

**Issue Date: January 14, 2022**

## **Request for Proposals**

**Petaluma Health Care District Seeks Branding, Logo, and Website Development Partner**

### **INTRODUCTION**

Petaluma Health Care District (PHCD) is a community owned and operated public agency. For 75 years, we have been dedicated to improving the health and well-being of southern Sonoma County. PHCD staff and locally elected board members actively engage and partner with the community to invest and align resources for the greatest positive impact on the health of our residents. We navigate and identify our constituents' health needs and priorities and provide or support services and programs in response to these needs.

PHCD vision: Foster a healthier community and equitable access to comprehensive health and wellness services for all.

PHCD mission: Improve the health and well-being of our community through leadership, advocacy, support, partnerships, and education.

### **PROJECT CONCEPT**

PHCD sold Petaluma Valley Hospital this past year and is transitioning from its role as a hospital owner to focus squarely on addressing community health. As such, PHCD's board of directors discussed the need to update its brand, explore possible renaming, and coordinate the District's branding with the recent establishment of a non-profit foundation and corresponding brand. PHCD is issuing this Request for Proposal (RFP) to a small number of qualified designer/developer firms, teams, or individuals that can provide a complete brand strategy for potential renaming, logo upgrade, brand guidelines and website design.

PHCD seeks a partner with experience in rebranding for non-profit and/or community-based health and wellness organizations to work in close consultation with PHCD's CEO and communications team. This RFP is for the organization's rebranding project and the development of creative assets and a website that aligns with its visual image and brand story.

The following Brand Strategy, Logo(s), Website, and Brand Guidelines RFP includes comprehensive deliverables and project timeline. We understand that details may change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

## **PROJECT SCOPE**

### ***Brand Strategy and Logo Design***

The rebranding effort will start with exploring a potential name change for PHCD. Some of the initial research and exploration are underway, and a few options are already being considered. The consulting organization will guide us in selecting a potential new name that better reflects our mission, vision, and geographic reach. It will then include a redesign of PHCD's logo. In addition to the main PHCD logo and identity, PHCD also requires a separate but corresponding logo for its newly established affiliate, Petaluma Health Foundation, or a new combined logo.

#### **GOALS:**

- Facilitate decision on a new name for PHCD or keep existing name.
- Design new logo(s).
  - New logos for PHCD and Petaluma Health Foundation or one that incorporates the two entities produced in various formats for multiple applications.
- Develop Brand Guidelines.
  - Design brand creative parameters (i.e., fonts, design styles, photo styles, color palette, etc.) and application for various venues (i.e., website, social media, advertisements, print materials).

### ***Website Revamp***

PHCD's current website is outdated and needs a redesign to accomplish our current marketing and program objectives, incorporate the new Foundation, and adhere to the [requirements for certified Association of California Healthcare Districts](#). This should include creative design, development, and content transition to a new and improved website aimed to help drive education, awareness, and engagement on our advocacy, events, programs, and organization. Some content development is expected from the selected partner, such as taglines, page headers, and some copywriting to complement our new design.

#### **GOALS:**

- Rebuild website to incorporate both the PHCD and Foundation to better articulate our role as a community health organization and nonprofit in southern Sonoma County.
- Allow for us to track, monitor effectiveness, and measure visitor engagement.
- Design aesthetic to utilize a combination of text, photos, video for a visually engaging site.
- Incorporate a donation page (for the Foundation) for donors to make online gifts.
- Provide an opportunity for visitors to access online social media sites and subscribe to our newsletter.
- Enable staff to make updates easily.
- Make the site mobile friendly.

## **BUDGET RANGE**

We have varying budget options for this project depending on the partner and services offered. Please list the brand strategy/renaming, logo development, and website as separate components when constructing the budget.

## **TIMELINE & IMPORTANT DEADLINES**

PHCD reserves the right to modify the dates below and will notify all known respondents of any schedule changes.

1. RFP released: Friday, January 14, 2022
2. Proposals due: **February 11, 2022 at 5 PM**. Responses shall be submitted by email to Ramona Faith, rfaith@phcd.org, as a single pdf file containing all required contents. Hard copy responses will not be accepted.
3. Interviews conducted: Week of February 22-25, 2022.
4. Successful respondent notified: Friday, March 4, 2022.
5. Work begins: March 14, 2022.
6. Expected project completion: September 1, 2022.

## **SUBMISSION REQUIREMENTS**

1. Statement of the firm's understanding of work to be performed.
2. A proposed timeline for work.
3. Background and experience in providing similar consulting services to similar clients and familiarity with the local context in which the PHCD works.
4. Evidence of the firm's qualifications to provide the above services, including example products, testimonials, etc.
5. Proposed fee structure for the proposal period, broken down into branding, logo design and website categories, and the maximum total cost that would be charged.
6. The size and organizational structure of the consultant's firm.
7. Names and brief biographies of the manager and staff who will be assigned to our scope.
8. References and contact information from comparable clients.

## **EVALUATION METRICS**

PHCD will evaluate bidders based on the following criteria:

- Previous experience/past performance history working with comparable entities.
- Samples and/or case studies from previous projects.
- Projected costs.