

Request for Proposal

Logo Design and Style Guide Development

*RFP release date November 24*

***All questions due December 4***

***Proposals due December 14***

***PROPRIETARY AND CONFIDENTIAL***

**1. INTRODUCTION TO INDEPENDENCE BUSINESS ALLIANCE**

The Independence Business Alliance (IBA) is the Lesbian Gay Bisexual and Transgender (LGBT) Chamber of Commerce for the Greater Philadelphia region. The IBA is a membership-based business advocacy organization, dedicated to making the Philadelphia region an influential and diverse LGBT business community with an impact on economic development, equal rights and policy issues.

The Mission of the Independence Business Alliance is to promote Greater Philadelphia's LGBT business and leadership communities to:

\* Enhance financial opportunities

\* Foster diversity

\* Develop leadership and collaboration

\* Advocate for positive change

The IBA is an affiliate of the National Gay and Lesbian Chamber of Commerce (NGLCC), which is a business advocate and direct link between the LGBT business owners, corporations, and government.  The NGLCC was founded as the exclusive organization for certification of LGBT owned businesses and works to foster mutually beneficial opportunities for small businesses and corporate members.  The NGLCC has more than 50 affiliate chambers like the IBA throughout the country.

**2.GENERAL INSTRUCTIONS**

**2.1 Proposal Format**

* Please provide your response to requirements listed herein in a WORD DOCUMENT. Your responses must coordinate with the numbering of items within this Request for Proposal (RFP). Please take care not to incorporate extraneous, non-related materials in your RFP response.
* For supporting materials, such as PowerPoint documents, you are invited to send those documents *separate* from the response to the requirements herein.
* If invited for a capabilities demonstration, suppliers will have an opportunity to discuss other value-add or non-related activities at the end of their demonstration.

**2.2 Proposal Period**

The proposal submitted in response to this RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission.

**2.3 Proposal Quantities**

One (1) electronic copy.

**2.4** **Proposal Submission Closing Date**

Proposals are due to the IBA email inbox specified by **December 14.** Proposals received after that time will not be considered.

**2.5** **Address**

Delivery must be made to the attention of:

Zachary Wilcha, Executive Director

Independence Business Alliance

1315 Walnut Street, Suite 1132

Philadelphia, PA 19107

zach@thinkiba.com

**3. GENERAL CONDITIONS**

## Incorporating Supplier’s Proposal into Contract

All proposals, information, and responses from the Supplier must be submitted in writing. Unless supplemental oral commentary is specifically requested by IBA in writing, oral communications will not be considered in connection with any proposal. All proposals, information, and responses submitted by a Supplier will be incorporated into and made a part of any final agreement between IBA and such Supplier. No such information or other material should be submitted that cannot be so incorporated into the agreement.

## 3.2 Liability

IBA shall incur no obligation or liability whatsoever to anyone by issuance of this RFP or action by any party relative hereto.

## 3.3 Request for Proposal

This RFP scope consists of Section 5.1 through Section 5.2 as detailed herein. Each Supplier should analyze all Sections of this RFP and provide responses to these sections.

## 3.4 Country of Origin

For the purpose of this proposal, this shall be a United States-based contract originating from Pennsylvania.

**3.5** **Conditions /Assumptions**

Supplier is required to clearly explain any assumptions or conditions it imposes on or includes in its Proposal.

# 3.6 Supplier responsibility to resolve questions

Supplier understands and agrees that: (a) it has an affirmative duty to inquire about and seek clarification of any question or other item in the RFP that Supplier does not fully understand or that Supplier reasonably believes is susceptible to more than one interpretation; and (2) the Proposal submitted by Supplier must explain any and all conditions, exceptions, or limitations included in any response by Supplier to any question or other item in the RFP.

Questions should be submitted by **December 4** to:

Zachary Wilcha

IBA Executive Director

zach@thinkiba.com

Responses to questions will be provided by the IBA no later than December 8, 2015.

**3.7** **Unsuccessful Responses**

IBA will use its best efforts to notify each Supplier as soon as possible as to whether it is the Selected Provider.

**3.8** **Supplier qualifications**

Supplier must conduct business and interact with IBA consistent with its mission of promoting diversity and economic development to LGBT professionals and their allies. IBA is committed, wherever possible, to source services from suppliers who respect human rights, ethics and the environment and have responsible policies and practices. Specifically, we expect our suppliers to operate in a manner that is consistent with these values and relevant to their respective services.

Supplier should be prepared to demonstrate that it can meet all the proposed requirements detailed herein.

**3.9 Supplier’s cost**

Any costs incurred by the Supplier in responding to this RFP or in support of activities associated with the Proposal to this RFP, are to be borne by the Supplier and are not reimbursable by IBA.

**3.10** **Confidentiality**

Proposals and the information contained therein will be considered confidential and will not be shared with any entities or individuals other than for the purposes of evaluating the various RFPs.

**3.11 Contract**

Your Company should be prepared to enter into a contract with terms mutually agreed upon.

**3.12 Code of Conduct**

It is the objective of IBA to obtain the best services possible by giving fair and impartial consideration to all Suppliers invited to submit a Proposal. Every potential Supplier will be qualified on a fair and equal basis. Suppliers will be given the same information and treated equally with respect to the selection process. The granting of any advantage to one while excluding others is not permitted.

**3.13** **IBA Contact**

Any questions, clarifications or other communications concerning this RFP **must** be submitted before **December 4th** directed to:

Zachary Wilcha

IBA Executive Director

zach@thinkiba.com

**3.14 Right to Amend Request for Proposal**

IBA reserves the right to amend this RFP in any manner prior to contract award. IBA will notify all responsive Suppliers in this event.

**3.15** **Right to Cancel Request for Proposal**

IBA reserves the right to cancel the proposed RFP at any time prior to the execution of a written contract without incurring liability to IBA, if in its sole determination; its best interest would be served by doing so.

**3.16 Proposal Format**

To allow for a better understanding of your proposal and to avoid confusion between the parties, we request that the Supplier follow the order of information as requested in Section 6. A specific proposal format is not required, but we request that all of the items in Section 5 are clearly addressed in your response.

**3.17 Pricing**

All fee schedule types will be considered. Suppliers are asked to break out all fees, costs and third-party costs. Please also include long-term maintenance and/or hosting fees. In order to meet this desired schedule, the IBA is open to a phased approach that may require some features to be implemented after an initial launch. Price accordingly.

**4. PROJECT OVERVIEW AND OBJECTIVE**

**4.1** The Independence Business Alliance (IBA) is accepting proposals to design the organization’s logo and develop the brand/style guide. IBA is seeking the creation of a new logo / visual identity that captures the values and mission of the organization and is distinctive and memorable. IBA’s membership and work encompasses LGBT initiatives and communities across Greater Philadelphia’s 11 counties which include southern New Jersey and Delaware. This logo will be incorporated into a revamped website, our Facebook page and Twitter account and other possible future web presence that IBA may have. It will also be used on letterhead, business cards, brochures, banners, and other print materials as needed. It is expected that the development of the new logo will evolve as part of a conversation with IBA staff and steering committee members. A ‘creative strategy’ or brand document will be produced capturing how the existing mission, values and priorities of IBA are reflected in the proposed logo.

**5. PROJECT SCOPE, BUSINESS/TECHNICAL REQUIREMENTS**

We are relying on the Supplier to propose a design process for our consideration. We request an explanation of Supplier’s design process and methodology and how it relates to this project.

**5.1 Visual Identity**

IBA will not negotiate contract terms upon selection. The terms of selection/hiring are to be subjected to the following terms. All contracts are subject to review by IBA’s legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Design scope to include:

* + Creation of 3-5 black and white logo designs for client review and selection.
  + Two rounds of refinement on the original selection.
  + Creation of 3-5 color versions for client review.
  + Upon client sign-off of logo, a permanent electronic file of color logo, one color logo will be made and kept on file.
  + An electronic logo file in either a Mac or PC file format on disk.
  + One 8 1/2” x 11” black and white logo sheet.
  + Font Family Selection.
  + Print
    - Stationary Package
    - Basic Ad Template
    - Luncheon Graphic Template
  + Website.
    - Home Page Design
    - Sub Page Design
  + E-Newsletter Template
* Designer to provide 2-3 concepts for review.
* Designer to be available for brand consultation for up to 24 months.
* Designer to assist with initial printing necessities
* Designer to be credited for all brand development

**5.2 TIMELINE**

* + Submissions will be accepted December 14.
  + IBA will make final hiring decisions on or around December 21
  + Designer will be expected to meet with IBA Subcommittee for first consultation the first week of January.

**6. \_ PROPOSAL FORMAT**

**6.1 Outline**

We are expecting the Supplier to demonstrate their knowledge and presentation skills by creatively responding to this RFP. The elements that we would like to see included are:

1. Firm profile and history (including awards, accolades, or other industry recognition.)
2. List of key personnel dedicated to project and their qualifications (if including resumes, please append to end of document.)
3. Examples of relevant project work and design style, including past performance with event RSVP systems, member databases, online directories, social media integration and payment systems (e-commerce.)
4. Responses to Section 5 in narrative, list or project plan format; include attention to discovery and requirements tracking methodology, quality assurance, training, plus communication plan.
5. Proposed schedule with deliverables and milestones, including phased approach if recommended
6. Cost estimate, including ongoing maintenance retainer or hourly rate
7. 3 client references – 2 current and 1 former
8. Additional information (press, marketing materials, testimonials, etc.)

**6.2 Expected Timeline**

The IBA anticipates the following schedule for the RFP process:

November 24 - release of RFP

December 1- Letter of Intent

December 4 - questions due by email before 11am

December 8 - answers to questions emailed to respondents

December 14 – proposals due via email by 11am

Week of 12/14 - selected respondents invited scheduled for interview

On or around December 21– winning vendor notified

Estimated deliverable date will be negotiated for the beginning of February.

Proposals are due via email by **December 14.** Proposals received after that time will not be considered. Proposals must be addressed to Zachary Wilcha, IBA Executive Director, [zach@thinkiba.com](mailto:zach@thinkiba.com). Proposal submissions should be copied to David Jeffreys at [jefferys@altusagency.com](mailto:jefferys@altusagency.com).

*Thank you for your involvement in the IBA and for your consideration of this RFP.*