

The Writers' Collective of Manitoba

Request for Proposal Brand Development and Website Update

CLOSING DATE: March 31, 2014, 4:00 pm Central Standard Time

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1. Introduction

The Writers' Collective of Manitoba is seeking qualified consultants to provide the following services:

1. Brand development, including logo and positioning statement (tagline)
2. Website update to allow us to take our publication, Collective Consciousness, from a print to an online format; as well as ongoing website hosting and support

Bidders may submit a proposal for one or both of parts (1) and (2) above.

2. Who We Are

The Writers' Collective of Manitoba is a not-for-profit, membership-based organization offering services and programs to new and emerging writers.

Our Vision: Celebrate the individual voices of writers by connecting them to each other, their audience and their communities.

Our Mission: To inspire, encourage and promote writers at all skill levels through membership services which include publication and performance opportunities.

You can learn more about us at our website: <http://thewriterscollective.org/>

3. What We Need

3.1. Brand Development

The Writers' Collective requires a unique and recognizable visual brand identity that we can use to build public recognition and awareness of the organization and its services. We require an experienced creative team to develop:

- 3.1.1. Visual brand identity – logo, signature (The Writers' Collective of Manitoba) and positioning statement
- 3.1.2. Brand standards to help us apply the brand consistently (note, the brand will often be used by staff and volunteers who do not necessarily have design training), including recommended colour palette and fonts for all applications, particularly in Microsoft Office documents, online and in designed materials
- 3.1.3. Basic stationery package: letterhead, business card, email signature and e-news template (we use MailChimp for e-news distribution)
- 3.1.4. Website design – we will expect the selected designer/creative team to work with our web designer to apply the new brand to our website
- 3.1.5. Logo files in all required formats for the above applications (.eps, .jpeg, etc)

3.2. Website Update

Our current website was launched in 2010 and is built on WordPress. We require updates to the site infrastructure and design to achieve the following objectives:

- 3.2.1. Integrate and reflect the new visual brand identity, once it is developed
- 3.2.2. Update the home page to allow us to better profile organizational news and events (the current blogroll is not meeting our needs)
- 3.2.3. Transform Collective Consciousness into an online publication
- 3.2.4. Update the process for uploading and linking to PDF files (it is currently a two-step process; uploading the file creates a separate page with a link, rather than attaching the file to a link in a page)
- 3.2.5. Provide ongoing maintenance (e.g., WordPress updates) and email management of addresses associated with our domain (thewriterscollective.org domain is currently set up on Gmail)

Please also provide costs for domain registration, website hosting and ongoing maintenance. Please specify if maintenance is provided in-house or contracted out. You may provide more than one option for these ongoing services. As we are a small organization with a limited budget, being able to predict costs is an advantage to us; for this reason, a maintenance retainer may be preferred, if available and depending on price.

3.3. About Collective Consciousness

Collective Consciousness will be published approximately two times per year. The majority of the content will be made up of the winners of our contests, and we expect that publication will be synced to our contest schedule (<http://thewriterscollective.org/programs/contests/>). Contents will be posted by staff and volunteers, and this section of the website must have a user-friendly CMS. We would prefer that it also be developed on the WordPress platform.

We want Collective Consciousness to be clearly linked to the rest of the website, though we recognize it may require its own page layout and navigation to allow readers to peruse the publication easily.

One example of an online publication that appears simple and straightforward for both front-end and back-end users is The Fieldstone Review: <http://www.fieldstonereview.usask.ca/index.php>. However, we are open to other proposals from the successful bidder.

3.4. Our Working Relationship

Your main point of contact with The Writers' Collective will be our Program Coordinator and at least one Board member. The Board meets once a month from September through May; there is no Board meeting in December. Initial review and approval of work will be provided by the Program Coordinator and Board representative. Major milestones will be reviewed and approved by the Board as a whole, at a regular Board meeting. Major milestones include:

- ⤴ Recommended visual brand identity
- ⤴ Final brand package: visual identity, brand standards and stationery design
- ⤴ Website wireframe and design flats

4. What We Want From You

In your proposal, please outline:

- 4.1. Why you think you are the best fit for The Writers' Collective and this project (no more than 1 page).
- 4.2. How you would work with us and your typical client service process for delivering the above services, including an estimated timeline for completion (assume a start date of October 1); for the timeline, please account for the review process outlined in 3.4. above.
- 4.3. Our total costs for the above services. We will be submitting a grant application to fund this work and will use the successful bidder's quote as the basis for our application.
 - 4.3.1. Prices are to be provided in Canadian funds.
 - 4.3.2. Costs are to be itemized based on the deliverables listed in 3.1. and 3.2. above.
 - 4.3.3. Please include taxes as a separate line item.
 - 4.3.4. At present, we are anticipating that the cost for the entire project (branding and web update) will total approximately \$10,000; if your proposal exceeds that amount, please provide a rationale.
- 4.4. Three samples for each of the services (logo design, website development) that you would like to provide.
- 4.5. Three references for each service; if the references represent different clients from the samples provided in 4.3., please provide work samples for the references as well.
- 4.6. Names and bios of the service team that will work with us.
- 4.7. If your proposal covers only one of the services outlined above, please indicate how you will work with another service provider to complete the website re-branding.
- 4.8. If you have any potential conflict of interest in submitting a proposal, please disclose it in your proposal.

5. Terms and Conditions

- 5.1. The closing date and time is March 31, 2014, at 4 pm Central Standard Time.
- 5.2. Proposals are to be submitted by email, preferably in PDF format, to thewriterscollective@gmail.com, with the subject "RFP for Brand & Web Update." It is the respondent's responsibility to ensure the proposal is delivered on time.
- 5.3. Questions are to be submitted to hilaryd.friesen@gmail.com. Only information in this proposal and provided in writing in response to questions submitted as stated in this clause, is binding on The Writers' Collective.
- 5.4. All costs incurred in preparing the proposal are the responsibility of the bidder.
- 5.5. The Writers' Collective reserves the right to select a single bidder or multiple bidders, regardless of qualifications or price. The Writers' Collective may reject all bids submitted and choose to re-issue this Request for Proposals. The Writers' Collective may also choose to award one part of the project and re-issue a modified Request for Proposals for the remaining deliverables.
- 5.6. You may withdraw your proposal at any time prior to the closing date and time. After the closing date and time, your proposal becomes irrevocable and will be binding for 90 days.
- 5.7. All proposals will be kept confidential during the negotiation process.