

Omega Phi Alpha - Request for Proposal

Logo Development and Brand Identity

Omega Phi Alpha, National Service Sorority (OPA) has issued this Request for Proposal for the sole purpose of obtaining proposals from responsible offerers to establish a contract for Logo Development and Brand Identity.

If awarded, the contract will commence on Oct 15, 2012, or the date the contract is signed by both parties. The performance period will be determined by the production schedule and approved timeline for delivery, but not beyond the period of one (1) year from Oct 15, 2012 through Oct 15, 2013.

A significant, but not sole basis of award will be that the awarded firm will commit contractually to provide the specified package of services in accordance with OPA's requirements.

Background

OPA desires to establish a more recognizable brand identity and logo to be utilized in marketing and building stronger brand awareness – especially as we are looking to expand and seek partnership opportunities in preparation for our 50th anniversary.

OPA has never had an official logo. The Crest or Coat of Arms has been misused in lieu of a logo. It is imperative to create one visual that will represent OPA in the development of our marketing campaign and needed before we can move forward with appropriate expansions and partnership opportunities. Our service history is very rich yet has gone relatively un-noticed and been stifled by lack of developing a brand identity and consistent PR messaging.

Therefore we seek the creation of a logo that will encapsulate who we are and what we represent as an organization.

Inquiries

Questions related to this RFP may be sent to Lynn Andrews, VP of Communications. Submit such questions by e-mail to comm@omegaphialpha.org. Offerers must understand that the only official answer or position of the organization will be stated in writing.

Method of Source Selection

OPA is using a competitive proposals method of source selection, as authorized by their procurement procedures, for this procurement.

An award, if made, will be made to the responsible offerer whose proposal is most advantageous to OPA, taking into consideration price and the other factors set forth in this Request for Proposals. OPA will not use any other factors or criteria in the evaluation of proposals received.

OPA may, as it deems necessary, conduct discussions with responsible offerers determined to be reasonably susceptible to being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to solicitation requirements.

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Proposed Timeline for RFP

The following projected timetable should be used as a working guide for planning purposes. OPA reserves the right to adjust this timetable as required during the course of the RFP process.

<u>Event</u>	<u>Date</u>
RFP Release Date	August 20
Submission of Questions on RFP	August 31
Notification of Intention to Bid	September 7
Answers to questions emailed to all bidders	September 7
Proposals Due	September 15
Complete Evaluation of Proposals	September 21
Finalist Interviews	September 24 (week of)
Proposal Award Date	October 1 (week of)
Complete Contract Negotiations/Execute Contract	October 8 (week of)
Initial Meeting	October 15 (week of)

Proposal Guidelines

- This is an open and competitive process.
- Proposals received after midnight, Saturday, September 15, 2012, will not be considered.
- Sub-contracting is not permissible.
- Three individuals/design firms/agencies will be selected for consideration and final interviews.

Proposal Submissions

- Designers, design firms and agencies with strategic logo creation experience are welcome to submit a proposal for logo development to create brand awareness for OPA.
- Proposals are due no later than midnight - Saturday, September 15, 2012.
- Proposals will be submitted electronically only to comm@omegaphialpha.org
- Those submitting a proposal to design a logo must meet the following requirements:
 - Have a logo portfolio and submit three (3) examples of work, including a short description of the strategy each logo was based on
 - Have the software, hardware and technical skills to produce vector-based files
 - Have a thorough understanding of OPA's vision and marketing goals
 - Have a thorough understanding and experience with in the non-profit industry

Evaluation Criteria of Proposals

- Portfolio Review
- Qualifications / Recommendations
- Strategy Assessment
- Intended Approach
- Projected Timeline and Budget

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RFP Deliverables

- Complete the requested proposal information as stated in Response Format (below)
- Include a portfolio link and samples of at least 10 examples of logo design
- Submit three (3) examples of logo work that includes a short description of the strategy that each logo was based on
- Include within the document at least three (3) references

Response Format

1. Describe who you are and what your best asset is. Include size of company and specialty. Choose three (3) words to introduce yourself.
2. Provide substantial information, which documents your qualifications to produce the required outcomes, including ability, capacity, proven design skill, and number of years of experience in providing the required services.
3. Provide a Project Plan – detail how the design and development process will be provided with each design stage documented in a production schedule timeline.
4. Provide a Project Budget – include line item budget for stages of development in which your firm will provide the work described in this RFP and an hourly rate for subsequent work that may be required or deemed necessary.
5. Provide examples of at least three recent brand development projects you have completed in the past two years - including with each a short description of the strategy and solutions.
6. Include a portfolio for viewing of your current work with strong emphasis on logo design and brand identity. At least 10 examples of logo design should be prominent.
7. Provide three references that have utilized your services – preferable to have at least two where you provided logo development.
8. Include the name, title and contact details of person(s) submitting proposal and if needed who to approach for clarification on the submitted proposal.

Delivery of Proposals

Proposals are due and should be submitted no later than midnight on September 15, 2012.

Point of Contact

Any questions or comments as well as complete proposals should be directed by email to:

Lynn Andrews
Vice President of Communications
Omega Phi Alpha National Service Sorority
comm@omegaphialpha.org

In email subject line, please write **RFP Logo Brand Development Submission**.

Do not send hard copies of any portfolios – what is submitted will not be returned.

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Projected Schedule

Logo Development and Brand Identity should be completed within 3 to 4 months.

Design Development Phase

The ideal logo should include but not be limited to the following design aspects:

- Initial logo concepts should include designs that reflect OPA's vision and brand strategy
- Have visual impact and high design integrity
- Work in a variety of media (print, online, clothing, outdoor signage, etc)
- Work well and have ability to be reproduced at various sizes – large and small
- Incorporate the tagline “Friendship, Leadership and Service” but also work without a tagline
- Reproduce well from vector-based files

Key Elements:

- National Colors already established – dark blue, light blue, golden yellow
- No color exploratory will be necessary or required
- Cardinal Principles - Friendship, Leadership and Service
- Motto – Today's Friends, Tomorrow's Leaders, Forever in Service
- A Chevron has always been a symbol through out our history and is the name of our quarterly publication (noteworthy but not necessary to include within design)

OPA Mission

The mission of Omega Phi Alpha is service. We provide opportunities for leadership and friendship through training and participation in service activities. Our hope is that our members will become life-long, service-minded leaders. We strive to better the lives of others worldwide by collaborating with organizations and volunteering through a flexible service program.

OPA Purpose

The purpose and goals of this sorority shall be to assemble its members in the fellowship of Omega Phi Alpha, to develop friendship, leadership, and cooperation by promoting service to the university community, to the community at-large, to the members of the sorority, and to the nations of the world.

Brand Recognition through Programs

In preparation for our 50th anniversary, we aim to achieve notability and a recognizable commitment to service and leadership in the communities that we serve and expand awareness for membership recruitment, membership retention and donor/sponsorships. Part of the brand development is to encourage members to support OPA programs by establishing a Donor Program to include sponsorships as well as a member Giving Program.

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The Brand Identity Development should include options for naming the Giving Program and a symbol that would easily represent the program. A symbol would enable us to recognize and reward donors for their commitment level and support. It would be ideal if the program names could be intertwined and drawn from the logo design, but of course not essential. (i.e. an organization uses a torch to represent leadership in their logo – the supporters are called Torchbearers)

Target Audience

OPA Members

- Active Chapters on university and college campuses
- Alumnae Chapters located at District Level and Regional
- Alumna that are dispersed nation-wide
- Parents of Active members

Prospective Members

- Recruitment of college age students for membership
- Interested groups for Expansions on new university or college campuses
- Parents of prospective members

Donors

- Members – active or alumna
- Potential Sponsorships – private and corporate

Community Partners

- Other non-profits seeking opportunities for partnerships and service projects

Design Style

Look and feel should incorporate sophistication and professionalism and be well designed visually. Without sounding contradictory it needs to obtain the attention of a wide spectrum of variables:

- Young college-aged students during recruitment to middle-aged professional and executive alums
- Stylish but not trendy
- Needs to be ageless and timeless (in 20 years recognizable and established but not outdated)
- A sense of classic with a twist of originality to stand out and be memorable
- Incorporate history and tradition through cardinal principles — friendship, leadership, service
- Simply put – it needs to look awesome

Contractor Responsibilities

Present OPA with a professional, sophisticated and recognizable brand identity centered around the use of a distinctive logo. All forms of communication whether official or informal, printed or online, should maintain a consistent, uniform, professional looking brand identity to represent OPA.

- Brand Awareness and Marketing

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- Consistency through Branded Templates for All Forms of Communication
 - Letterhead and Informal Stationary
 - Business Card Template
 - Email Templates
 - Standardized Signature Plates for online communication
 - Official Logo, Motto, Mission Statement Clearly Visible
- Usage and Logo Guidelines
- Expand on Copyright and Trademark Coverage to Incorporate More (Options)
- Motto / Tagline – Registered Trademark (Options)

Contractor Requirements

- There should be at least five initial design concepts presented during First Round.
- There should be at least three design concepts presented during Second Round.
- There should be at least three rounds of revisions included within the final development of the selected logo design concept.

Contract Deliverables

The scope of the contract should include but not be limited to the following deliverables:

Final Logo Files

- Files in EPS and JPG formats
- Four-color version on white background
- Four-color version on dark background
- Grayscale version
- Black-only version
- Reversed out version

Logo Usage Guidelines Document

- Approved color palette (PMS, CMYK, RGB, grayscale)
- Examples of correct usage of the logo with tagline and without tagline
- Sizing guidelines
- Guidelines and examples of the clear zone
- Examples of incorrect usage (color, size, proportion, background, etc.)
- Font recommendations

Conceptual Ideas for Donor and Giving Programs

- Options for program names
- Symbols that compliment logo design and branding

Updated versions of Crest and Coat of Arms

- Recreate to make more current and provide better resolution eps/vector files

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Budget

Being a not-for-profit organization, OPA would like to maintain a budget not to exceed \$5000. Please be mindful of the budget parameters. OPA will not consider proposals that are excessively over.

Contract Terms

All contracts are subject to review by legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The contractor will be considered an independent contractor of OPA - and not an employee. As such, the contractor is responsible for all applicable taxes associated with the payments.

Delivery of Proposals

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Point of Contact

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