



P.O. Box 16973
Kansas City, MO 64133
www.galaweb.org
www.welcomingcommunitynetwork.org

REQUEST FOR PROPOSALS

Project Description: *Re-brand (post-merger)*
Contact Person: *Parker Johnson, Vice President*
403-589-5383
parker@galaweb.org

Background: *GALA (Gay and Lesbian Acceptance) is a registered 501(c)3 charity. We are committed to working with Community of Christ members and leaders to build bridges of understanding and share information about the ministerial needs for persons of all sexual orientations and gender identities. GALA offers dual ministries of sanctuary and transformation. Our regional and international retreats offer safety for telling our sacred stories in the confidential environment which promotes acceptance, healing, and spiritual wholeness. Our Board of Directors and membership are located around the world.*

GALA and WCN (Welcoming Community Network) are in the process of completing a merger. Both organizations are committed to the advancement of LGBTQIA+ experiences in Community of Christ – both at the individual and the congregational level – as well as policies at all levels of the organization. The emerging organization requires a new brand that better represents the refined mission, vision, and identity.

Project Goals and Scope of Services: *The new organization is seeking the services of a full-service branding agency to develop branding options that speaks to our culture, history, mission, and vision.*

Tasks include but may not be limited to the following criteria:

- *Review and interpret survey data from membership and leadership*
- *Research and review provided organizational history from both GALA and WCN*
- *Engage in regular communication with GALA leadership through project completion*
- *Provide multiple initial logo concepts to GALA leadership for review*
- *Provide up to five logo revisions*
- *Produce final package of deliverables, including but not limited to:*
 - *Brand Identity Package*
 - *New name for merged organization*
 - *Logo/wordmark*
 - *Professional logo artwork files (.ai, .eps, .pdf, .jpg, .png – transparent)*



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- Full colour, grayscale, black and white versions
- Various renderings to include square, horizontal, vertical, etc.
- Colour palette
 - Provide pantone colours, CMYK, and/or RGB codes
 - Additional colour palette options
- Letterhead
- Favicon
- Social Media package
 - Profile image(s)
 - Headers/Banners for Facebook, Twitter, YouTube
- Business cards
- Standard signage
- Corporate typeface(s)
- Copyright Ownership to the final design
- Visual Identity Standards document

**Anticipated
Selection Schedule**

The Request for Proposal timeline is as follows:

Request for RFP: October 22, 2018

Submission deadline: November 16, 2018

**Time and Place of
Submission of
Proposals**

The RFP will be shared via email to members and friends of GALA and WCN, the GALA newsletter, as well as via our social media channels and website.

Bids must be received via email no later than November 16, 2018 11:59 p.m. Mountain Time. Responses should include "RFP-GALA Re-brand" in the subject line. All submissions must be sent via email to Parker Johnson at parker@galaweb.org.

Timeline

GALA needs the project completed by no later than March 1, 2019.

Elements of Proposal *A submission must, at a minimum, include the following elements:*

- *Description, contact information, and name of single point of contact of firm/individual and the services provided by the entity.*
- *Estimate of costs, including potential ongoing fees.*