



Request for Proposals: Treatment and Refreshing of Current Hope Channel Logo for Use in Its Global Market

Hope Channel and its affiliates worldwide require a treatment of their logo and the creation of a formal style guide that will effectively and cohesively brand themselves as part of one network; reflect their connectivity that stems from their relationship with the Seventh-day Adventist Church; and emphasize their shared goals.

This RFP is intended to gather and evaluate company profiles to determine the best creative partner for Hope Channel.

Questions and inquiries regarding this RFP may be directed to Fylvia Fowler Kline, Director of Marketing (Fylvia.Kline@HopeTV.org).

Submission Requirements

- All proposals must be emailed. Hard copies will not be accepted.
- Proposal must have the following components:
 - Company profile that includes history and core competencies
 - Company's design philosophy and methodology
 - Portfolio of similar projects
 - One original concept/treatment for Hope Channel's current logo.
 - Proposed schedule and timeline for the project
 - List of references
 - Estimated cost in number of hours and rate per hour or flat rate.

Deadline

Proposals must be emailed to Fylvia.Kline@HopeTV.org by July 1, 2013

Project Expectations

The selected company to implement this project will:

- Devote time to understand Hope Channel in general (e.g. mission, vision, activities, structure, history, strategic plan, etc.) and Hope Channels worldwide (e.g. cultural differences and limitations resulting from language, script and transliteration)
- Initially provide three general logo design concepts for review and discussion by the Hope Channel Branding Committee. One of these may be the concept submitted in the proposal. Clear justification for each concept must be provided. (NOTE: Should the committee decide to choose the initial logo design concept submitted in the proposal, it will not be necessary to develop additional two logo design concepts.)
- Refine, define and implement the concept selected by the Branding Committee.
- Provide the final logo in several standard file types (eps, ai, png, psd, jpeg, etc.); in several color formats (black-and-white, PMS, CMKY, etc.); gray scale for trademark registration; and (if applicable) horizontal and vertical configurations.
- Develop a formal style guide detailing color, font and brand implementation expectations for the new logo.
- Develop design exceptions, allowances, and constraints relevant to the logo that is dependent of the medium of communication (broadcast, print, animation, etc)

