



ST. LOUIS OFFICE FOR
DEVELOPMENTAL
DISABILITY RESOURCES



Request for Proposal: Organization Brand Refresh

The St. Louis Office for Developmental Disability Resources (DD Resources) is seeking proposals to develop a new logo and visual style guide. This RFP represents an exciting opportunity to help ideate and create this new visual brand identity that embodies the present and long-term future of DD Resources and advances the mission of our organization.

The following RFP includes a background of our organization and describes the purpose of the brand refresh, key deliverables, and specific requests relating to the proposal. We invite interested parties to submit a proposal by May 22, 2023.

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I. General Information

Project Objective:	Brand Refresh
Issuing Organization:	St. Louis Office for Developmental Disability Resources 2121 Hampton Ave. St. Louis, MO 63139
Project Timeline:	
• April 24, 2023	RFP Issued
• May 8, 2023	Questions from consultants due
• May 15, 2023	Responses to questions sent
• May 22, 2023	Proposal due
• June 16, 2023	Reach award decision
• July - August 2023	Planning activities
• September 15, 2023	Finalization of deliverables
• September/October 2023	Rollout of new materials

II. Organizational Background

Senate Bill 40, passed by the Missouri legislature in 1969, is also known as the County Sheltered Workshop and Developmental Disability Services Law, RSMo. 205.968-205.972 allows local taxing districts to ask voters to approve a special real estate tax to provide services to persons with developmental disabilities. St. Louis City voters approved this tax in 1980, establishing the St. Louis Office for Developmental Disability Resources (DD Resources).

DD Resources oversees the distribution of funds to local agencies that provide services to people with developmental disabilities that reside in the City of St. Louis. DD Resources is limited by state statute in its scope of funding possibilities. DD Resources is a nonprofit organization but also a political subdivision, so it is a quasi-governmental entity. DD Resources also provides service coordination to St. Louis City residents with developmental disabilities through a Medicaid-reimbursed contract with the State of Missouri Department of Mental Health.

DD Resources has a nine-member board appointed by the Mayor of St. Louis and a 33-person staff. DD Resources has an annual budget of \$9.9M, \$6M of which is from personal property taxes.

III. Scope of Work

The scope of this project is to develop and launch a new logo that embodies the present and long-term future of DD Resources. DD Resources seeks a creative, qualified graphic designer, design firm, or agency to create a strong logo and visual style guide.

Before developing and submitting any creative concepts to DD Resources, the contractor must have an in-person meeting with representatives of DD Resources to discuss concepts.

Our new branding needs to

- Distinguish the brand and increase recognition within the community.
- Resonate with diverse audiences, including the disability community, government decision-makers, service providers, and the media.
- Create and establish a visual brand identity that is credible, influential, and captivating over the long term.
- Set us apart visually from our partners and collaborators.
- Consider accessibility guidelines regarding color/contrast, font selection, and readability.

DD Resources will retain all rights to all images, logos, and style guides created by the designer or firm.

IV. Key Deliverables

The selected agency is expected to fulfill the following deliverables in close collaboration with the Executive Director, Marketing and Communications Coordinator, and select DD Resources board and staff members.

- **Logo Redesign:** The designer must provide a minimum of (3) logo concepts for review by a Selection Committee designated by DD Resources before proceeding. The Selection Committee may ask for revisions of the selected concept.
 - **File Formats:** Provide high-resolution (600 dpi min) AI and EPS files of the final approved logos as well as flattened jpeg, png, and pdf formats of the final approved logo
 - **Variations:** Inline and stacked orientations, icon only (if applicable), solid black, solid white, and grayscale (if applicable).

- **Visual Style Guide:** The designer is to provide a minimum of three (3) visual style guide designs for review and selection by a Selection Committee designated by DD Resources. The Selection Committee may ask for revisions to the selected concept. At a minimum, the visual style guide should include the following:
 - Approved color palette (CMYK, RGB, grayscale)
 - Font selections
 - Iconography
 - Image guidelines
 - Visual assets that aid in the creation of consistent materials across all platforms
- **Recommendations on rollout and launch strategies**
- **Tagline (Optional):** Proposed taglines can be suggested as part of the logo design, but it is not a requirement of this RFP.

V. Required Information

In responding to this RFP, please use the following format.

Section 1. Summary of the Proposal

Provide a brief overview summary of the proposal.

Section 2. General Description of the Planning Activities Recommended

Provide a brief statement of your understanding of the requested effort to develop materials for DD Resources' brand refresh.

Section 3. Portfolio

Provide three examples of logo design work and the accompanying visual style guide. Include a written explanation of one logo design sample and how you derived the design from concept to end product.

Section 4. Work Plan

Provide a timetable for completing the process within the timeframe in Part I of this proposal. Specify what activities would be completed by DD Resources staff and what activities would be completed by the consultant.

Section 5. Staffing Plan, Including Resumes

Identify each person who will work on the project and identify their role. Also, provide a resume and references for each member of your team.

Section 6. Bid

Provide a "not to exceed" bid for the services described and, if applicable, projected expenses by line item.

Section 7. References

Please supply the names and contact information of three references for whom you have worked on similar projects.

VI. Criteria for Selection

DD Resources' Board may request representatives of a bidding organization to appear for interviewing purposes. Travel expenses and costs related to the interview will be the bidder's responsibility.

Consultants will be evaluated on the following criteria. These criteria will be the basis for the review of the written proposals and interview sessions.

The rating scale shall be from 1 to 5, with 1 being a poor rating, 3 being an average rating, and 5 being an outstanding rating.

Proposal Evaluation		
PROPOSAL EVALUATION WEIGHTING FACTOR	QUALIFICATION	STANDARD
2.0	Scope of Proposal	a. Does the proposal show an understanding of the project objective and the results that are desired from the project? b. Is the methodology proposed?
2.0	Assigned Personnel	a. Do the persons working on the project have the necessary skills? b. Are sufficient people with the requisite skills assigned to the project?
3.0	Skill/Capability	a. Does the designer demonstrate technical and creative execution, particularly for similar projects? b. Does the consultant have relevant and positive experiences in jobs of this type and scope?
1.0	Availability	a. Can the work be completed in the necessary time? b. Can the target start and completion dates be met? c. Are other qualified personnel available to assist in meeting the project schedule if required?

2.0	Cost and Work Hours	<ul style="list-style-type: none"> a. Do the proposed cost and work hours compare favorably with DD Resources' budget? b. Are the work hours presented reasonable for the effort required in each project task or phase? c. Does the firm have the ability to meet deadlines and operate within budget?
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VII. Proposal Submission

Proposals should be prepared in a straightforward manner to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.

Questions concerning this RFP shall be emailed to Shaelene Plank, Executive Director, at rfp@stlidd.org by 5 p.m. (CST) on **May 8, 2023**. All questions and responses will be posted to our website, www.stlidd.org, no later than 5 p.m. (CST) on **May 15, 2023**.

Address the proposal to: Shaelene Plank, Executive Director
Email Address: rfp@stlidd.org
Subject Line: Organization Brand Refresh

Deadline for Receipt of Proposal: No later than 5 p.m. (CST), **May 22, 2023**. DD Resources will reach a decision on awarding the contract no later than **June 16, 2023**.

VIII. Conflict of Interest

Applicants agree that they or their employees do not currently have, nor will they have, any conflict of interest between themselves and DD Resources or DD Resources-funded agencies. Any perceived or potential conflict of interest must be disclosed in the proposal.