



## REQUEST FOR PROPOSAL (RFP)

**Project:** Brand Refresh Strategy & Design

**Issued:** March 5, 2025

**Proposal Due:** April 15, 2025

### I. INTRODUCTION

[Leadership Tomorrow Orange County](#) (LT) is seeking project partnership proposals from experienced agencies or consultants to support a comprehensive brand refresh. The selected partner will conduct a landscape and competitive analysis, facilitate a board workshop to develop key program messages, and use insights from this process to refine LT's visual identity, messaging, and digital design assets.

The total budget for this project is **\$8,000–\$10,000**.

### II. PROJECT OVERVIEW & OBJECTIVES

The purpose of this brand refresh is to modernize Leadership Tomorrow's identity, while ensuring alignment with its [mission, vision, and values](#). The selected project partner will be responsible for:

- **Landscape and Competitive Analysis**
  - Identifying industry best practices and key differentiators among similar leadership development programs.
  - Analyzing how competitors communicate their mission and engage with stakeholders.
- **Board Workshop on Key Messaging**
  - Conducting a facilitated session with the LT Board to define 3-5 key program messages.
  - Using workshop insights to shape the brand's positioning and narrative.
- **Brand Refresh Development**
  - Recommending colors, messaging, logo refinements, and website design updates, based on the competitive analysis and board workshop findings.



### III. SCOPE OF WORK

The selected project partner will complete the following deliverables by August 31, 2025 or sooner:

#### Phase 1: Discovery & Insights (June 2025)

- By June 15, conduct a competitive analysis of peer organizations.
- In June, facilitate a board workshop to align on key messaging.
- By June 30, develop a findings report summarizing key takeaways.

#### Phase 2: Brand Strategy & Concepting (July 2025)

- Define brand archetype and positioning based on stakeholder input.
- Develop a refined brand manifesto and key messaging framework.
- By July 31, recommend updates to the LT logo, typography, and color palette.

#### Phase 3: Materials Development (August 2025)

- By August 15, provide a refreshed brand identity package (including color palette, typography, and design elements).
- By August 31, develop initial concepts for an updated website design that aligns with the new brand identity.

### IV. BUDGET & TIMELINE

**Budget:** The total budget for this project is **\$8,000–\$10,000**.

#### Project Timeline:

- **March 2025:** RFP issued
- **April 15, 2025:** Proposal submission deadline
- **April 2025:** Review of proposals and candidate interviews



- **May 2025:** Vendor selection and approval by LT Board
- **June 2025:** Project kick-off with Phase One (Discovery & Insights)
- **July 2025:** Phase Two (Brand Strategy & Concepting)
- **August 2025:** Phase Three (Materials Development)
- **September 2025:** Implementation and launch of brand updates

## V. PROPOSAL REQUIREMENTS

Interested project partners should submit a proposal that includes:

- **Company Overview:** Background, expertise, and experience in branding projects for nonprofit and/or leadership development organizations.
- **Approach & Methodology:** Explanation of how the scope of work will be completed.
- **Relevant Experience:** Examples of past work, case studies, and references.
- **Proposed Budget:** A detailed breakdown of costs for each project phase.
- **Team & Roles:** Key personnel assigned to the project and their qualifications.
- **Timeline:** Estimated completion schedule for deliverables (if different from RFP).

## VI. EVALUATION CRITERIA

Proposals will be evaluated based on:

- **Relevant Experience (30%):** Demonstrated expertise in branding, messaging, and visual identity.
- **Approach & Methodology (25%):** Clarity and effectiveness of proposed process.
- **Creativity & Strategic Thinking (20%):** Innovation in brand positioning and design.
- **Budget & Value (15%):** Cost-effectiveness and alignment with project scope.



- **References & Past Work (10%):** Strength of client testimonials and portfolio.

## VII. PROPOSAL SUBMISSION INSTRUCTIONS

Interested candidates should submit proposals by **April 15, 2025**, via document upload on the LT website at: [LeadershipTomorrow.org/RFP](http://LeadershipTomorrow.org/RFP).

For questions, please contact the LT Board Marketing Committee at [info@leadershiptomorrow.org](mailto:info@leadershiptomorrow.org).

We look forward to reviewing your proposal and partnering to help shape the future of Leadership Tomorrow Orange County!