, NEESA is working to unify its brand and is internally developing an update to its style guidelines.

NEESA will need the following general design guidelines created:

Reports & Communications

- Primary Font:
- Secondary Font:
- Standard Color: