



Brand Refresh & 10-Year Anniversary

Request for Proposals

Issued
October 24, 2025

Proposals Due
November 7, 2025

St. Louis City Senior Fund Brand Refresh & 10-year Anniversary

The City of St. Louis Senior Citizens' Services Fund, (hereinafter "Senior Fund"), a political subdivision of the State of Missouri, invites qualified individuals or firms to submit proposals to provide services as described herein. As the organization approaches its 10-year anniversary in 2026, the Senior Fund seeks to refresh its brand identity to reflect its growth, impact, and evolving role as both a funder and a leader in supporting aging services in the City of St. Louis and the broader region.

Proposals must be received by 5:00 p.m. on **Friday, November 7, 2025**, to Ms. Nicole Brueggeman at info@stlseniorfund.org.

BACKGROUND ON SENIOR FUND

On November 8, 2016, voters in the City of St. Louis approved the levy of a \$0.05 per \$100 assessed valuation property tax to fund the Senior Fund. This tax is authorized by Sections 67.990–67.995, R.S. Mo., and was placed on the ballot as provided by law under Ordinance 70314. Senior Fund is governed by a seven-person Board of Directors, appointed by the Mayor of the City of St. Louis and approved by the Board of Aldermen. The organization currently employs three full-time staff members. Since its inception over \$13 million in grants have been distributed to support programs and services that help older adults in the City of St. Louis remain independent and engaged in their communities.

PROJECT OVERVIEW

Senior Fund invites proposals from qualified graphic design firms or independent designers to develop a refreshed brand identity and comprehensive suite of visual communication tools. The selected partner will collaborate closely with Senior Fund staff on the visual identity, ensuring consistency, accessibility, and strong storytelling that reflects the Fund's mission, values, and community impact.

This brand refresh will occur concurrently with a broader, field-level Strategic Communications Campaign being developed by Senior Fund and regional partners. Accordingly, the selected design partner may be asked to participate in periodic coordination meetings or share design assets and concepts that complement this larger communications effort. The intent is to maximize resources and promote efficient, consistent design across both the Senior Fund's organizational and network-level initiatives. The design partner will work collaboratively with Senior Fund staff and any contracted strategic communications consultant(s) to align visual and narrative elements as appropriate.

PROJECT GOALS

- Establish a strong, cohesive visual identity for Senior Fund.
- Create visual templates to celebrate and promote 10 years of Senior Fund's service in the City of St. Louis.
- Create a suite of branding and marketing collateral to support ongoing outreach and engagement.

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- Develop web-based images and digital assets in preparation for a website update to be carried out after completion of this project.

SCOPE OF WORK

The selected designer will produce a cohesive suite of branded materials for both print and digital use. All deliverables must include print-ready and editable versions.

A. Core Brand Identity

- New logo (primary and secondary versions; full-color, grayscale, and one-color)
- Brand color palette and font system
- 10-Year Anniversary logo variation and celebratory theme
- Visual identity guide summarizing logo use, typography, color, and imagery standards

B. Organizational Collateral Templates

- Stationery (letterhead, envelope, and email signature)
- Business cards
- Presentation templates (PowerPoint)
- Two-page and Four-page (booklet) report brief templates for program and policy documents

C. Digital and Social Media Assets

- Web-ready graphics and icons
- Social media campaign frames and branded templates (Facebook, LinkedIn, Instagram, etc.)
- Social media widgets, banners, and profile graphics optimized for online platforms
- Digital toolkit for consistent online messaging and community engagement

PROPOSAL

Proposals should address the following items in order. Hyperlinks to webpages or work samples are welcome.

- **Firm Description:** Provide a brief description of your firm (staff size, core team members, industries served) and identify the lead contact person with title and contact information.
- **Scope of Services:** Outline your approach to project management, client communication, and design collaboration.
- **Experience:** Provide at least two examples of brand development or refresh projects completed for governmental or nonprofit organizations within the past two years.
- **Approach & Timeline:** Explain how your organization will meet the following deadlines for completing the Scope of Work.
 - *December 17, 2026:* Initial Core Brand Identity Designs for Review
 - *January 16, 2026:* Delivery of Completed Scope of Work.
- **Budget:** Provide a detailed quote for the Scope of Work described. Our budget for this work is \$7,500.

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- **Conflicts of Interest:** Disclose any existing or potential relationships between your firm and the Senior Fund or its [Board of Directors](#) that could affect independence or objectivity in the selection process.

TIMELINE FOR PROCUREMENT PROCESS

Proposal Deadline: 5:00 p.m. on Friday, November 7, 2025

Submit bids electronically to:
Ms. Nicole Brueggeman
Executive Director – St. Louis City Senior Fund
info@stlseniorfund.org

Interviews: Firms meeting selection criteria will be invited to participate in online interviews between November 11–14, 2025.

Board Approval: A final recommendation will be presented to the Senior Fund Board of Directors on Thursday, November 20, 2025.

Contract Award: It is Senior Fund's intent to enter into an agreement with the selected contractor on or before December 3, 2025.

Questions regarding this RFP may be submitted to Ms. Brueggeman at info@stlseniorfund.org prior to the proposal deadline.

SELECTION CRITERIA

The Senior Fund reserves the right to select the organization that best meets the needs and timeline of this project. Considerations will include, but are not limited to:

1. Past experience with similar scopes of work and type of organization.
2. Understanding of the Senior Fund's role as a funder within a dynamic local and regional ecosystem.
3. Responsiveness to the project timeline.
4. Experience with coordinating branding work with strategic communications campaigns.
5. Proposed budget and overall value.

RIGHT TO REJECT PROPOSALS

The Senior Fund reserves the right to reject any and all proposals, request additional information or clarification, and/or negotiate changes with applicants at any time before, during, or after the procurement process. Submission of a proposal in no way guarantees selection. No entitlement to funding is expressed or implied.