

Child Care Services Association
Request for Proposal
Durham PreK Logo and Style Guide

About Durham PreK

Durham County Government has committed to equitable access to high-quality preschool for all children in Durham. Investments will not only increase the number of publicly funded PreK slots, but also broaden eligibility and work with teachers and private centers to build their quality through teacher and director education, mentoring and coaching.

As part of Durham PreK, Durham County investments will:

- improve quality in preschool programs by funding a variety of quality improvement activities, including paying for coaching and professional development for teachers;
- support higher wages and compensation for those teachers by paying higher reimbursement rates than currently available for NC Pre-K;
- expand access for four-year-old children by paying for new spaces and by increasing eligibility guidelines to include most families; and
- offer a mixed-delivery system of PreK for four-year-olds by partnering with high-quality child care programs in the community, Durham Public Schools and Head Start.

The County has entered a two-year contract with Child Care Services Association (CCSA) to manage the expansion of Durham PreK. The Board of County Commissioners (BOCC) established a Governance Committee chaired by the Durham County manager's office to approve Durham PreK standards and policies.

Project Summary

Child Care Services Association (CCSA) (Agency) is seeking proposals from a firm or individual designer/developer (Vendor) to develop our Durham PreK logo and style guide.

Objective

Our primary objective is to build brand identity and awareness of Durham PreK.

Scope of Services

The Vendor must deliver to CCSA a logo and style guide based on the following scope of work.

- Develop a project plan for the entire scope of work with input from CCSA.
- DESIGN – Design of Durham PreK logo to include at a minimum:
 - Two final approved logos – one horizontal and one vertical.

- Final, approved vector artwork (Illustrator EPS file, for example) to be provided in addition to full-color (4-color and RGB), single color and black & white versions in a variety of formats (eps, jpg, tiff, png with transparent background, and pdf).
- To be used in print, web, billboards, banners and signage.
- DESIGN – Design of Durham PreK style guide to include at a minimum:
 - A set of standards for the design of documents, signage, and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.
 - Color Treatments
 - Approved fonts: Print and Web
 - Design for: Letterhead, Business Card, Community Information Rack Card, Community Information Flyers, Basic Ad Template, E-Newsletter template and PowerPoint Presentation
- DEVELOPMENT of the logos and style guide
 - Designer to provide 3-5 logo and style guide designs for client review and selection
 - Up to 5 rounds of revisions of the selected concepts
- TIMELINE - Without delays due to extraordinary circumstances, development and approval of new logos and style guide should take place no later than two (2) months from the contract date.
- ONE YEAR SUPPORT – Designer to be available for brand consultation for up to 12 months (e.g., responding to questions of usage or clarification on style guide).

Proposal Submissions

Submissions should consist of the following:

- Letter of interest
- Overview and background of the firm or individual submitting this proposal.
- Proposal narrative, including your understanding of the Scope of Work, your vision for the project and other information you would like to include.
- Detailed timeline of product development.
- Samples of or links to previous design work relevant to this project.
- Reference contacts for similar projects. This including names and contact information for individuals who can speak to the team's qualifications.
- Sample contract for proposed services

- Detailed cost proposal to encompass all factors necessary for development of logos and style guides and a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement.

Finalist Presentations

Project finalists may be required to give a presentation that minimally includes the Vendor's background and experience, overview for the proposed, vision for the new logo and style guide, and samples from other similar projects.

Selection Criteria

Applicants will be judged based on the following criteria:

- Qualifications of the design/development team
- Past experience on similar projects
- Demonstrable logo and style guide skills
- Vendor's holistic approach to Agency's brand presence
- References
- Stability of Firm
- Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting "look and feel" for the new logos and style guide and a reasonable process for development of the logos and style guide. Past experience with non-profit organizations is a plus.

Timeline

- Proposals are due no later than 12:00 Noon EST, Monday, January 7, 2019.
- Submissions will be evaluated immediately thereafter.
- Potential interviews will be scheduled within two weeks. Notifications will be made via letter and/or phone call and email.
- The selection of a proposal will be made no later than February 6, 2019. Contract negotiations will begin immediately and will conclude no later than February 13, 2019.
- All other Vendors will be notified on or about February 20, 2019.

Proposal Delivery Address

Proposal submissions should be emailed and/or addressed to:

Alex Livas-Dlott, Durham PreK Manager
Child Care Services Association
1201 S. Briggs Avenue, Suite 200, Durham, NC 27703
alexld@childcareservices.org