



Request for Proposal

Branding for the Reference and User Services Association (RUSA)

Project Description

Objective: This is a project to oversee rebranding of the Reference and User Services Association (RUSA). A marketing and communications consultant will be selected for this rebranding project. The successful contractor will facilitate an identity/branding (re)design process for the Reference and User Services Association (RUSA), produce a work plan to develop the brand and graphic identity, and deliver an executable brand package. The rebranding objective is to:

- Reintroduce RUSA to the reference and user services members and potential members in a way that allows them to see association membership as a crucial asset to their professional and career development
- Position RUSA as an exciting, fun, and progressive association to which to belong
- Position RUSA as a unique, active and cutting edge division of ALA
- Position RUSA as the premier association in the reference and user services field
- Position RUSA as the Best National Peer Network in the reference and user services field
- Position RUSA as the premier association for those who love books for adults
- Position RUSA as the premier association to belong to if you are a librarian/library staff/library student with an interest in a business libraries, collection development, emerging technologies and applying them to reference and user services, archiving, historical resources, genealogy, or sharing and delivering of resources

Scope: RUSA is in need of a distinctive image that will be able to be used for years to come. Specifically, we are looking for:

1. Implementable recommendations that will enhance and strengthen the brand image of RUSA
2. New organization logo, tag line and theme that captures the value of belonging to the association
3. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes for a host of collateral materials listed **in detail below**.
4. Branding package standards and usage guidelines

In addition, the rebranding work is expected to seamlessly inform RUSA's website design. The development of standards and usage guide should be developed with that in mind. Some market research regarding RUSA's brand positioning, audiences, and attributes has been completed but may need to be revisited and updated.

Estimated Project Duration:

Timeline:

Date

March 14, 2014	Goal: Proposals Due
March 31, 2014	Goal: Begin Finalists Interviews
April 7, 2014	Goal: Consultant Selected
April 28, 2014	Goal: Committee Formed
June 28, 2014	Goal: Consultant Meeting with Committee and RUSA Board during Annual Conference of the American Library Association in Las Vegas, NV
July 31, 2014	Goal: Branding Design Completed
August Virtual Board Meeting (date TBA)	Goal: Project Presentation to Board
September 1, 2014	Goal: Implement branding plan

Collateral Materials:

1. New RUSA logos and logos for the six RUSA sections
2. Detailed brand package including fonts, brand assets, other graphic elements, and color palettes
3. Ready-to-use templates for a host of collateral materials including:
 - a) Business stationery—letterhead, business cards, folders
 - b) Testimony templates
 - c) Research/policy white paper template

d) Fact sheet template

e) FAQ brochure template

f) Membership benefits brochure template that can be applied to RUSA and its sections

g) Electronic communications templates—membership e-newsletter

h) Banner for booth/table display

4. Branding package standards and usage guide

Selection Criteria

An award, if made, will be to the responsible responder whose proposal is most advantageous to RUSA, taking into consideration price and the other factors set forth in this Request for Proposal. RUSA will not use any other factors or criteria in the evaluation of proposals received.

Proposals will be reviewed and evaluated by a committee made up of representatives of the RUSA sections and committees who will recommend one or more candidates for consideration by RUSA Executive Committee. Criteria for evaluation will include but not be limited to:

- Demonstrated knowledge, skills, and experience in branding design for associations and other non-profits
- Understanding of usability, best practices, and trends
- Ability to meet past clients deadlines and operate within budget
- Recommendations from past clients.

Proposals should include:

- The name, title, contact details and resumes of the person(s) who are submitting the proposal and who, if needed, can be approached for clarification on the submitted
- A list of personnel who will work on this project, including their education, experience and qualifications.
- Summary of branding experience; include examples that illustrate the process from research to package delivery.
- Proposed approach, detailed work plan, and timeline that describes how you will implement the design and development process for this project.

- A Project Budget that includes:
 - (a) a line-item budget for the stages of development in which you will provide the work described in this RFP, and
 - (b) an hourly rate for subsequent work that may be required or deemed necessary.
- A portfolio that showcases your current work, with a strong emphasis on branding or rebranding.
- Three references from people who have used your services for branding.

The RUSA Executive Committee may request the consultant to attend a meeting, make a brief presentation, and answer questions regarding their proposals. The RUSA Executive Committee reserves the right to reject any and all proposals. The RUSA Executive Committee reserves the right to cancel the award of the contract at any time prior to the execution of the contract by both parties.

Final acceptance of a proposal will be based on all information from the communications with responders.

Submittal Requirements:

The deadline for questions is March 3, 2014. Questions must be directed to the RUSA Executive Director, shornung@ala.org, 312-280-4395 by Monday, March 3, 2014 at 3:00 p.m. Central Standard Time.

RUSA requires three (3) copies of the proposal as well as one electronic copy sent via email as a PDF file sent to Marianne Braverman, mbraverman@ala.org sent to:

Marianne Braverman
American Library Association
RUSA
50 E. Huron
Chicago IL 60611

Email submissions must have "RUSA Branding RFP" in the subject line. Responders will be asked to submit samples of previous branding projects and strategies. A consultant will be selected on relevant experience, portfolio samples and other review and assessment criteria per the Request for Proposal (RFP) document.

Proposals must be received by Friday, March 14, 2014 at 5:00 p.m. Central Standard Time. The address for submittals is:

Marianne Braverman
American Library Association
RUSA
50 E. Huron
Chicago IL 60611

Email submissions must have "RUSA Branding RFP" in the subject line. Proposals arriving after the time and date for opening will not be considered and will be returned to the vendor unopened. Faxed and/or verbal proposals are not acceptable. The vendor will be solely responsible for ensuring that its proposal is delivered to the correct address in a timely fashion.

Assumptions and Agreements:

RUSA complies with the American with Disabilities Act (ADA). If there is any accommodation needed, please advise the RUSA executive director, Susan Hornung, shornung@ala.org.

RUSA reserves the right to reject any and/or all proposals or to waive any informality therein; to accept or reject portions of any proposal; to negotiate with the successful firm; to award the contract based on RUSA's needs and requirements.

RUSA also reserves the right to cancel or to reissue the RFP in whole or in part, prior to the execution of a contract.

RUSA will not be liable for any costs incurred by the Consultant in preparation of a proposal submitted in response to this RFP, in conduct of a presentation, or any other activities related to responding to this RFP.

RUSA shall have a reasonable opportunity to inspect all service performed by, work produced and portfolio of the Contractor.

The final timetable may vary from the one included in the original RFP.

The Contractor is retained solely for the purposes of and to the extent set forth in the proposal. Contractor's relationship to RUSA during the term of this contract shall be that of an independent contractor. Contractor is responsible for having all insurance, licenses, permits, etc. which may apply to this type of service.

All artwork and related material provided as final copy by the Contractor will become the property, without restriction, of RUSA.

The applicant has the institutional, managerial and financial capability to ensure proper planning, management and completion of the project described in this application and will give the awarding agency, the Board of Trustees of RUSA, access to and the right to examine all records, papers, logos, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards and will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain; will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency.

February 20, 2014