



Request for Proposal
Brand Identity | Logo | Website Design

Organizational Information

Name: CodeWeavers
Website: www.codeweavers.com
Address: 700 Raymond Ave. | Saint Paul, MN 55114

Contact: Jana Schmid, Marketing Director | jschmid@codeweavers.com
Issue Date: June 7, 2019
Submission Date: Responses due 2:00 PM on Monday, July 1, 2019

Company Background

In May of 1996 by Jeremy White founded CodeWeavers as a general software consulting business.

When he founded CodeWeavers, he articulated the following goals, in this very specific order:

1. Do challenging and meaningful work
2. Work with people I respect
3. Have fun at work
4. Make money

Then Jeremy ran across this technology called [Wine](#). The more Jeremy looked at Wine, the cooler he thought it was. Wine could free the PC computing desktop from the shackles of Microsoft Windows. In 1999, he decided to reinvent the company to focus on Wine related products and services. At this point, the company mission was to help customers port their software to Linux using technologies like Wine. (The core goals articulated above have remained unchanged throughout the company history)

It was evident even by mid-2000 that the Linux desktop was going to be a bust. The growth curve we had all hoped for was simply not there. But we had a bunch of cash in the bank, and a mission statement, and investors to satisfy, so we tried a variety of activities to drum up business.

However, by the middle of 2001, the money was starting to run out, and things were not looking good. We shipped CrossOver Office 1.0 in April of 2002, and it literally saved the company. This marked another shift for the company in our mission. In addition to

providing porting and Wine services, we now helped consumers enjoy their Windows applications on Linux through our software product.

The next 5 years were extremely challenging. We had a hard time generating enough revenue to make payroll. We never had the people power to staff anything properly; we had no sales team, no QA team, and the support team often consisted of one person. We had Wine developers answering tickets, and we could afford nothing nice. We were always hoping some new feature would get us another magic CrossOver sales boost; it never came. We worked with large companies and governments intent on switching to Linux, only to have them negotiate a better deal with Microsoft. People worked with no raises, and sometimes pay cuts. We were a starving rat; we had no fat or luxury of any kind. A penny spent on a fancy pen was a penny taken from someone's paycheck. We kept a white board with the 'doors closed' date on it, and that date was usually frighteningly close (i.e. weeks, not months).

In about 2006, Apple decided to switch to the Intel processor. That meant that we could make CrossOver for the Mac. And, it turns out, people actually use Macs, and what's more, they *pay* money for software. After we entered the market, we once again saw a surge in sales, and this time, it was enough to push us out of the 'starving rat' category. We were finally out of a desperate attempt to survive, and that we could begin to try to build ourselves into a real company. We were once again back in the news, and getting interviews, and articles written about us.

The past 10 years are a lot less clear than the first 10 years — we've dubbed them 'The Roller Coaster Years.' We would have periods of strong revenue and growth and opportunity. Then that would follow periods of sliding growth and dropping revenue. As recently as 2015, we had a real fear that our revenue was going to slide in a way we would not be able to recover from.

In 2009, we began to successfully sell our OEM process for macOS ports, and that has continued to grow and thrive. So our initial objective of helping companies port their software to Linux now expanded to helping customers port their software to macOS, and that objective actually started to drive some revenue.

The year 2015 was a bit rocky for CodeWeavers. CrossOver sales were continuing to slide, and nothing Wine related was working especially well. As a result, starting around 2015, we adopted a policy of being open to change — we decided to open ourselves up for general purpose consulting work.

Today, our CrossOver Mac and Linux sales continue to decline (thanks tablets, super smartphones and online apps) but our general purpose consulting is accelerating at a pace we can't keep staffed.

Company Challenge

Throughout our 23-year history we have flip flopped from B2C (CrossOver macOS and Linux software) to B2B (consulting / porting / OEM). Right now, and for the foreseeable future we expect our CrossOver product to continue to decline and our consulting to continue on the up and up.

We have had our current branding since 2006 and there is no great distinction between our product CrossOver, our consulting business and our company name CodeWeavers. We need to untangle how we can put our OEM services, our consulting services, and our consumer product (CrossOver) under one brand umbrella—CodeWeavers. We've been dogs chasing our tails in this for some time. Currently, our product CrossOver doesn't have a consistent product logo, brand guidelines, modern app icon and so on.

Additionally, we have very passionate people who work for the company, who don't take to change easily. Thus, having a branding agency behind the rebranding will provide the credibility to get the project completed.

With that being said, we find the current branding archaic (circa 2006). It does not reflect the current state of affairs within CodeWeavers. We are the Linux experts, we are experts in open-source development, we are coding savants. We are highly technical, but don't take ourselves too seriously.

Project Goals & Scope of Services

The goal of this project is to successfully rebrand our company and build cohesion between our CrossOver products and OEM services. CodeWeavers is seeking an advertising or marketing firm with experience in rebranding tech companies. The selected firm will work closely with the CodeWeaver's marketing department and executive team to provide a comprehensive recommendation for rebranding.

1. Develop brand identity/platform standards for logo and design
2. Develop a new icon for our CrossOver product
3. Develop a comprehensive brand strategy for CodeWeavers, CrossOver and our OEM business
4. Create an executable brand package, including detailed treatment of marketing materials (graphic elements, fonts and color palettes), a tagline (if applicable) and a standards manual that will guide staff in a seamlessly executing the new brand.
5. Design a website design incorporating new brand identity (we will develop it in house)
6. Copywriting for website
7. Develop a strategy for marketing the new brand via various strategies, including, but not limited to public relations activities, marketing strategies, online/social media strategies, etc.

Ideal Candidate

1. Local agency (Minnesota based)
2. Expertise in the technology and/or software industries
3. Have in house branding, design and copywriting services (PR a plus)

Submittal Requirements

Proposals must be submitted in a .pdf format to Jana Schmid at jschmid@codeweavers.com with "CW RFP" in the subject line of the email no later than 2:00 PM on Monday, July 1, 2019.

Proposals must include the following:

1. Complete acknowledgment of the Terms of the RFP process (page 6)
2. A firm profile, length of time in business and description of the firm's core competencies.
3. Description of the firm's design philosophy and methodology
4. Portfolio of similar work completed (software company a plus) for previous clients.
5. Description of firm's availability to begin the project in accordance with the schedule.
6. Proposed timeline for implementations and delivery.
7. List of service fees for the completion of the elements as requested and present the estimated cost to complete the project, the hourly fees (with number of hours estimated) or flat rates to complete the following:
 - a. Logo / design standards for CodeWeavers, CrossOver and our OEM (professional services)
 - b. App icon for CrossOver
 - c. Executable brand package with integrated imagery and complimentary design elements / font/ color schemes
 - d. Website design
 - e. Copywriting for the entire new website
8. A summary explaining why your firm is the most qualified.

Selection Criteria

The Marketing department will ask the finalist to make a presentation proposing concepts and suggestions for desired outcome. The selection committee reserves the right to determine the number of finalists, but it is expected that 2-3 firms will be selected for further consideration. The Marketing Department will determine which firm is best qualified to complete the project based on information requested in the RFP.

Schedule for Selection Process

Issuance of RFP: June 7, 2019

Response Due: July 1, 2019

Finalist Notified by Phone: July 12, 2019

Finalist Interviews: Week of July 15, 2019

Anticipated Notification of Intent to Award: July 19

Anticipated Commencement of Project: July 22, 2019

Anticipated Completion of Project: September 30, 2019

Terms of Agreement

CodeWeavers reserves the right, in its sole discretion and without incurring any liability to any respondent, to modify or terminate this RFP at any time prior to the execution of a contract, and, at its sole option, to accept or reject any proposal for any reason. All expenses for respondent’s preparation and participation in the RFP process, including, but not limited to, site visits, document preparation, communications, presentations and demonstrations, are entirely the responsibility of the respondent and will not be billable to CodeWeavers. The rejection of any or all proposals, or the termination of the RFP process at any time, will not render CodeWeavers liable to any Respondent for any reason.

Respondents of any responsibility or obligation required for the complete and satisfactory proposal that would insure adequate delivery, operation and support of any and all equipment, software or services proposed.

In the event multiple vendors submit a joint response to this RFP, a single vendor shall be identified as the prime vendor. If selected, prime vendor responsibilities shall include: (i) performing overall project administration, (ii) serving as the coordinator of all secondary vendor activity, (iii) integrating and monitoring plans and schedules, (iv) managing changes as required, (v) presiding over other vendors participating in CodeWeavers meetings and (vi) overseeing project reporting and presentations. Prime vendor shall be expected to prepare and present a consolidated, detailed invoice for products and services delivered by multiple vendors. CodeWeavers shall issue only (1) check for each consolidated invoice.

(Authorized Signature) _____

(Title) _____

(Please print Name) _____

(Date) _____