

Decatur-Macon County Opportunities Corporation

1122 East Marietta Street

Decatur, Illinois 62521

REQUEST FOR PROPOSALS for Logo Design and Branding Services

Proposal Due Date: July 29, 2020 at 3:00 p.m. CST

Estimated Project Timeline: August 19, 2020 – September 30, 2020

Eligibility: Vendors making proposals in response to this RFP must be experienced providers of logo design, branding, and marketing services. Vendors must have the capacity to complete the services outlined in this RFP within the specified timeframe.

Introduction: Decatur Macon County Opportunities Corporation (DMCOC) is a nonprofit agency serving individuals and families in need in Decatur and Macon County. DMCOC's mission is to help low income and senior citizens enhance their dignity and quality of life by providing skills, knowledge, and the power of work through community-based coordinated services. Our programs include Head Start, Low Income Home Energy Assistance Program (LIHEAP), Weatherization, Accessibility, Senior Nutrition and Transportation, Job Training and Employment Supports, and Homeless Services. DMCOC is currently engaged in a rebranding effort that will include a new DBA, prior to moving into our new home on the Community Care Campus.

Scope: DMCOC is seeking the creation of a new logo and visual identity that captures the values and mission of the organization and is distinctive and memorable. This logo will be used on letterhead, business cards, brochures, signs, and other print materials, as well as incorporated into a revamped website and our social media accounts. Our new DBA will be used in the logo and all other materials. DMCOC seeks a vendor who will work with our Leadership Team and Board of Directors to develop our new logo and visual identity.

Specifications: The successful bidder will provide the following services:

- Logo Design
- Letterhead & Envelope Design
- Business Card Design
- Flier/Advertisement Template Design
- Website Redesign

Pricing: For each service specified in this RFP, please provide the full price of the service and the discount you will provide (if applicable), along with the net price after discount.

Required Materials: The successful bidder will submit the following materials with their proposal:

- Pricing schedule as specified in this RFP
- A description of the process that will be used to deliver the services specified in this RFP
- Examples of at least 3 pieces of design work previously prepared for other clients
- A list of at least 3 references who you have provided similar services to in the past

Questions: Questions from vendors about this RFP are due via email by July 22, 2020 at 2:30 p.m. CST. All questions and answers will be posted to DMCOOC's website on or around July 24, 2020.

Process: Vendors may submit proposals to the contact below via email, hand delivery, or regular mail. The proposal must be received by the due date. Incomplete proposals will not be accepted. DMCOOC will notify all bidders of the outcome of the RFP process on or around August 5, 2020.

DMCOOC reserves the right to reject any or all proposals, or to accept any proposal or part of a proposal which in its judgment will be in the best interest of the agency.

DMCOOC is an equal opportunity employer and provider. Small, minority, and women owned businesses are encouraged to apply.

Contact Information: Tara Murray, Executive Director
Decatur-Macon County Opportunities Corporation
1122 East Marietta Street
Decatur, Illinois 62521
217-428-0155
E-Mail: tmurray@dmcoc.org