



ORGANIZATIONAL BRANDING REQUEST FOR PROPOSAL (RFP)

Project Overview After 25 years of extensive, 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 the 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 Garden, Dunwoody Park - urban food forest, Lawrenceville Pods, home repairs for low-income neighbors, Cookie Tour, Cookie Hall, 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 Making", 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/profound history 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.