

LOK Brand Identity Refresh

REQUEST FOR QUALIFICATIONS & QUOTE

Brand Identity Refresh

Leadership Oklahoma

Issued: April 30, 2026

Responses Due: May 23, 2026

1. Organization Overview

Leadership Oklahoma (LOK) is a statewide nonprofit organization founded in 1986. For nearly 40 years, Leadership Oklahoma has cultivated, connected, and developed leaders across Oklahoma through immersive programming and a robust statewide alumni network.

Today, the organization includes:

- Leadership Oklahoma (adult program)
- Youth Leadership Oklahoma
- A network of more than 1,900 alumni leaders across the state
- Corporate, philanthropic, and civic partners

As Leadership Oklahoma approaches its **40th anniversary**, the organization seeks to modernize its brand identity to reflect who we are today while honoring our history and legacy.

This initiative is intended to strengthen visual consistency, clarify messaging, and support the organization's continued growth and engagement across programs and audiences.

2. Project Objective

Our objective is to create a clear, cohesive, and enduring brand identity that is beautiful, contemporary, and highly functional across all applications.

The resulting brand system should:

- Reflect the legacy and credibility of Leadership Oklahoma
- Support the organization's programs and alumni network
- Function seamlessly across digital, print, and experiential environments
- Provide staff with tools that are easy to apply and reproduce
- Remain relevant and durable for years to come

3. Scope of Work

Leadership Oklahoma invites proposals from qualified Oklahoma-based firms for the development of a modern brand identity system.

Firms may propose work in **phases or packages**, depending on their process.

Phase 1: Discovery & Brand Alignment

The selected firm will work with Leadership Oklahoma to understand the organization's history, values, and audience.

This phase may include:

- Review of existing mission, vision, and values
- Review of current brand materials and assets
- Stakeholder perception input (survey or similar approach)
- Identification of key themes that inform brand expression
- Development of a concise design brief

Phase 2: Visual Identity Development

Design and development of a cohesive identity system that may include:

- Primary logo
- Secondary or alternate logo versions
- Icon or emblem version
- Vertical and horizontal lockups
- Simplified versions for small-scale applications
- Youth Leadership Oklahoma alignment (brand architecture)

The identity system should be designed to perform effectively across digital and physical environments.

Phase 3: Color, Typography & Graphic System

Development of a supporting visual system including:

- Brand color palette (Pantone, CMYK, RGB, HEX)
- Typography system (primary and secondary fonts)
- Digital-friendly and accessible font options
- Graphic elements or patterns (if appropriate)
- Guidance for scale, spacing, and hierarchy

All color selections should meet accessibility standards for digital use.

Phase 4: Messaging & Voice Guidance

Clarification of brand voice and messaging approach.

Deliverables may include:

- Tone of voice guidance
- Elevator pitch or short organizational description
- Messaging themes or pillars
- Guidance for writing in the Leadership Oklahoma voice

Phase 5: Brand Standards

Development of a practical and easy-to-use brand standards guide.

The guide should include:

- Logo usage rules
- Color and typography specifications
- Examples of correct and incorrect use
- Co-branding guidance
- Guidelines for alumni or partner logo usage
- File organization and naming conventions

Leadership Oklahoma seeks a guide that allows staff and alumni to apply the brand consistently.

4. Known Brand Touchpoints

The new brand identity will be applied across a variety of digital, print, and experiential environments.

These include but are not limited to:

Digital

- Main website (update color and digital logo)
- Online applications
- Email newsletters and CRM communications
- Event registration systems
- Social media profiles

Print & Physical Materials

- Program brochures
- Event programs and agendas
- Event signage
- Banners or step-and-repeat backdrops
- Certificates and printed recognitions
- Folders, packets, and handouts

Event & Experiential Applications

- Slides and visual presentations
- Awards and recognition materials
- Event merchandise and apparel
- Registration and check-in experiences
- Wayfinding signage
- Swag items such as tote bags, notebooks, pins, mugs, or similar materials

Communications & Messaging

- Program descriptions
- Sponsorship proposals
- Press releases
- Email communications
- Speaker talking points
- Board and alumni communications

The brand system should be designed to function clearly and consistently across these environments.

5. Optional Implementation Support

Leadership Oklahoma welcomes proposals that include optional services to support implementation.

These may include:

Digital Style Application

- Website typography style updates
- Color usage for digital interfaces
- Email header or CRM template guidance

Template Development

Creation of repeatable templates for:

- Social media announcements
- Event promotions
- Program communications
- Presentation slides
- Event signage or wayfinding
- Award certificates or recognitions

Templates should allow staff to easily update content while maintaining brand consistency.

Event & Program Design Framework

Optional development of a repeatable event design framework that:

- Maintains brand consistency
- Allows for annual theme variation
- Is easy to reproduce across multiple events

Implementation Retainer (Optional)

Firms may propose an optional short-term retainer to support rollout.

This could include:

- Template development
- Additional asset creation
- Event collateral design
- Brand consistency review
- Implementation support during the initial rollout period

6. Deliverables

The selected firm will provide final assets including:

- Vector logo files (AI, EPS, SVG)
- Raster formats (PNG, JPG)
- Color specifications (Pantone, CMYK, RGB, HEX)
- Black, white, and reversed versions
- Embroidery-compatible versions
- Web-ready files
- Working Files

Leadership Oklahoma will retain full ownership and usage rights for the final identity.

7. Proposal Requirements

Firms should include the following information:

- Firm overview
- Confirmation that the firm is Oklahoma-based
- Relevant nonprofit or membership organization experience
- Portfolio of identity design work
- Description of process and methodology
- Project timeline estimate
- Fee structure (flat fee preferred)
- Identification of the project lead and key team members
- Three client references

Firms may also include optional service packages if applicable.

8. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with Leadership Oklahoma's mission and values
- Demonstrated strategic and design capabilities
- Experience developing identity systems
- Quality of portfolio work
- Clarity of process
- Budget transparency
- Oklahoma-based presence

Final selection will be made by the Leadership Oklahoma Executive Committee

9. Timeline (Tentative)

RFP Issued: April 30, 2026

Proposal Deadline: May 23, 2026

Proposal Review: June 8, 2026

Firm Selection: June 26, 2026

Project Start: July 1, 2026

Leadership Oklahoma anticipates beginning work during the upcoming fiscal year as part of preparation for its 40th anniversary.

10. Proposal Format & Submission Requirements

To ensure proposals can be reviewed efficiently and compared fairly, respondents are asked to follow the format below.

Proposal Format

- Proposals should be submitted as a **single PDF document**.
- Recommended length: **10–15 pages maximum**, excluding portfolio links or appendices.
- Firms may include **links to online portfolios or case studies** rather than embedding extensive imagery in the document.

Please organize proposals in the following order:

1. **Firm Overview**
 - . Brief description of the firm, including size, location, and relevant experience.
2. **Project Understanding**
 - . Summary of how your firm understands the goals and priorities of this project.
3. **Approach & Process**
 - . Description of your methodology for brand identity development and how you typically guide organizations through discovery, design, and implementation.
4. **Relevant Experience & Portfolio**
 - . Examples of similar work, particularly for nonprofits, membership organizations, or identity systems with multiple touchpoints.
5. **Project Team**
 - . Identification of the project lead and key team members who would work on this project.
6. **Proposed Timeline**
 - . Estimated schedule for completion of the project phases.
7. **Fee Structure**
 - . A clear description of project fees.
8. Firms may present pricing as:
 - A flat fee for the full project, or
 - A phased approach with optional add-on services.
9. **Optional Services**
 - . Description and pricing for any optional implementation support, template development, or ongoing advisory services.

11. Proposal Submission Instructions

Proposals should be submitted electronically.

Submission Method

Email proposals as a PDF attachment to:

Vivian Le

Leadership Oklahoma

Email: **vivian@leadershipoklahoma.com**

Subject line:

LOK | Brand Identity Proposal - [Firm Name]

Submission Deadline

All proposals must be received by:

May 23, 2026 by 5:00 pm

Late submissions may not be considered.

Questions

Firms may submit questions regarding the RFP to the contact listed above. Responses may be shared with all respondents to ensure consistent information.

Interviews

Leadership Oklahoma may invite a small number of firms to participate in brief follow-up conversations or presentations prior to final selection.

Leadership Oklahoma has allocated budget for this project and welcomes phased proposals that align scope and cost.