



## **REQUEST FOR PROPOSAL**

### **Communications / Graphic Design / Website Design Vendor for Montana Legal Services Association Rebranding and Website Build**

**We will consider all responses sent to Hilary Shaw at [hshaw@mtlsa.org](mailto:hshaw@mtlsa.org) by 5:00 pm MST on September 14th 2026. Please include the name of the project, “Rebrand Vendor for Montana Legal Services Association” in the subject line. No unsolicited emails or calls will be accepted related to this proposal. All communication concerning this RFP must be directed to [hshaw@mtlsa.org](mailto:hshaw@mtlsa.org). Only written statements issued by MLSA may be relied upon; any oral communications will be considered unofficial and nonbinding on MLSA.**

#### **PROJECT SUMMARY**

The Montana Legal Services Association (MLSA) is requesting proposals from experienced consultants who specialize in branding and graphic design for nonprofit organizations to undertake a review of the MLSA's brand identity. A familiarity with MLSA services and experience with completing successful rebranding for local nonprofit organizations is required. The consultant will be responsible for developing and completing a successful rebranding of Montana Legal Services Association, and will advise MLSA on how to roll out and launch the new branding for the organization throughout the course of the project.

This project is funded by Legal Services Corporation and private donations.

#### **WHO WE ARE**

Montana Legal Services Association is a nonprofit law firm that has empowered low-income people by providing legal information, advice, and other services for 60 years. MLSA works both on individual cases and under a systemic approach to help low-income people escape domestic violence, keep their housing, preserve their public benefits, protect their finances, and more. MLSA is the only provider of free civil legal services in the state of Montana. While MLSA has evolved and grown both in terms of types of services offered to Montanans and the number of programs and employees located throughout the state, the branding identity has remained the same for 60 years. It has not evolved to reflect the current organization, the new digital world in which we exist, and the new visual language that the world speaks.

#### **GOALS**

1. Renaming Analysis
2. New Logo and Look
3. New Website Redesign

The main goal of the project is to refresh MLSA's brand and website and present the organization in a more modern, attractive, and easily identifiable language that can be utilized across a range of marketing and communications methods (written and digital). The rebranding initiative aims to:

- Increase awareness and engagement with our key audience (potential clients, funders, donors, community partners and the Montana legal community)
- Align the brand with MLSA mission and values
- Create a modern and cohesive visual identity
- Differentiate MLSA within the Montana nonprofit sector and legal aid community
- Build a flexible brand system that can adapt to future growth, is accessible, and presents MLSA as approachable.
- Build an updated website with a new content management system (CMS) that centers client accessibility and clear promotion of MLSA's broad and diverse scope of services. MLSA is open to using different CMS platforms to host the website.

## **VENDOR OBJECTIVES**

The consultant will develop and execute a rebranding strategy for MLSA in consultation with MLSA's communications and outreach team and executive management. This will include:

### *Discovery and Research*

- Conduct a brand audit and stakeholder interviews
- Review existing brand assets and messaging
- Research the competitive landscape and market positioning

### *Branding Identity Development*

- Create new visual identity and branding concepts as needed, including logo, color schemes, typography, and in depth analysis and recommendations for renaming.
- Present multiple design options for review and feedback

### *Branding Messaging*

- Develop a core brand message and tagline that communicates the essence of MLSA

### *Collateral and Assets*

- Develop a brand style guide to ensure consistency across all MLSA communications including digital and print assets (logo, font, marketing assets)

### *Website Redesign*

- Build new website that incorporates new branding identity, messaging, and design
- Migrate existing content to new website, ensuring accessibility and consistency

### *Rebrand Launch*

- Develop implementation plan for rolling out new brand identity to both the general public, donors, and partnership organizations

## **DELIVERABLES: BRAND AND COMMUNICATIONS ELEMENTS**

| <b>Brand and Communications Element</b> | <b><u>Details</u></b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Renaming Analysis                       | <ul style="list-style-type: none"><li>• Renaming recommendations (to change or not to change?) in order to reach a wide and diverse audience</li><li>• An analysis of integration of other MLSA maintained websites, including <a href="http://MontanaLawHelp.org">MontanaLawHelp.org</a></li></ul>                                                                                                                                                                                      |
| Brand Claim and Narrative               | <ul style="list-style-type: none"><li>• Tagline</li><li>• Style Guide/brand guide</li><li>• Storytelling and messaging options</li><li>• Positioning and key messages</li><li>• Guidelines on imagery and photo usage and application</li></ul>                                                                                                                                                                                                                                          |
| Cohesive Look and Feel                  | <ul style="list-style-type: none"><li>• Logo</li><li>• Color palette</li><li>• Typography</li><li>• Guidance on logo usage and applications</li><li>• Presentation powerpoint, business card, letterhead banner</li></ul>                                                                                                                                                                                                                                                                |
| Website Redesign and Build              | <ul style="list-style-type: none"><li>• Design analysis</li><li>• Build new site with new CMS as needed with search function</li><li>• Migration of existing content</li><li>• Multilingual support for Spanish content</li><li>• Quality assurance testing</li><li>• Browser compatibility assessment</li><li>• Accessibility guidelines incorporation</li><li>• Documentation and training of MLSA site editors on how to use new website's features and manage site content</li></ul> |
| New Brand Implementation                | <ul style="list-style-type: none"><li>• Implementation Plan for rebrand launch to partner organizations and general public</li><li>• Messaging for brand transition</li></ul>                                                                                                                                                                                                                                                                                                            |

## **PROJECT SCHEDULE**

| <b><u>Objective</u></b>                                                                                                                                          | <b><u>Deadline</u></b>           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| RFP Released                                                                                                                                                     | <b><u>August 3, 2026</u></b>     |
| Responses due no later than 5pm MST                                                                                                                              | <b><u>September 14, 2026</u></b> |
| Successful vendor announced by                                                                                                                                   | <b><u>October 5, 2026</u></b>    |
| Contract signed and work commences by                                                                                                                            | <b><u>October 26, 2026</u></b>   |
| Brand audit, stakeholder interviews, and review of current MLSA branding assets and messaging is completed by                                                    | <b><u>February 30, 2027</u></b>  |
| New visual identity and branding concepts including new name, core brand message, tagline, logo, color palette, and typography completed and reviewed by MLSA by | <b><u>April 30, 2027</u></b>     |
| Completed brand style guide to ensure consistency across all MLSA communications completed by                                                                    | <b><u>May 30, 2027</u></b>       |
| Completed implementation plan for rebrand rollout to external audiences and community partners presented to MLSA by                                              | <b><u>June 30, 2027</u></b>      |

## **BUDGET & CONTRACTS**

MLSA is open to contracting with a single vendor for all deliverables. The available budget for this work is \$25,000 to \$30,000.

## **PAYMENT**

Payment arrangements will be negotiated with the selected evaluation consultant and may include monthly invoices with 30-day net terms, or 3-4 installments based on agreed upon milestones. With any payment arrangement, the final invoice or payment will be made upon satisfactory completion of the final evaluation report and rollout feedback.

## **THE INFORMATION WE NEED**

For consideration, please provide:

1. Vendor's Name, address, federal tax identification number or Social Security Number (SSN), Uniform Business Identifier (UBI) number, and a description of the vendor's legal status, e.g., corporation, sole proprietor, etc.
2. Vendor contact's Name, telephone number, fax number and email.
3. A statement that guarantees that the response constitutes a firm offer valid for sixty (60)

- days following receipt and that MLSA may accept any time within the 60 day period.
4. A statement on whether the vendor or any employee of the vendor is related by blood or marriage to an MLSA employee or resides with an MLSA employee. If there are such relationships, list the names and relationships of said parties. Include the position and responsibilities within the vendor's organization of such vendor employees.
  5. State whether the vendor has been a party in any litigation during the past five (5) years, all such incidents except employment related cases must be described, including the other parties' name, address, and telephone number. Present the vendor's position on the matter.
  6. Provide an overview of your firm and experience with nonprofit organizations or similar sectors. Please include client testimonials or references from similar engagements.
  7. Provide the following regarding your approach and methodology:
    - a. Your process for discovery, design and implementation
    - b. Proposed timeline and milestones for the project
    - c. How you will involve the MLSA team in key decisions
  8. Provide a detailed cost estimate, including all project phases.
  9. Provide any additional expenses or potential extra costs.
  10. Provide a timeline for the project with proposed start and completion dates. The timeline should also include key milestones and review points.
  11. Provide a statement of your hourly rate and any other information about your compensation requirements.
  12. Proposals that exceed 10 pages in length will not be accepted. Late proposals will not be accepted and will be automatically disqualified from further consideration. Vendors must respond to each question/requirement listed above. In preparing their response, vendors should restate each requirement and then give their response.

## **SELECTION CRITERIA**

We will consider all responses that are sent to [hshaw@mtlsa.org](mailto:hshaw@mtlsa.org) by 5:00 pm MST on September 14, 2026. Please include the name of the project, **“Rebrand Vendor for Montana Legal Services Association”** in the subject line.

The following will be key factors in our decision-making process:.

- Demonstrated commitment to customer service and on-time delivery.
- Experience in marketing with nonprofit and legal aid organizations, with an emphasis on branding and graphic design.
- Demonstrated expertise in facilitating conversations with a multitude of stakeholders, including management, staff, board members, clients, and community partners.
- Solid experience developing brand identity tools that are engaging, attractive, and expressive.
- Past performance working with MLSA (if applicable).
- Price commensurate with the value offered.
- Responses are presented in a clear, organized, and logical manner.