



DOWNTOWN **WOMEN'S** CENTER

REQUEST FOR PROPOSALS

Seeking Branding Agency for Social Enterprise

Release Date: November 26, 2018

Submission Deadline: December 17, 2018

OBJECTIVE

Downtown Women's Center is seeking a branding agency to effectively re-brand its social enterprise, MADE by DWC. The goal is to develop a visual brand that better links MADE's relationship with its parent brand, DWC, and reflects the new strategic vision for its three social enterprises (handMADE product line, MADE by DWC Resale Boutique, and MADE by DWC Café and Gift Boutique).

CLIENT

The Downtown Women's Center (DWC) is the only organization in Los Angeles focused exclusively on serving and empowering women experiencing homelessness and formerly homeless women. DWC envisions a Los Angeles with every woman housed and on a path to personal stability. Its mission is to end homelessness for women in greater Los Angeles through housing, wellness, employment, and advocacy. Founded in 1978, DWC was the first permanent supportive housing provider for women in the U.S. Learn more about www.DowntownWomensCenter.org.

MADE by DWC is a social enterprise operated by DWC to provide job training and transitional employment in product and retail environments for women transitioning out of homelessness. By purchasing from MADE by DWC's signature line of products, you directly contribute to ending women's homelessness in Los Angeles. Learn more at www.MADEbyDWC.org.

SCOPE OF WORK

- Competitive and Consumer Context- Review competitive positioning, noting strengths and weaknesses of key competitors; look for opportunities for differentiation; develop the visual landscape, brand pillars, and product category ideas.
- Brand Identification- Logo, color palette, and typography
- Brand Assets- Collateral, packaging, coupon cards, signage and flyer templates, and social media avatars
- Brand Guidelines and Creative Brief- Create formal brand guidelines that clearly articulate the story behind the new branding in a visually compelling format, which will act as a concise brand document; Outline the DNA of the new brand and how it should be used to drive marketing.
- Attend mandatory project kick-off meeting in late January 2019

The timeframe for completion of the branding project is June 2019. Proposals must demonstrate the ability to meet the completion timeframe.

FUNDING AVAILABLE

Submitted proposals shall not exceed \$15,000. All proposals must include a budget and budget justification for all costs associated with this project. Costs must detail all components of the project. DWC reserves the right to tie payment to receipt of deliverables.

REFERENCES

Please provide two recent references from similar projects with contact information.

PROPOSALS

The proposal should address your approach to each task identified in the Scope of Work section. Pricing must be broken down to illustrate estimated costs rather than lump sum. Proposals are due no later than 5 p.m. PST on December 17, 2018. Submit proposals to Melissa Tillman, Chief Development and Communications Officer at melissajt@downtownwomenscenter.org.