



217 Oscar Drive, Suite A • Jefferson City, Missouri 65101

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[www.mocadsv.org](http://www.mocadsv.org)

*Missouri Coalition Against Domestic and Sexual Violence*

Request for Proposal

**Logo Development and Redesign**

For the period

*March 2014*

Inquiries and proposals should be directed to:

Name: Debbie Stelter

Title: Office Manager

Entity: *Missouri Coalition Against Domestic and Sexual Violence*

Address: 217 Oscar Drive, Ste. A, Jefferson City, MO 65101

Phone: 573-634-4161, ext. 100

Fax: 573-636-3728



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## General Information

### A. Purpose

This Request for Proposal (RFP) is to contract for Logo design for 2014-2017 period. The proposal includes options for two additional years.

### B. Who May Respond

Any business or person with the qualifications to provide Logo design may respond to this RFP. It is the intent of Missouri Coalition Against Domestic and Sexual Violence (MCADSV) to hire a qualified Missouri-based company or individual.

### C. Bidder's Conference

There will be no Bidder's conference.

### D. Instructions on Proposal Submission

1. Closing Submission Date: Proposals must be submitted no later than 4:30 p.m. on February 21, 2014.
2. Inquiries: Inquiries concerning this RFP should be directed to Debbie Stelter, 573-634-4161 ext. 100.
3. Conditions of Proposal: All costs incurred in the preparation of a proposal responding to this RFP will be the responsibility of the Offeror and will not be reimbursed by MCADSV.
4. Instructions to Prospective Contractors:

Your proposal should be addressed as follows:

Name: Debbie Stelter  
Title: Office Manager  
Entity: Missouri Coalition Against Domestic and Sexual Violence  
Address: 217 Oscar Drive, Ste. A  
Jefferson City, MO 65102

It is important that the Offeror's proposal be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

Request for Proposal  
4:30 p.m. February 21, 2014  
Sealed Proposal  
Logo design

Failure to do so may result in premature disclosure of your proposal.

It is the responsibility of the Offeror to insure that the proposal is received by Missouri Coalition Against Domestic and Sexual Violence by the date and time specified above.

Late proposals will not be considered.

5. Right to Reject: Missouri Coalition Against Domestic and Sexual Violence reserves the right to reject any and all proposals received in response to this RFP. A contract for the accepted proposal will be based upon the factors described in this RFP.

6. Small and/or Minority-Owned Businesses: Efforts will be made by Missouri Coalition Against Domestic and Sexual Violence to utilize small businesses and minority-owned businesses. An Offeror qualifies as a small business firm, if it meets the definition of "small business" as established by the Small Business Administration (13 CFR 121.201).

7. Notification of Award:

- It is expected that a decision selecting the successful Logo design firm will be made within 6 weeks of the closing date for the receipt of proposals.
- Upon conclusion of final negotiations with the successful Logo design firm, all Offerors submitting proposals in response to this Request for Proposal will be informed, in writing, of the name of the successful Logo design firm.


Offeror receiving contract will supply all digital art files to MCADSV. MCADSV takes ownership of logo likeness and has ultimate right of usage in (but not limited to) print, digital and apparel.

#### **E. Description of Entity and Services to be Performed**

Missouri Coalition Against Domestic and Sexual Violence is a nonprofit organization which serves over 100 services providers of advocacy to victims of domestic and sexual violence in Missouri. Missouri Coalition Against Domestic and Sexual Violence is a private, nonprofit corporation and has been determined to be exempt from Federal income tax under Section 501(c)(3) of the Internal Revenue Code. It is governed by a 9-12 member volunteer Board of Directors. MCADSV has a staff of 14 full-time employees depending on funding and a small group of interns. Administrative offices and all records are located at 217 Oscar Drive, Ste. A, Jefferson City. Missouri Coalition Against Domestic and Sexual Violence is a dual coalition that works to unite Missourians in ending rape and abuse. Please refer to the MCADSV website at [www.mocadsv.org](http://www.mocadsv.org) for further information regarding the structure and philosophies of the work MCADSV performs.

Specific requirements include:

1. Work with MCADSV to gather information regarding the current status of the organization and the direction for the organization in the next 10 years.
2. Design a logo that is compelling and represents MCADSV.
3. Provide the completed logo in a variety of digital formats for resizing and use in all of MCADSV's publication and branding needs including, but not limited to print, digital, apparel. File formats need to be in Adobe formats – both a vector image and pixel image supplied in 4-color or spot colors are required.

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4. MCADSV seeks to establish an updated logo and brand identification through this logo design contract.

## **F. Options**

At the discretion of Missouri Coalition Against Domestic and Sexual Violence, the logo design work may be extended for one additional month. The cost for the option periods will be agreed upon by Missouri Coalition Against Domestic and Sexual Violence and the Offeror. It is anticipated that the cost for the optional time will be based upon the same approximate hours of logo design as the contract for the initial year.

A completed and approved logo **will be** completed by March 31, 2014. If an extension is agreed upon, logo **must** be completed no later than April 30, 2014.

## **Specification Schedule**

### **A. Scope of logo design**

The purpose of this RFP is to obtain the services of a design firm or individual, whose principal offerors are qualified graphic designers, hereinafter referred to as the "Offeror" to perform logo development and design to the Missouri Coalition Against Domestic and Sexual Violence. The Offeror is asked to develop a new, visually compelling logo for MCADSV as well as provide research information on necessary updates to our current materials.

### **B. Description of Programs/Contracts/Grants**

MCADSV receives funding from federal sources that include Health and Human Services, Family Violence Prevention and Services Act (FVPSA) and the US Department of Justice (DOJ) – Office on Violence Against Women as well as an occasional foundation grant. In addition to the federal funding that MCADSV receives, there are contracted partners under these grants as well as other agencies that receive funds through contracts.


### **C. Performance**

MCADSV's current logo has not been changed in over 20 years. MCADSV seeks to establish an updated logo and brand identification through this logo design contract.

The Offeror is required to work with the MCADSV Graphic Design Director regarding any background information about MCADSV. The Graphic Design Director will act as the main point of contact with MCADSV. The final logo will be reviewed by the 14 member staff and the 9 members board of directors and the 15 member membership committee before a final decision is made.

MCADSV has a budget of \$5,000.

### **D. Delivery Schedule**



Offeror is to work with the staff at MCADSV as necessary in order to complete the project.

The Offeror will fulfill the requirements of the proposal by March 31, 2014, unless an extension is mutually agreed upon.

#### **E. Price**

The Offeror's proposed price shall be submitted with this request for proposal. The Offeror shall indicate the estimated number of hours by staff level, hourly rates, and total cost by staff level as well as flat rate cost for specific services. Any out-of-pocket expenses shall also be indicated. If the Offeror provides a special discounted rate for small businesses or nonprofits, provide the discounted rate or percent as well as the standard rate. If the Offeror is willing to provide an in-kind/match amount in lieu of a nonprofit rate, please state the in-kind match ratio or dollar value.

#### **F. Payment**

Payment will be made upon receipt of invoice with detailed service breakdown. Should MCADSV reject a report, MCADSV's authorized representative will notify the Offeror in writing of such rejection giving the reason(s). The right to reject a report shall extend throughout the term of this contract and for ninety (90) days after the Offeror submits the final invoice for payment.

Upon delivery of the services to MCADSV and their acceptance and approval, the Offeror may submit a bill for the balance due.

#### **G. Confidentiality**

The Offeror agrees to keep the information related to the contracts in strict confidence. Other than the reports submitted to MCADSV, the Offeror agrees not to publish, reproduce or otherwise divulge such information in whole or in part, in any manner or form or authorize or permit others to do so, taking such reasonable measures as are necessary to restrict access to the information, while in the Offeror's possession.

The Offeror agrees to immediately notify, in writing, MCADSV's authorized representative in the event the Offeror determines or has reason to suspect a breach of this requirement.


### **Technical Qualifications**

The Offeror, in its proposal, shall, as a minimum, include the following:

#### **A. Prior logo design Experience**

The Offeror should describe its prior graphic design and logo development experience including the names, addresses, contact persons, and telephone numbers of prior organizations contracted. Experience should include the following categories:

1. Prior experience providing logo design to a social service agency.

- 
2. Prior experience providing consultation in the development of an identifying brand.
  3. Development of a branding implementation plan.

### **B. Organization, Size, and Structure**

The Offeror shall describe its organization, size, and structure. Indicate, if appropriate, if the firm is a small or minority-owned business.

### **C. Staff Qualifications**

The Offeror shall describe the qualifications of staff to be assigned to the services being performed. Descriptions should include:

1. Team makeup, if applicable;
2. Overall supervision to be exercised;
3. Prior experience of the individual team members: Only include resumes of staff to be assigned to the services provided. Education, position in firm, years and types of experience, continuing professional education, state(s) in which licenses or certifications are held, etc. will be considered; and
4. Up to three references can be provided.

### **D. Understanding of Work to be Performed**

The Offeror shall describe its understanding of work to be performed and a plan for next steps in branding and logo development.

## **Proposal Evaluation**

### **A. Submission of Proposals**

All proposals shall include two copies of the Offeror's technical qualifications and two copies of the pricing information. These documents will become part of the contract.

### **B. Nonresponsive Proposals**

Proposals may be judged nonresponsive and removed from further consideration if any of the following occur:

1. The proposal is not received timely in accordance with the terms of this RFP.
2. The proposal does not follow the specified format.





## C. Evaluation

Evaluation of each proposal will be scored on the following five factors:

### 1. Prior experience providing logo design.

#### Point Range

- |   |       |
|---|-------|
| a. Prior design experience  | 0 – 5 |
| b. Prior experience developing a branding plan                          | 0 – 5 |
| c. Prior experience consulting with in-house design and marketing teams | 0 – 5 |

### 2. Organization, size, and structure of Offeror's firm.

- |  |       |
|--|-------|
| a. Adequate size or qualifications of the firm/individual to meet the specifications of the proposal | 0 – 4 |
| b. Minority/small business   | 0 – 3 |
| c. Location of firm or proximity or estimated response time to MCADSV                                | 0 – 3 |
| d. Proven ability to meet the needs of the proposal  |       |

**3. Qualifications of staff to be assigned to the audits to be performed. This will be determined from resumes submitted. Education, position in firm, years and types of experience, continuing professional education, and state(s) in which licenses and certifications are held will be considered.**

- |   |        |
|---|--------|
| a. Team makeup, if applicable                         | 0 – 5  |
| b. Overall supervision to be exercised                | 0 – 5  |
| c. Prior experience of the individual or team members | 0 – 10 |



**4. Offeror’s understanding of work to be performed.**

- |  |        |
|--|--------|
| a. Adequate ability                                    | 0 – 15 |
| b. Adequate tools and/or software to complete the work | 0 – 10 |
| c. Realistic time estimates of each service            | 0 – 10 |

**5. Price** 0-20

**Maximum Points** **100**

**D. Review Process**

The MCADSV may, at its discretion, request presentations by or meetings with any or all Offerors, to clarify or negotiate modifications to the Offerors’ proposals.

However, MCADSV reserves the right to make an award without further discussion of the proposals submitted. Therefore, proposals should be submitted initially on the most favorable terms, from both technical and price standpoints, which the Offeror can propose.

MCADSV contemplates award of the contract to the responsible Offeror with the highest total points.





## Certifications

On behalf of the Offeror:

1. The individual signing certifies that he/she is authorized to contract on behalf of the Offeror.
2. The individual signing certifies that the Offeror is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Offeror.
3. The individual signing certifies that the prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
4. The individual signing certifies that the prices quoted in this proposal have not been knowingly disclosed by the Offeror prior to an award to any other Offeror or potential Offeror.
5. The individual signing certifies that there has been no attempt by the Offeror to discourage any potential Offeror from submitting a proposal.
6. The individual signing certifies that he/she has read and understands all of the information in this Request for Proposal, including the information on the programs/grants/contracts in relation to the services performed.
7. The individual signing certifies that the Offeror, and any individuals to be assigned to the services performed, does not have a record of substandard work and has not been debarred or suspended from doing work with any federal, state or local government.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
(Offeror's Firm Name)

\_\_\_\_\_  
(Signature of Offeror's Representative)

\_\_\_\_\_  
(Printed Name and Title of Individual Signing)