



Request for Proposals

Developing a Brand Kit for Nutrition Equity Zones in Greater Cleveland

Term of Service: February 17, 2025 – July 30, 2025 || Maximum Bid: \$10,000

Applications Due by: January 29, 2025 (11:59pm)

Background

The mission of the [Nourishing Power Network](#) (NPN) is to test ways to transform food systems by bridging community power with organizational power to spark and expand food justice initiatives led by the community. Our vision is to root and grow a local food system that promotes freedom, hope, and dignity in food traditions resulting in holistic health for Black, Latino/a/x, Asian, & Indigenous communities. Nourishing Power Network is part of a community action research project led by the Mary Ann Swetland Center for Environmental Health at Case Western Reserve University, School of Medicine and Neighborhood Connections, in partnership with a community advisory council. NPN includes four components: a community led Advisory Council, a funding arm called the Nutrition Equity Fund, an idea incubator entitled the Nourishing Power Fellowship, and a broad networking component.

Summary of Request

The Nourishing Power Network is committed to growing 10 Nutrition Equity Zones in Cuyahoga County by 2030 to realize nutrition equity through community-driven change. To accelerate this progress, the NPN recently invested in planning grants to support the development of two Nutrition Equity Zones in Cleveland. The planning grantees have deep connections to the community and extensive experience doing food justice work. Working together, each grantee collective (at least 3 partners per collective) are working to unify their food justice work as a Nutrition Equity Zone. In this request, we are seeking support to create branding toolkit to ensure a consistent, clear, and impactful message to strengthen the identity and support outreach efforts of the emerging Nutrition Equity Zones. We also seek support to disseminate the branded materials over a 3-month timeframe.

What is a Nutrition Equity Zone?

A Nutrition Equity Zone (NEZ) is an area within a community intentionally developed to realize a vibrant and fair food system that is powered by community engagement, collaboration, and partnerships. Within a NEZ, community presence is alive, serving as the driving force behind its initiatives. Residents within NEZs are active agents of change, deeply invested in the collective effort to flip the food system to fairness.

NEZs have many pathways for residents to get fresh, healthy, and culturally relevant foods through community-run markets, cooperative grocery stores, or urban agriculture initiatives. They are also hubs of education and empowerment. Holistic health workshops, cooking classes, and gardening events led by residents are a few examples of the diverse capacity building opportunities available within NEZs.

A hallmark of NEZs is the presence of local growing initiatives. Community gardens and urban farms are common, providing residents with opportunities to actively engage in food production and cultivation. These are linked to pathways for residents to activate their skills and resources to generate economic opportunities within their community. Whether through small-scale food production, value-added food processing, or entrepreneurship ventures, NEZs empower residents to create and sustain local economies that lead to healthy people and communities.

With a focus on sustainability, NEZs across the city are connected for advocacy and activism. Community organizers and grassroots leaders from different NEZs link together to strategize and mobilize around issues related to food justice and equity. Through collaborative partnerships with residents, organizations, and institutions, NEZs leverage their collective power to mobilize systemic changes to transform the food system so that it works for all.

The objective of this request is two-part. First, is the development of a comprehensive **branding toolkit** for Nutrition Equity Zones, which will help establish a clear and consistent visual and messaging identity for the

initiative. The toolkit will be used by various stakeholders, including community partners, volunteers, and supporters, to ensure brand consistency across all communication channels. Second, is the **dissemination of branded materials** to promote the efforts of the two planning grantees who are unifying as a Nutrition Equity Zone.

Scope of Work

The selected contractor will be responsible for the following deliverables, which should be developed with input from the two grantees supported by the NPN and by members of the study's leadership team. At least three meetings with the grantees is expected as a part of this scope of work. All meetings with grantees will be scheduled by the NPN Project Manager who will coordinate logistics for each meeting.

Part 1: Brand Toolkit – Maximum Costs = \$7,000

Timeframe: February – April 2025

- **Brand Identity Design:**
Develop a visually appealing and cohesive brand identity, including logo, color palette, typography, and supporting graphic elements that reflect the initiative's values and goals.
- **Messaging Framework:**
Create a set of core messaging elements, including mission statement, vision statement, key messages, tagline (if applicable), and tone of voice guidelines. These will be used across all communications.
- **Brand Guidelines Document:**
Produce a comprehensive brand guidelines document that includes specifications for logo usage, color codes, typography rules, and image style. The document should also provide guidance on how to use the brand assets for different types of communications (digital, print, signage, etc.).
- **Templates for Key Collateral:**
Develop editable templates for key materials that can be used by community members and stakeholders. These may include:
 - Presentation templates
 - Letterheads
 - Flyers and posters
 - Social media graphics
 - Email signatures
 - PowerPoint templates
- **Social Media Guidelines:**
Create a set of guidelines for using the brand on social media platforms, including recommended image styles, tone of voice, and post structure.
- **Brand Asset Files:**
Provide final brand assets in various formats (e.g., AI, EPS, PNG, JPG, PDF) to allow for easy adaptation and printing by stakeholders.

Part 2: Dissemination of Branded Materials over 3-months – Maximum Costs = \$3,000

Timeframe: May – July 2025

Working with each grantee, develop a dissemination plan to promote their Nutrition Equity Zone using the branded products developed in Part 1. These may include dissemination via print media, signage, social media, paid marketing, merchandise, etc. The dissemination plan will be negotiated with each grantee. This budget includes at least \$1,000 per grantee (\$2,000 total) to support these dissemination efforts. These costs will be incurred by the contractor for reimbursement by Neighborhood Connections.

Target Audience

The primary audience for the branding toolkit includes:

- Community members and residents on the Eastside of Cleveland.
- Local businesses and community organizations partnering with the initiative
- Volunteers and stakeholders
- Local media and press

Proposal Requirements

Proposals should include the following information:

1. **Executive Summary** – An overview of the agency/contractor’s qualifications and approach to developing a branding toolkit and dissemination strategy for a community initiative.
2. **Relevant Experience** – Demonstrated experience in creating branding toolkits and disseminating branded materials using diverse approaches, particularly for nonprofit or community-based organizations.
3. **Proposed Methodology** – A detailed description of the process you will use to complete the project, including timelines, research (if any), and collaboration with the community initiative’s stakeholders.
4. **Project Timeline** – A proposed timeline for the completion of the project, including key milestones and deliverables.
5. **Budget Proposal** – A breakdown of costs associated with the development of the branding toolkit and dissemination of branded materials, including hourly rates (if applicable), estimated number of hours, and any additional expenses.
6. **Team Members** – A brief description of the team members who will be working on this project, their qualifications especially as it relates to the mission of the Swetland Center, and their roles.
7. **Case Studies/Portfolio** – Examples of previous branding projects completed by the agency/contractor, preferably for similar community-driven initiatives.
8. **References** – At least two references from previous clients who can speak to the quality of your work

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevance and quality of previous work
- Understanding of the community initiative’s goals and target audience
- Proposed methodology and approach to the project
- Creativity and innovation in the proposed branding solutions
- Cost-effectiveness and value for money
- Demonstrated ability to meet deadlines and deliverables

Budget

The budget for the development of the branding toolkit and dissemination of branded materials over three months is expected to not exceed **\$10,000**. Proposals that exceed this amount will be automatically excluded from consideration for this contract.

Submission Instructions

All proposals must be submitted electronically to mxp800@case.edu no later than January 29, 2025. Late submissions will not be considered. For questions or clarification about the RFP, please contact Megan Paskey, NPN Project Manager, at mxp800@case.edu.

If selected for an interview with the Nourishing Power Leadership Team, the interview will take place on Thursday, February 6th between 9-11am for 30 minutes.

Additional Information

The selected agency/contractor will be required to sign a contract with Neighborhood Connections, outlining the terms and conditions of the engagement, including intellectual property rights, payment terms, and project timelines.