

REQUEST FOR PROPOSAL
SOUTHERN PUBLIC RELATIONS FEDERATION
LOGO REFRESH & TAG LINE

ABOUT THE ORGANIZATION

The Southern Public Relations Federation is a network of public relations professionals from Alabama, north Florida, Louisiana and Mississippi who share a common interest in the public relations profession.

SPRF is a 501-c (6) organization and membership in the Federation is automatic for members of the Public Relations Council of Alabama (PRCA), the Emerald Coast Public Relations Organization (ECPRO), the Public Relations Association of Louisiana (PRAL) and the Public Relations Association of Mississippi (PRAM).

SPRF has more than 1,400 members and continues to grow. SPRF is led by a volunteer board of directors and is considered the premiere networking and professional development organization for public relations professionals in the Gulf South. SPRF sponsors an annual professional development conference that rotates between the member chapters.

Our membership ranges from seasoned professionals through those just entering the field and represent nonprofit, education, healthcare, chambers of commerce, agencies, manufacturers, government, small businesses, media, churches, real estate, tourism, engineering service, banking/credit unions, utilities, restaurants, consultants and solo entrepreneurs.

Job duties (titles) of our members range from public relations, communications, marketing, media relations, social media, public affairs, brand digital design, etc., followed by owner, vice president, director, specialist, coordinator.

THE ASK/ CURRENT SITUATION



As you can see by the embedded logo, it's been a few years (even decades) since the SPRF logo was created.

We want to keep our name and:

- Redesign the logo
- Incorporate a tagline/anthem and
- Create a new palette of colors

While we want something modern, engaging and vibrant – something that would potentially be relevant for 5 to 10 years - the logo must work in a variety of modern formats online and in print, in a vertical and horizontal format.

The logo and tagline will appear in/on

- Social media channels – Facebook, Twitter (and in the future, possibly Instagram, LinkedIn and YouTube)
- Website (www.sprf.org)
- Signage and event banners
- Programs
- E-newsletters
- Specialty items
- Business cards

Other challenges include budgets and work demands.

OTHER INFORMATION

SPRF is inviting you to submit a proposal for this project no later than **Friday, March 29**, with final work completed by **Friday, June 28**. Proposals should be no more than two pages excluding budgets, timelines and references, and should include previous logo design work.

We would like to unveil the new logo/branding at our annual conference at the end of September.

Timeline:

March 29: RFPs Due

April 12: Project Awarded

May 13: Initial Designs and Tagline Due (requesting three options of each)

May 31: Feedback on Initial Designs

June 10-14: Tweak and Finalize Design, Font, Color(s) and Tagline

Budget:

Proposals can be submitted with a flat fee or hourly rate but not to exceed \$2,000.

Selection Process:

The winning proposal will be solely selected by the Southern Public Relations Federation's volunteer board of directors and the branding committee based on a number of factors including price, ability to meet the timeline, experience, references and work samples.

Decisions on the final project will be made by the 2018 SPRF President, 2019 SPRF President and the 2020 SPRF President.

Project Contact:

Please submit your confidential proposal by Friday, March 29 at 5 p.m. to
Micah Walker, Southern Heritage Bank, 5211 Jackson Street Ext., Alexandria, LA 71303,
mwalker@shbnet.com.