



REQUEST FOR PROPOSAL

Branding and Design Services

Proposals must be submitted no later than 5:00 p.m.

September 6, 2019

Chris Benton
Director of Marketing & Communications
Vera House, Inc.
723 James Street
Syracuse, New York 13203

(315) 425-0818

cbenton@verahouse.org

www.verahouse.org

Introduction:

Vera House, Inc. is seeking proposals from firms with strong experience in strategic communications and creative design to provide us with branding services in updating our visual identity and developing other essential brand identity elements.

This is a request for a proposal for such consulting services that can help us achieve our goal of creating a successful imaging and re-branding campaign and promote our vision of working to create a world free of violence and abuse with a focus on prevention efforts.

Vera House, Inc. seeks a qualified consultant to provide services to include:

- Creative brand concept development that will serve as the directions for voice, look, and feel of new creative design
- Updated visual brand identity to include new logo design, which will work well both in color or black and white
- Creation of an impactful tagline
- Visual identity guideline (i.e. fonts, design styles, color palette, etc.)
- Creation of a brand strategy implementation plan that will outline target audiences, key messages, and the best ways to share our message
- Consideration of agency name change

Organizational Background:

Vera House, Inc. is a human service agency with over 40 years of experience delivering services to victims of domestic and sexual violence. Our mission is to prevent, respond to and partner to end domestic and sexual violence and other forms of abuse.

Vera House successfully reaches and serves victims of violence through a variety of prevention and intervention services for individuals and families, coupled with community-wide collaboration efforts. Our services include counseling, advocacy, emergency sheltering and prevention education. We provide individual, family, and group counseling services. Our advocacy services support victim transitions to safety, including solidifying connections to legal, medical and social systems. We provide comprehensive emergency sheltering services to adults in crisis and their children. We offer school-based, community, and professional outreach programs on a variety of topics, including sexual abuse prevention, domestic violence awareness, healthy relationships, dating violence, healthy masculinity and elder abuse.

History and Project Description:

Historically, Vera House communications have been heavily focused on events and activities or in response to a media story. In 2018, the agency adopted a strategic plan with one main focus being marketing and communications. In August 2018, as part of the agency's commitment to communications, the role of Director of Communications and Special Events was separated into two positions - Director of Marketing and Communications and Special Events Coordinator. Our goal is to

position Vera House as an expert locally and nationally in the prevention of and response to domestic violence, sexual assault and other forms of abuse with focus on underrepresented populations within our community. We hope to:

- Create a platform that will promote new cultural norms that do not tolerate violence or abuse
- Create messaging that educates, informs and gives voice to Survivors in new and relevant ways
- Train and prepare internal audience – staff, Board members, Foundation Trustees and volunteers - to be strong ambassadors with the new language to communicate our work and voice

During our re-brand project, we would also like to explore a name change for the organization. Although Vera House has an established brand equity in the community, we question if our name is limiting and no longer aligns with our expanding scope of services and strategic plan. There is a common misconception that Vera House just provides shelter for victims of violence. We wonder if the name Vera House reinforces this misconception and also does not allow for our prevention and education messaging.

We do have some research and information available for the firm that is selected to execute the branding project:

- **Summary of Results from Qualitative Interviews with Onondaga County Community Members about Perceptions of Vera House** – A Spring 2019 semester project executed by Syracuse University students taking a communication research course
- **Community Perceptions Survey Results** – Vera House released a community perceptions survey via electronic newsletter and Facebook in June 2018. A total of 589 complete and valid responses were gathered. Syracuse University professor Rebecca Ortiz analyzed the results and prepared a formal report. We also have hundreds of open-ended positive, negative and neutral survey responses.

Project Budget:

Project bidders should submit a proposed cost outline. In-kind donation of services combined with a cash payment are acceptable.

RFP and Project Timeline:

RFP Distribution to Vendors	August 9, 2019
Questions or inquiries to cbenton@verahouse.org	August 19, 2019 at 5 p.m.
Responses to questions or inquiries	August 22, 2019
Proposal Due Date	September 6, 2019 at 5 p.m.
Target Date for Review of Proposals	September 9-13, 2019
Anticipated Decision and Selection of Vendor	September 27, 2019

Anticipated Commencement Date of Work	October 7, 2019
Desired Completion Date	January 24, 2020

Selection Criteria:

Proposal submissions should include the following:

Firm information, including

- The company name, contact name, mailing address, telephone number, fax number, email address, website and the
- Name(s) of staff members who would be assigned to this project and the functions to be performed by each
- A description of the qualifications of the staff who would work on the project

Project Approach

- A concise narrative detailing the proposed approach to the project

Experience

- Three references with brief description of the relationship and contact information
- Work samples that include relevant examples of branding projects the firm has completed

Proposed project timeline and work plan

Costs

- Estimated cost for all work
- Agencies must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission

Contact information and deadline for submissions:

This RFP will be posted on the Vera House, Inc. website, www.verahouse.org, and may be distributed to individual firms. Questions regarding this RFP must be submitted via email to cbenton@verahouse.org by Monday, August 19, 2019. Responses will be shared no later than August 22, 2019.

Inquiries will only be received and answered by email.

Respondents must submit a copy of their proposal in PDF via email to cbenton@verahouse.org or submit a flash drive by September 6, 2019 at 5 pm EST.

Rights:

Vera House, Inc. reserves the right to award to the bidder that presents the best value as determined solely by Vera House, Inc. in its absolute discretion. Vera House, Inc. reserves the right to reject any or all bid proposals, in whole and in part, received in response to this RFP prior to engagement.