



# Stearns County Soil & Water Conservation District

Stearns County SWCD  
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Waite Park, MN 56387

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[www.StearnsCountySWCD.net](http://www.StearnsCountySWCD.net)

## REQUEST FOR PROPOSALS

### Branding of the Stearns County Soil & Water Conservation District ("Stearns Conservation District")

**Project Overview:** The SWCD requests proposals for the development of a new branding identity, logo, and website template to create a modern, unique, and identifiable brand for the organization. The rebranding will be unveiled during the SWCD's 75<sup>th</sup> anniversary in October 2024. This will provide an opportunity to reinforce our brand, celebrate the past, honor our legacy, and prepare for the future.

### GENERAL RFP INFORMATION:

**Timeline:**

RFP Solicitation Release	February 1, 2024
Questions Due	February 16, 2024, at 10:00AM
Question Responses Released	February 22, 2024, at 10:00AM
Proposals Due	March 11, 2024, at 10:00AM
Selection	March 19, 2024
Contract Begins	March 25, 2024
Facilitating Branding Discussion	April 2024
Preliminary Logos	May 10, 2024
Final Logo	August 9, 2024
Branding Kit Final	September 1, 2024
Website Template(s) Final	September 1, 2024
Contract Ends	September 30, 2024

**Questions Due:** All questions are due to the Stearns County SWCD at [info@StearnsCountySWCD.net](mailto:info@StearnsCountySWCD.net) by 10:00AM February 16, 2024. Subject line: 'Questions for Rebranding Project'. Responses to questions will be shared with all interested parties.

**Deadline:** All final proposals are due to Stearns County SWCD at [info@StearnsCountySWCD.net](mailto:info@StearnsCountySWCD.net) by 10:00AM March 11, 2024. Subject line: 'Proposal for Rebranding Project'.

**About:** The Stearns County Soil & Water Conservation District (SWCD) is an independent, local unit of government established on October 28, 1949. When first established, SWCDs primarily focused on working with agricultural landowners to alter their farming techniques.

Today, the SWCD works in both urban and rural settings with landowners and other units of government to carry out programs for the conservation, use, and development of soil, water, and related resources. More recently and increasingly, SWCDs continue to expand their work to not only include private landowners, but also other units of government, and other types of projects, including urban areas.

**Name:** As part of the rebranding process, the Stearns County SWCD has undergone a name evaluation process and will move ahead with ‘**Stearns Conservation District**’ which will be used with the new logo and website.

**Mission:** An updated mission statement will also be included in the rebranding material: ‘*Support voluntary conservation actions to preserve and enhance Stearns County’s natural resources.*’

**Background:** The SWCD’s current logo was created in 2010 and consisted of one logo and no established branding kit. Currently, the logo does not have branding standards and has been adapted by numerous surrounding SWCDs. After 13 years of use, the SWCD logo has served its purpose, and it's time for a more modern, fresh, and vibrant logo and identity that aligns with the SWCD mission and establishes the SWCD as a recognizable, trusted source of information to its diverse audiences.

**Audience:** The SWCD works with a variety of audiences, which include:

- Agricultural producers
- Rural residents
- Private landowners
- Communities and cities
- Urban residents
- Community Organizations
- Elected Officials
- Non-profit, local, state, and federal units of government

**Guidelines:**

This is an open and competitive process for all qualified graphic designers, marketing firms, or similar agencies and individuals. Proposals will be evaluated by the SWCD Board of Supervisors. The SWCD reserves the right to reject any or all proposals or any portion of the proposal. Any applicant may withdraw their proposal at any time prior to the deadline established in this RFP. Those wishing to withdraw a proposal must provide a written authorization and/or acknowledgement that the proposal is being withdrawn prior to the deadline.

## **SCOPE OF WORK**

The scope of work will extend from concept to completion and will include:

### **1.) Meetings:**

- Meet and facilitate on-site discussions in Waite Park, MN with SWCD staff and stakeholders

### **2.) Logo:**

- Minimum of five (5) preliminary options and two (2) rounds of edits
- Full-color, grayscale, outline, and black and white versions of approved logo

### **2.) Branding Kit:**

- One (1) round of revisions based on approved logo
- Color Palette
- Fonts
- Sizing guidelines for logo
- Other agreed upon kit items

### **3.) Website Template:**

- Minimum of three (3) preliminary options and two (2) rounds of edits
- Website template (main page, sub-pages, and content pages) that is cohesive and consistent with the SWCD's branding
- Utilize a content management service such as WIX
- No hosting fees: SWCD will host website and pay yearly fees
- A user-friendly website that improves user experience on both desktop and mobile
- Accessibility (Section 508 of the Rehabilitation Act of 1973)

**The proposal shall include the items listed in Exhibit A of the RFP.**

**Exhibit A: Stearns County SWCD Branding Proposal  
Itemized Sheet**

<b>Business Name:</b>	<b>Phone Number:</b>	<b>Main Contact:</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Address:</b>	<b>City/State/Zip Code:</b>	
<input type="text"/>	<input type="text"/>	
<b>Email Address:</b>	<b>Website:</b>	
<input type="text"/>	<input type="text"/>	

**RELEVANT WORK EXPERIENCE: Attach documents**

<b>Experience and background</b>	Background, education, etc.
<b>Portfolio showcasing current work with an emphasis on logo/rebranding</b>	Minimum of three (3) different examples of previous relevant work.
<b>Programs (software)</b>	Programs utilized, including website platform.
<b>Personnel/Key staff</b>	Support staff.
<b>References</b>	Minimum of three (3) references who have used your services.

**BUDGET: Complete below**

<u>Description</u>	<u>Estimated Hours</u>	<u>Total Amount (\$)</u>
<b>Logo Development</b>		
<b>Brand Kit</b>		
<b>Website Template (main page, subpages, content pages)</b>		
<b>Hourly rate for additional revisions</b>		
<b>TOTAL BID:</b>		<b>\$</b>