

REQUEST FOR PROPOSAL (RFP)

Graphic Design & Branding Services

Issued by: RYSE (Residential Youth Services & Empowerment)

Proposals Due: September 30, 2025

Project Overview

RYSE is seeking a creative partner to refresh our branding and deliver new visual assets that align with our mission and connect to the community. This project will include refining our logo, without a redesign, creating brand guidelines, and designing key materials for both digital and print use.

Scope of Work

We are looking for an agency to provide:

- **Logo Refinement** – Update our existing logo into a high-resolution, scalable format with multiple versions (full color, B/W, transparent).
- **Brand Guidelines** – Include logo usage, color palette, typography, imagery style, and applications for digital/print.
- **Business Cards** – Print-ready design template + digital version.
- **Mastheads** – Digital masthead for email/newsletters/website/print materials.

Deliverables

- Updated, high-res RYSE logo files (.ai, .eps, .png, .jpg).
- Brand guidelines PDF.
- Business card design files/template (print + digital).
- Digital and print masthead files (multiple sizes).

Proposal Requirements

- Short overview of your agency.
- Examples of branding projects you've completed.
- Timeline and estimated cost.

Evaluation Criteria

We will select based on creativity, quality, experience, and costs.

Submit proposals to:

Jaclyn Hawse

Director of Communications

Residential Youth Services & Empowerment (RYSE)

jhawse@rysehawaii.org