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**Oakland Integrated Healthcare Network**  
**Request for Proposals: Rebranding Project**  
**Doing Business As (DBA) Name, Tagline & Logo Design Work**  
**November 3, 2016**

**PROJECT OVERVIEW**

Oakland Integrated Healthcare Network (OIHN) is seeking a public relations, marketing, or creative design agency or individual to provide assistance with rebranding the young, nonprofit organization.

OIHN is pursuing a new Doing Business As (DBA) name, tagline, and logo, with supplemental color scheme, to create a cohesive brand and human element to the organization. The project will be completed in two phases: 1) DBA name options, with presentation to the Board of Directors, and 2) Tagline development, logo/color scheme design.

OIHN's current name is too similar to a competing health center within the local area and is too complex, which creates challenges with creating a cohesive brand. In addition, the logo and color scheme have created their own complications with printing, promotional materials, and other elements. OIHN's staff have completed the preliminary steps involved with researching and surveying community partners, the Board of Directors, patients, and staff to understand exactly how its stakeholders feel about the organization, mission and vision for the future, and the services provided. Based off of the research, staff compiled a list of potential DBA name options to receive feedback on with the Board of Directors. After presenting the options and receiving feedback, a new direction and sense of options needs to occur to move the project forward. OIHN plans to partner with the agency/individual to present three final and concrete options to the Board that are based off of the feedback and research.

Phase one of the project will need to be expedited due to the deadline with the Board of Directors. The DBA name options will need to be presented to the Board at the February 22, 2017 meeting. Phase two, upon acceptance of name from the Board of Directors, will need to be completed by April 26, 2017.

**ORGANIZATIONAL BACKGROUND**

OIHN is a community-based 501(c)(3) non-profit organization established to provide comprehensive integrated primary, behavioral health, and dental care services to underserved populations. OIHN is the largest Federally-Qualified Health Center (FQHC) in Oakland County, specifically Pontiac, Waterford and Southfield. OIHN was established as a nonprofit and became operational four years ago with the support of multiple community organizations and has grown to see over 15,000 patients across seven service delivery sites.

OIHN's mission is *"to provide for the health and wellness needs of the underserved of Oakland County through the provision of comprehensive, integrated primary, behavioral health and dental care."*

## PROJECT SCOPE

### *Phase One*

- Lead the development of a new Doing Business As (DBA) name for the organization in coordination with OIHN's marketing department
- Assist with message development and brand strategy for the rebranding project to ensure the desired messages are seen in the new name
- Review research done by marketing department and feedback from Board of Directors and other stakeholders to understand brand, in addition to competing/similar organizations within the health care industry
- Create a new tagline for the organization that aligns with and elaborates on the message proposed with new DBA name
- Present DBA name and tagline options to Board of Directors for final vote

### *Phase Two*

- Establish a new visual identity for the organization, including:
  - Logo
  - Color Scheme
  - Typography
- Establish set of guidelines for utilization of the logo, colors and typography
- Present final branding elements to Board of Directors for feedback and final vote

## TIMELINE

### *Phase One*

Phase One of the project will need to be expedited due to time constraints for implementation of elements in other projects throughout the organization. Phase One will need to be completed and presented at the **February 22, 2017** Board of Directors meeting.

### *Phase Two*

Phase Two of the project will begin after completion and approval from the Board of Directors regarding the name and tagline. For this portion of the project, the timeline covers a multiple month period for implementation and extends to **April 26, 2017** to cover two board meetings following the approval of the name and tagline.

## PROPOSAL REQUIREMENTS

### *Firm Information*

Provide agency's name, address, URL, telephone and fax numbers. Include name, title, and email address of the individual who will serve as the agency's primary contact. Include a brief description and history of your firm.

### *Project Approach*

Please explain your project approach, style, and process. In particular, please discuss your message development process and creative branding process.

### *Experience*

Proposals should include a list describing projects that are similar in scale that your firm has completed. Please include multiple examples of previous branding work and creative samples completed by the organization, including at least one in-depth case study that highlights the project steps, implementation, and outcome. Any experience with organizations and understanding of the healthcare industry should be included.

### *Key Staff Biographies*

Please include a summary of experience/biography of all key staff and a list of team members for the phases of the project.

### *Schedule and Timeline*

Proposals should include the proposed work schedule and timeline for each phase of the project. It should also include deliverables in each phase. The contract is expected to begin November 14, 2016 and should be completed by April 30, 2017, with an option for extension if needed and beneficial.

### *Cost*

Proposals must include the estimated cost for all work outlined in the schedule/timeline. The cost should be outlined in accordance with each separate phase of the project.

### *Additional Services*

If proposers have additional services that may be provided that are relevant to the project, please provide in this section.

*In particular, OIHN will be releasing a RFP for external and internal website development and would prefer to provide a continuous contract.*

## **PROPOSAL SUBMITTAL AND DUE DATE**

Proposals must be submitted by 5:00pm on Monday, November 14, 2016. Proposals will be accepted by email with all elements combined in one PDF file and attached. Please send all proposals to [sstewart@oihn.org](mailto:sstewart@oihn.org).

Proposers may also send hard copies of the proposals, in addition to email, to the following address. If you plan to provide hard copies, please include (5) copies in the mailing.

Scott Stewart  
Oakland Integrated Healthcare Network  
461 W. Huron Street, Suite 103  
Pontiac, MI 48341

## **CONTACT/QUESTIONS:**

If you have any additional questions about the proposal, please contact the project leader below. Please also visit the website at [www.oihn.org](http://www.oihn.org).

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