



## REQUEST FOR PROPOSAL GRAPHIC DESIGN and Style Guide

Theta Phi Alpha National Women's Fraternity is requesting proposals from design firms or individuals for a logo redesign and style guide for the organization. Design firms or individuals familiar with sororities and the National Panhellenic Conference are preferred, but are not required.

### INTRODUCTION

[Theta Phi Alpha](#) is a social female fraternal organization founded in 1912. Theta Phi Alpha is a member of the [National Panhellenic Conference](#) currently with 653 new members, 2180 collegian members and 14,301 alumnae members. Our members age range from 18 to over 80 years old. The majority of our collegian chapters are located in the Northeast, South and Midwest with alumnae across the United States and Canada.

Theta Phi Alpha was founded on the following values: Justice, Truth, Friendship, Honor, Loyalty and Faith. We are a membership organization that is primarily volunteer based but moving towards a 'governance' leadership model with increase in office staffing. Our strength is our smaller size allowing more individual and personalized interaction among members.

The purpose of Theta Phi Alpha is....to create close comradeship, to advance educational, social and philanthropic interests and leadership training; to encourage spiritual development and adherence to the highest moral standards; and to promote lifelong bonds of friendship...

### PROJECT SCOPE

We are seeking a fresh logo design and update of our current style guide. Both were last updated in 2004. Based on member and friend feedback via an online survey, we're looking to redesign our logo, giving it a fresher, more feminine and friendly tone.

The successful proposal should reflect the traditions of Theta Phi Alpha.

Organization symbols include:

Compass	White Rose (Tudor style)
Sapphire	Coat of Arms
Pearls	Links
Penguin	Badge

Greek letters: ΘΦΑ

Colors: Silver, Gold and Blue

Additional descriptions: <http://thetaphialpha.celect.org/symbols>

The successful proposal will include design(s) applicable for use:

- Letterhead
- Email Banner
- Apparel
- Publications
- Presentation Materials
- Social Media
- Website

Current style resources will be made available in pdf, jpg or doc form upon request. Member and friend survey response also available upon request.

#### PROCESS

The selected firm or individual will work with Theta Phi Alpha's Rebranding Manager to review and confirm the brand strategy and brand qualities. This work will include a minimum of three phone/Skype meetings.

The selected firm or individual will design a minimum of 3 to 6 logo concepts in color showing several sizes for print and online applications and present these designs for feedback and direction.

The selected firm or individual will present 2-3 intermediate concepts prior to presenting three final logos for the Theta Phi Alpha to choose from. Presentation for approval should include logo with color palette, typography and image guidelines for final review and approval by Theta Phi Alpha Grand Council

Based on final approval of the logo, color palette and typography, the designer will edit/redesign our current style guide and present for review by Theta Phi Alpha.

Based on feedback, the designer will revise the style guide and provide a final document for approval.

#### DELIVERABLES

Final Logo: including design files in appropriate electronic graphics files suitable for print and electronic use.

Style Guide: logo usage, color palette, typography, image guidelines, templates. Deliver final electronic graphic files for print.

#### TIMELINE

##### *Proposal*

Release of RFP: December 20, 2013

Proposals Due: January 15, 2014

Short-List Interview: Week of January 20, 2014

Notification of selected firm or individual: Week of January 27, 2013

The project would start early February 2014.

### *Logo*

Logo design concepts: March 3, 2014

Intermediate design concepts: April 1, 2014

Three Refined logos: May 1, 2014

Final logo, color palette, typography, email banner and image guidelines: May 30, 2014

### *Style Guide*

Style guideline updates: May 30, 2014

Final style guidelines: June 6, 2014

### CONTRACT and TERMS

Please include a contract proposal for logo design and style guide along with a schedule of payments. Included should also be any required technology support needed for successful implementation.

The range for all deliverables is \$3,500.

Theta Phi Alpha will also discuss a potential future project designing new extension materials.

### CONTACT and PROPOSAL SUBMISSION

Firms or individuals responding to this RFP must provide:

1. Firm or Individual name, name of main contact person, mailing address, telephone number, email address and website.
2. Examples of three (3) projects that best demonstrate the firm or individual's expertise with a description of project elements and creative materials developed. Provide a client reference for each project. Please provide the client reference's name, title, employer, email and phone number.
3. Summary of the firm or individual's experience in completing a project similar in size, complexity and nature to the one described in this RFP. Include resume summaries for the primary contact and key personnel who would be assigned to the project. Please indicate any connection to the National Panhellenic Conference.

Proposal, as well as questions or requests for additional information, may be referred to:

The deadline for receipt of proposals is January 15, 2014 at 5:00pm (EST). One copy of the proposal should be emailed to:

Nicole Lasorda  
Rebranding Manager  
Theta Phi Alpha National Fraternity  
TPANicoleL@gmail.com

Please indicate this RFP in the subject line. You will receive a confirmation by 8pm (EST) January 15, 2014.

Please note that proposals received after January 15, 2014 at 5:00pm (EST) may not be accepted.

All questions concerning this RFP must be submitted via email to [TPANicoleL@gmail.com](mailto:TPANicoleL@gmail.com).