



Request for Proposal (RFP) Web Design & Brand Identity Update

Proposal Timeline:

- **March 5:** RFP issued
 - **March 12:** Questions from participating partners due
 - **March 19:** Answers back to partners from Belle Isle Conservancy
 - **April 4:** RFP responses due
 - **April 23-25:** Partner selection
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Overview:

Belle Isle park is a truly unique gem in the local, national, and international system of parks. Situated in the Detroit River between the international borders of the U.S. and Canada, it has been a mainstay of Detroit's cultural fabric and a destination in the southeast Michigan region for generations. With 5.5 million visitors annually, it is the second most visited state park in the country just behind Niagara Falls, an Olmsted inspired park larger than Central Park, and the only island park in the country. It serves as a space for a variety of activities from recreation, to family reunions, to education and respite. It is a dynamic place with significant landmarks and distinctive natural attributes.

Belle Isle Conservancy (BIC) is the non-profit organization that supports this treasured public space, and our website is the primary destination for individuals and families looking to learn more about what is happening on the island. But we need a website that matches the caliber of this iconic park!

BIC is seeking proposals from qualified web design and graphic design firms to update and enhance our website. The goal of this redesign is to create a seamless, user-friendly experience while strengthening our digital presence. Additionally, we seek to update our logo and overall brand identity to reflect our mission of preserving, protecting, and promoting Belle Isle.

In this exciting second chapter of our organization, we are looking for a creative and experienced team that can deliver both a visually compelling website and cohesive branding solutions, with expertise in graphic design, web development using the Wix platform, and user experience (UX) design.

Project Scope:

1. Website Redesign & Development:

- **Objective:** Redesign the existing Belle Isle Conservancy website to improve navigation, accessibility, and functionality. The site must offer a seamless experience for users on all devices (desktop, mobile, tablet).

Belle Isle is iconic and a place of joy for so many! Create a design that sustains a narrative of joy while leaning into an aesthetic that encapsulates both the culture of the island and the spirit of Detroit.

- **Key Requirements:**
 - **User-Centered Design:** Prioritize user experience with intuitive navigation and a visually engaging layout.
 - **Mobile Optimization:** Ensure responsive design that adapts effectively to various screen sizes.
 - **Donation and Online Gift Shop Integration:** Integrate an easy-to-use donation system to support online giving and shopping through our shopify page.
 - **Event Calendar & News Section:** Allow easy promotion of events, news, and updates.
 - **Accessibility Compliance:** Ensure the site meets WCAG 2.1 accessibility standards.
 - **SEO Best Practices:** Optimize the site for search engines to increase visibility.
 - **Security:** Ensure strong security protocols for user data protection.
 - **Performance:** Fast load times and optimized performance across all devices.

2. Brand Identity & Graphic Design:

- **Objective:** Refresh and modernize Belle Isle Conservancy's brand identity, including updating the organization's logo and visual design elements.
- **Key Requirements:**
 - **Logo Redesign:** Update the existing logo to reflect a more modern, clean, and impactful design that aligns with the Conservancy's mission.
 - **Brand Style Guide:** Develop a comprehensive brand style guide that outlines color palettes, typography, logo usage, and design principles to ensure consistency across all digital and print materials.
 - **Visual Assets:** Create templates for cohesive visual assets for the website, marketing materials, social media, and other communications.

3. Content Strategy & Copywriting (Optional):

- **Objective:** If applicable, help refine or create content for the website, including clear, concise, and engaging messaging that aligns with BIC's voice and mission.
 - **Key Requirements:**
 - Review and improve the website's existing copy.
 - Develop fresh content that enhances storytelling and engagement.
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Proposal Requirements:

Interested vendors should submit proposals that include the following information:

1. **Company Overview:** Provide a brief introduction to your firm, including the team's experience with nonprofit clients, web design, and graphic design.
 2. **Approach & Methodology:** Detail your approach to web design and brand identity development. Include the following:
 - Process for web design and development (from discovery to launch).
 - Design methodology for brand identity and logo refresh.
 - Timeline for project completion, with milestones.
 3. **Portfolio:** Provide examples of previous web design projects and logo/brand identity work, particularly for nonprofit organizations or similar clients.
 4. **Team Members:** Introduce the key team members who will work on this project, including their qualifications, experience, and relevant skills.
 5. **Timeline:** Provide an estimated timeline for project completion, including design approval and final delivery.
 6. **Budget:** Submit a detailed breakdown of costs for both the website redesign and brand identity update, including all fees associated with design, development, and any additional costs for ongoing maintenance or updates.
 7. **References:** Include at least three references from past clients (preferably nonprofit organizations) who can speak to your work and approach.
 8. **Post-launch Support:** Outline any post-launch support options and recommendations for website maintenance.
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Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- **Experience & Expertise:** Proven track record in web design and brand identity, particularly in the nonprofit sector.
 - **Creative Vision:** Ability to deliver innovative design solutions that align with our mission and goals.
 - **Technical Skills:** Proficiency in web development, CMS integration, UX/UI design, and SEO.
 - **Cost:** Alignment of the proposed budget with our financial resources.
 - **Timeline:** Ability to meet the proposed timeline and deliver the project on schedule.
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Proposal Submission:

Please submit your proposal to the Belle Isle Conservancy **no later than 5:00pm on March 28, 2025**. All proposals must be submitted via email to:

proposals@belleisleconservancy.org

Subject: RFP Submission - BIC Web Design & Brand Identity

Questions:

For any questions or clarifications regarding this RFP, please contact Danielle Jackson at jacksond@belleisleconservancy.org. **All questions must be submitted by March 7, 2025 and will be responded to by March 12, 2025.**

About Belle Isle Conservancy:

The Belle Isle Conservancy is a nonprofit organization dedicated to preserving, protecting, and promoting Belle Isle, a unique urban park in Detroit. Our mission is to ensure that Belle Isle is a vibrant, accessible, and sustainable space for the community and visitors alike. For more information, please visit our current website: www.belleisleconservancy.org.

Belle Isle Conservancy

300 River Place Dr., Suite 2800
(313) 331-7760

Terms and Conditions:

- Late proposals will not be considered.
- All submitted proposals will become the property of the Belle Isle Conservancy.
- The Belle Isle Conservancy reserves the right to accept or reject any or all proposals, or to negotiate further with selected firms.
- The successful applicant will be required to enter a contract with the Belle Isle Conservancy.

We look forward to receiving your proposal and working with you to create an outstanding digital presence for Belle Isle Conservancy.