



THE FSM/BPCL PROSPERITY COALITION PROGRAM LOGO DESIGN

REQUEST FOR PROPOSAL

PROGRAM OVERVIEW

In July of 2019, the government of the Federated States of Micronesia (FSM) and the Blue Prosperity Coalition (BPC) launched a partnership to support the ambitious conservation and economic goals of the FSM. Over the next five years, BPC members, including the Waitt Institute, National Geographic Pristine Seas, Micronesia Conservation Trust, and Oceans 5, will work hand-in-hand with national and state governments to conduct scientific assessments, develop a Marine Spatial Plan and a Blue Economy Plan, and build upon existing conservation commitments and Sustainable Development Goals to support the protection of at least 30% of the FSM's waters.

To learn more about the FSM/BPC partnership, visit: <https://tinyurl.com/FSM-BPC>

To learn more about the work of the BPC, visit: <https://www.blueprosperity.org/>

RFP DESCRIPTION

The FSM/BPC partners engaged the people of the FSM to find a name for the program. This name will guide the mission forward and allow for information, media, updates, and celebrations to be gathered under one umbrella. With the help of the people of the FSM, we will create a name that embodies the goals of the program, to help build a more prosperous, sustainable, and abundant marine habitat for the future of the FSM.

The program partners are accepting proposals to design the program logo based on the name chosen. The FSM/BPC partners seek the creation of a new logo/visual identity that captures the goals of the program, represents the four unique states of the FSM and is distinctive and memorable. This logo will be incorporated into a Facebook page that will be created upon selection of the program name and other websites and social media presence the program may have. It will also be used on brochures, banners and other print materials as needed.

DESIGN SCOPE

The scope of the project will extend from concept to completion. Design scope to include:

- Creation of 3-5 logo designs in full color, single-color and black and white for client review and selection
- Consultant expected to refine the logo until the client is satisfied with it
- Logo to be used in print, web, billboards, banners and signage

See Appendix I for sample logos from other BPC program sites for reference. Please note these examples do not need to be followed for this logo. The FSM program logo should be representative of the FSM and the goals of the program, capturing the creativity and uniqueness of the FSM.

PROPOSAL FORMAT

We are expecting the Supplier to demonstrate their knowledge and presentation skills by creatively responding to this RFP. The elements that we would like to see included are:

- 3 examples of logo design work or relevant project work
- Proposed schedule with deliverables and milestones, including phased approach if recommended
- Pricing/rate sheet, including all potential services you might provide
- 3 client references
- Additional information (press, marketing materials, testimonials, etc.)

TIMELINE

The FSM/BPC partners anticipate the following schedule for the RFP process:

- May 29 - release of RFP
- June 15 – proposals due via email by 11am
- Week of June 15 - selected respondents invited scheduled for interview
- Week of June 22 – winning vendor notified

Proposals are due via email by June 15. Proposals received after that time will not be considered. Proposals must be submitted to Drinnette James, grantsofficer@ourmicronesia.org. Proposal submissions should be copied to Canon Purdy, cpurdy@waittfoundation.org.

Thank you for your involvement in the FSM/BPC Program and for your consideration of this RFP.

Appendix I

Example Logos Developed for other BPC Program Sites



VAVA'U OCEAN
INITIATIVE



BLUE HALO
CURAÇAO



BLUE HALO
BARBUDA



BERMUDA OCEAN
PROSPERITY PROGRAMME

BLUE
AZORES
PROGRAM