

Request for Proposals (RFP)

Brand (Light) Refresh

RFP Issued: August 7, 2025

Proposals Due: August 22, 2025

Point of Contact: Katie Janowiak katie@catalystsd.org

1. INTRODUCTION

Catalyst of San Diego & Imperial Counties is seeking proposals from experienced communications and branding firms to lead a brand identity refresh in celebration of our upcoming 50th anniversary in 2026. This milestone offers a unique opportunity to honor our history, elevate our visibility, and position the organization for future impact.

Firms and individuals are invited to respond to both projects identified below, or to an individual component. Preference will be given to those organizations with capacity for both projects.

2. ABOUT

Founded in 1976, Catalyst of San Diego & Imperial Counties is a network of funders seeking to build an equitable, impactful, and effective social change ecosystem for San Diego and Imperial Counties. As we approach our 50th anniversary, we are reflecting on our journey, celebrating our community, and envisioning our role in shaping the next 50 years.

For more information, please visit: www.catalystsd.org

3. PROJECT OBJECTIVES

We are seeking a partner or partners to help us with two different, unique, but related bodies of communications work:

Project 1: Catalyst Brand Element Refresh

Create a refreshed visual and written identity for Catalyst of San Diego & Imperial Counties

Project 2: Catalyst 50th Anniversary

Create a new visual identity and content to help bring Catalyst's 50th anniversary (happening in 2026) to life.

4. SCOPE OF WORK

The selected firm will be expected to:

1. Discovery + Research

- Review existing communications, brand assets, and market positioning, and meet with our internal 50th team to understand the plans already in motion.

2. Brand Strategy + Messaging

- Develop key messaging to bring our 50th to life including a retrospective look at the last 50 years of impact
- Refine or update brand positioning, mission/vision language, and messaging framework
- Ensure inclusive and audience-informed messaging

3. Visual Identity Refresh & Collateral Development

- Refresh visual system (colors, typography, graphic elements – logo remains the same)
- Update brand guidelines and usage standards
- Implementation of new brand on:
 - WordPress website (homepage + pages)
 - Our website is built on WordPress with a custom theme. The vendor should have experience in front-end design and brand application within WordPress.
 - Social media profiles (Facebook, LinkedIn, BlueSky)
 - Digital templates (e.g. email headers, social graphics, slide decks)

5. DELIVERABLES

At a minimum, we anticipate the following deliverables:

50th Communications Package:

- Retrospective story that threads the history of our organization with our vision for the future
- Visual communications guide for our 50th look/feel for events and related communications
- A key messaging guide about our 50th
- A 2-3 minute video, including interviews, to bring our vision for the 50th to life

Catalyst Brand Update:

- Updated visual identity system applied across Catalyst digital presence (website, social)
 - Brand guide
 - Templates for easy implementation
 - Word doc
 - PPT
 - Canva files
 - Updated look/feel across digital channels
 - Training deck for staff
- Refresh of storytelling what we do
 - Elevator pitch
 - Individual one-pagers for each line of business
- Membership Recruitment Package
 - Member Testimonial video
 - Updated brand video

6. BUDGET

We anticipate a total budget in the range of \$30,000 - \$40,000, inclusive of all fees, subcontractors, and expenses. We are open to discussing phased or scalable approaches.

7. PROPOSAL REQUIREMENTS

Please include the following in your proposal:

- Company Overview: Background, services offered, and team bios
- Relevant Experience: Examples of similar work, particularly for nonprofits or milestone anniversaries
- Approach and Methodology: Your process, timeline, and how you engage clients

- Budget Estimate: Proposed costs and breakdown by phase
- References: At least two client references from similar projects
- Work Samples: Links or attachments to previous branding work

8. TIMELINE

RFP Released | August 7, 2025

Proposals Due | August 22, 2025

Interviews with Finalists | September 3, 2025

Selection Announced | September 8, 2025

Project Start | September 15, 2025

Final Deliverables Due | December 11, 2025

Note: Timeline may be subject to change.

9. EVALUATION CRITERIA

Proposals will be evaluated based on the following:

- Demonstrated experience and creativity
- Alignment with project goals and organizational values
- Quality of proposed approach
- Cost-effectiveness and value
- Client references and work samples

Priority given to San Diego or Imperial County based firms or individuals.

10. SUBMISSIONS

Please submit your proposal as a PDF to:

Katie Janowiak

SVP, Strategy & Impact

katie@catalystsd.org

Subject Line: RFP Submission – Brand Refresh for 50th Anniversary

All proposals must be received by August 22, 2025. Late submissions will not be considered.

11. QUESTIONS?

For any questions regarding this RFP, please contact Katie at katie@catalystsd.org.

We look forward to reviewing your proposal and potentially partnering with you to help shape a meaningful and impactful next chapter for Catalyst of San Diego & Imperial Counties.