



ORGANIZATIONAL BRANDING REQUEST FOR PROPOSAL (RFP)

Project Overview After 25 years of existence, non-profit community organizations Lawrenceville United (LU) and Lawrenceville Corporation (LC) completed a 2-year, joint strategic planning process earlier this summer. As part of this joint process, it was determined that LU and LC will merge into one organization. The organizations have worked in close collaboration over the years, and the merger will be an opportunity to strengthen their commitment to building a strong residential and small business community where everyone can thrive. LU and LC are now seeking a professional digital design firm to create a digital brand and design for their newly merged organization, along with a new website. Platforms should be designed so that they can be utilized for special events and scaled internally as needed.

Project Background Following the joint strategic planning process, LU & LC plan to merge into one organization pending a board vote in October 2025. Since 2001, Lawrenceville has had two strong community development organizations focused on creating a safe, equitable, and thriving neighborhood for our residents, small businesses, and visitors to enjoy. The programs between LU & LC include: The Lawrenceville Farmers Market, the Lawrenceville Organic Community Gardens, Duncan Park - urban food forest, Lawrenceville Pride, home repairs for low-income neighbors, Cookie Tour, Cookie Mall, and more! Moving forward as one organization will serve to benefit the community, as it will increase collaboration and build efficiency as one staff, while continuing to support a thriving Lawrenceville and the existing programs.

The rich history of LU & LC, and the evolution of Lawrenceville since its founding in 1814, will inform the brand of this new organization. Lawrenceville's motto is "History in the Remaking", and our new organization and brand seek to celebrate the neighborhood's past, honor its present, and look to its future. The designer selected will be tasked with naming the new organization and creating the overall design, logo, and colors for it. From there, development of marketing materials for future social media campaigns, flyers, newsletters, etc. will be requested. Once the identity is created, the designer [and team] will work with the organization to create a website reflective of the new organization and its programs. The website will include history, program/advocacy information, membership, and e-commerce platform.

This project requires a designer interested in supporting a community-focused and driven organization as it reintroduces itself to the neighborhood.



Project Scope As part of this engagement, the organizations hope to:

- Create a brand identity and design for a newly-merged Lawrenceville community development organization:
 - Name of the organization
 - Selection of organization's brand colors and style guidelines
 - Development of logo
 - Develop a kit of marketing materials and templates to be used on social media, in e-newsletters and traditional media, and for flyering to advertise in the business district
- Build a website that:
 - Celebrates a unique and neighborhood-focused brand and identity, and highlights the history of the organizations coming together in this new Lawrenceville organization
 - Includes programs, membership, community development/planning, business directory, and an event calendar
 - Enables the organization to sell merchandise and other items directly through the website as well as accept donations, event registration fees, and sponsorship payments via our PayPal account
 - Enables an intuitive back end, training staff and small business owners to use and update the platform.

Project Budget The budget for this project is approximately \$30,000.

Project Timeline

Tuesday, September 2 nd	RFP Release Date
Friday, September 12 th	Designer Questions Due Date
Friday, September 26 th	RFP Response Due Date (*Potential interview process following submission)
Friday, October 24 th	Designer Selection Deadline

Proposal Submission Questions related to the RFP may be emailed to LC Community Outreach Manager Kara Kimicata at kara@lawrencevillecorp.com through Friday, September 12th.

All proposals must be received by 5:00 pm on Friday, September 26th. Proposals should be submitted via email to kara@lawrencevillecorp.com.

Designer selection will take place by Friday, October 24th.



Required Submission Materials A complete proposal should include:

- Project Scope
- Budget
- Timeline and estimation of activities
- Firm Qualifications, including:
 - Relevant sample work/projects related to branding in non-profit organizations
 - Description of team working on this specific project
 - 1-3 referrals from previous clients
- MWBE Status