

DATE: February 28, 2019

REQUEST for BIDS: CCA is requesting bids from qualified individuals and/or entities for the development of a brand identity guide, to include a brand enhancement, a brand review and audit, a “Brand Book” guide and templates. CCA intends to start with its existing brand/logos and further develop the brand to better align with our mission, vision and values.

Organization Overview: Child Care Associates (CCA) is the largest child development nonprofit in North Texas serving over 545,000 vulnerable young children since 1968. CCA was formed out of a felt need in the community to offer leadership to the growing early childhood space in Tarrant County. CCA operates 23 Head Start (HS) child development centers serving over 360 infants and toddlers and 1883 preschoolers. CCA has received authorization from the Office of Head Start to provide home-based services to 40 Early Head Start (EHS) children. CCMS is CCA’s largest program, annually providing childcare services to 12,000+ children, assisting parents with childcare costs and improving the quality of childcare programs and teachers.

Scope of Work

To increase awareness of CCA services and enrollment opportunities and better align our identity with our Mission, Vision and Values.

- Conduct a Brand Audit and Review:
 - CCA does not currently operate with existing brand guidelines, but can provide existing samples of actively used logos, marketing materials, website etc. to facilitate the review.
 - In coordination with CCA management, develop recommendations and approach for brand direction based on research and evaluation of existing materials and new trends.
- Develop CCA’s visual identity design and guidelines (“Brand Book”):
 - Develop brand messaging and language to include how programs and services are described and identified.
 - Develop CCA’s brand creative parameters (i.e. fonts, design styles, photo styles, color palette, etc.).
 - Create a document that describes acceptable and unacceptable uses of the brand.
 - Develop a one-page, with simple description for internal purposes, to clarify key brand messages, audience, CCA employee make-up, CCA’s character.
 - Offer CCA three (3) approaches/options to present to the Board of Directors that clearly and creatively reflect CCA’s mission and values and why CCA is the preferred choice for services for young children and families and a great place to work.
 - Generate brand hierarchy under the primary brand there are “sub-brands” (i.e. CCMS, Head Start Pre-K PLUS, CCA Living, CCA Capital Development etc.) for programs and departments within CCA.
 - Incorporate a new sub-brand for the new Early Childhood Innovation Studio.
- Template Development
 - Corporate letterhead if impacted
 - Correspondence Cards
 - Newsletter (e-blast) template



Term:

CCA anticipates initiation of services March 18, 2019 and to extend through May 31, 2019. Term may be extended for up to 6 months, if deemed necessary to complete project.

Qualifications:

- Minimum of 5 yrs experience in branding with strong design/creative experience
- Working knowledge of the local, non-profit landscape in DFW area preferably in the early education field

Required in your bid:

- A detailed description of the approach and services to be performed in developing and implementing CCA's key deliverables.
- A portfolio with 2-4 completed projects, similar in nature to CCA's request, within the last 12-24 months.
- Two (2) references for similar projects
- A detailed budget that aligns with approximate timelines for services to be delivered. Budget to include estimated number of hours and hourly rate(s).
- Add any additional pages or information as to the background of the proposing organization including naming the principals to be working on this project if the bid is accepted and their experience/qualifications.

Selection Criteria:

- Demonstrated Performance and Expertise 40%
- Technical Ability 40%
- Reasonable Cost 20%

CCA reserves the right to negotiate price and terms with any and all bidders, to accept or reject all or any part of an offer, waive minor technicalities, to request Best and Final Offers (BAFO) from all or any bidders, and make an award(s) that represents the best value to CCA. The final price and terms will be determined during the BAFO negotiations.

Bids must be received by Friday, March 15, 2019 end of business day. The bid as well as any questions may be addressed to Julieta Rhea at Julieta.rhea@childcareassociates.org