

7/16/2018

REQUEST FOR PROPOSAL

LOGO REDESIGN

HOME CARE, HOSPICE & PALLIATIVE CARE
ALLIANCE OF NEW HAMPSHIRE
8 GREEN STREET, CONCORD, NH 03301

REQUEST FOR PROPOSAL

Company:	Home Care Hospice and Palliative Care Alliance of New Hampshire
Contact:	Gina Balkus, 603-225-5597
	gbalkus@homecarenh.org

OBJECTIVE

The newly merged membership association requires a new logo for a rebranding campaign.

BACKGROUND

The New Hampshire Hospice and Palliative Care Organization and the Home Care Association of New Hampshire recently merged the two separate entities into one larger Association to better serve its members. The non-profit membership organization is now known as the Home Care, Hospice and Palliative Care Alliance of New Hampshire. The Alliance’s mission is to serve the educational, advocacy and member service needs of home care, hospice and palliative care providers who serve people of all ages throughout New Hampshire. Each company will shed its old image, namely the logos, and move forward with a new brand identity, led by a new **logo** and **color scheme**.

In the months ahead, this rebranding will include a website redesign. Please visit our websites if you’d like to learn more about our organizations, and the merger process. www.homecarenh.org and www.nhhpco.org

AUDIENCE

The Alliance’s main customer base is management-level employees of member agencies. The demographic has advanced college degrees, works in health care, is largely female (92% of home care employees are women) and the average age is 51. Our logo should be attractive and recognizable to this audience, and distinct from the logos of the greater Association community and sister associations in the state and region. Examples follow:



PROCUREMENT SCHEDULE

The following time table will be utilized for the awarding of a contract for the Alliance’s logo design

Action	Estimated Date
RFP issued	7/16/2018
Deadline for final inquires	8/3/2018
Answers to respondent inquires released	8/10/2018
Deadline for submission	8/15/2018
Phone call or in-person interviews with top proposers	Week of 9/3/2018
Phone call meeting with selected contractor	9/10/2018
Review initial concepts	9/21/2018
Review final options	10/5/2018
Approval of final design	10/12/2018
All formats provided to Alliance	10/26/2018

GENERAL INSTRUCTIONS

RESPONDENT'S INQUIRIES

All respondent inquiries are due on August 3, 2018. Questions may be sent via email to gbalkus@homecarenh.org. For all potential contractors to be treated equally, all questions raised regarding the Request for Proposal process and the responses made by the Alliance will be made available to all respondents. Written responses to questions received through August 3 will be provided to all respondents via email and posted online at www.homecarenh.org/merger.

SUBMITTAL DEADLINE

All proposal documents must be completed and received no later than August 15, 2018 to the above address. Electronic submission encouraged.

DESIGN SCOPE TO INCLUDE:

Logo in electronic and physical formats will be produced and provided to the Alliance.

- Horizontal and Square formats

- Color treatment as well as Black and White

- Multiple fonts or settings to include entire company name

- Designer to provide multiple concepts for review throughout the process, as noted in timeline

DESIRED SCOPE

Logo will meld the concept of the two merged agencies, however it is NOT necessary to transfer over any of the design elements. This is a fresh start. Create a clean and clear new logo that incorporates the

full name and is easily viewed and reproduced both physically and electronically. Versions for high resolution printing as well as clear low-res versions are necessary.

PROCESS

EVALUATION CRITERIA AND PROCESS

The Alliance will review and rate proposals on the following criteria:

- Qualifications and experience of the designer/firm, specifically with trade associations or health care entities
- Understanding of the Alliance's needs and the services to be provided
- Project approach and timeline
- Samples of completed work for clients
- Responsiveness to the RFP
- Cost

PROJECT VALUE

The Home Care Hospice and Palliative Care Organization is a non-profit, 501 c3 organization. Preference will be given to designers cognizant of cost restraints, or those offering to do all or some of the work as in-kind donation.

INQUIRIES

Inquiries regarding the RFP and the proposal process should be directed to Gina Balkus, gbalkus@homecarenh.org

SUBMISSION INSTRUCTIONS

This is an open and competitive process for all qualified graphic designers and design firms. Submissions will be accepted through August 15. Proposals must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

Proposals may be submitted electronically to gbalkus@homecarenh.org or by mail to Home Care, Hospice & Palliative Care Alliance of New Hampshire, 8 Green St., Suite 2, Concord, NH 03301

The Alliance reserves the right the request additional written or oral information to clarify all written statements of qualifications of proposals.