

# APPALACHIAN sustainable DEVELOPMENT

## LOGO AND BRAND DEVELOPMENT REQUEST FOR PROPOSALS (RFP)

Appalachian Sustainable Development (ASD) is inviting proposals for logo and brand development as detailed below. ASD will make a final selection based on the proposal which best meets the specifications, our needs, price, and other factors. We are not limited, unless otherwise noted, to making our selection based only on the lowest-priced proposal. Please review these criteria carefully and include information in your proposal as appropriate. ASD reserves the right to ask for revised proposals from any or all companies submitting proposals if major revisions in the basic specifications become mandatory.

### **Services Description**

ASD is seeking logo design and a brand style guide for two separate projects: our Appalachian Harvest Food and Herb Hub and the Wild Stewards Alliance. The style guide should at minimum include fonts and color palette. The combined budget for these projects cannot exceed \$14,500. ASD may choose to award both projects to the same agency or to award each project to a different agency, depending on how each agency performs against the evaluation criteria.

### **Background**

A nonprofit founded in 1995, ASD's mission is to grow a stronger Appalachia through agriculture. Our work falls into five key categories: workforce development, agriculture education, food access, economic development, and resource management.

### **About the Food and Herb Hub**

Founded in 2000, Appalachian Harvest is one of the oldest rural food hubs in the United States. The food hub is essentially split into two areas: the "nonprofit" side and the "social enterprise" side. The nonprofit side works with farmers and food producers to deliver training, technical assistance, shared-use equipment, connections to funding opportunities for season extension, and more. Our goal is to keep farmers on their farms, to boost local economies, and to improve access to locally-grown, nutritious food, especially to underserved populations. The social enterprise side purchases produce, beef, milk, fruit, value-added products, and more from growers/food producers and then aggregates it, works with buyers to sell it, and finally transports it to buyers via our refrigerated truck fleet. This side of the work includes a sales team dedicated to market development and product sales.

In 2017, the Appalachian Harvest Food Hub expanded to include the very first Herb Hub™ in the country. Our goal is to help build and support a thriving and sustainable herbal economy in Central Appalachia, where plant conservation is achieved through profitable cultivation. We help producers connect to markets through our suite of creative business solutions: seed to sale training, herb processing equipment, and aggregation and sales. In turn, we serve as a one-stop-shop for customers looking for high-quality fresh/dried medicinal herbs that are

sustainably and locally sourced. So, similar to the food hub, the herb hub operates as both a nonprofit and a social enterprise.

Our goal is to be considered a serious brand and a real contender on retail shelves. We currently have a logo for our Appalachian Harvest brand, but for reasons that should be easy to recognize, it does not work to set our organization apart or establish credibility. Our audiences for the brand include farmers and food producers (nonprofit side), buyers (grocery store chain buyers and institutions like school cafeterias, jails, restaurants), and the general consumer. Our current product line includes produce, beef, and value-added products. We are also working on a new line of beef products for silvopasture-raised beef. (Silvopasture is a type of agroforestry that involves managing trees, forages, and livestock on the same land.)

### **About Wild Stewards Alliance (WSA)**

The WSA is a point-of-harvest initiative by ASD and Virginia Tech that offers free training on industry best practices plus certification to wild harvesters and dealers of woodland roots, barks, and herbs.

The program's goals are to:

1. Grow a trained and certified workforce of wild stewards to meet rising demand
2. Create a sustainable supply chain of woodland botanicals for generations to come
3. Ensure wild harvested botanicals meet top-quality standards
4. Secure fair wages for certified producers to improve rural livelihoods
5. Keep the deep-rooted traditions of wildcrafting alive in Appalachia

WSA is the first program of its kind. Launched in 2021, it is currently aimed at Appalachian wild harvesters and their dealers with deep-rooted cultural heritage (think of ginseng hunting). The eventual goal, however, is for this program to extend nationally and become [FairWild certified](#). The Fairwild Foundation provides a certification label on products that include ingredients harvested in the same manner as WSA. Currently, FairWild operates and is well-known outside the US, but they are expanding to America and ideally, WSA will be a core supplier group for them. Once FairWild certified, WSA will become the internal facing branding for wild harvesters and dealers, while FairWild will become the well-known external customer facing brand.

### **Project Details**

*Please note:* The Appalachian Harvest budget detailed below is significantly larger than the budget for the WSA project. That's because the Appalachian Harvest project requires the replacement of an existing logo, plus the program serves a larger market, involves both B2B and B2C customers, and has more established competitors. In contrast, the WSA project is for a new program that does not have an existing logo, has few marketing materials, and requires only a review of a few similar certification programs rather than a review of multiple competitors.

**However, submissions may allocate the total funding amount of \$14,500 between the two projects as desired.**

**Project 1:** Appalachian Harvest logo, style guide, and optional sample label

Develop a logo and brand style guide, and if budget allows, create/apply it to a sample Appalachian Harvest label for either our beef or value-added product. Regarding the logo, ASD has interest in a logo that uses an icon so as to provide greater flexibility, and so the agency

should take that into consideration and be prepared to advise for/against it as part of the deliverable. Also as part of this process, the agency should conduct informing research that could include:

1. Review of ASD and Appalachian Harvest, to understand mission and work
2. Review of competitors, both in the nonprofit and for-profit sectors
3. Surveys of key staff, to understand brand history, goals, and desired identity
4. Existing promotional and materials review
5. Market trends
6. Any additional landscape assessment efforts that are part of the standard logo and style guide development process

It is anticipated that this work can be completed remotely without incurring travel costs.

- **Deliverables Due Date:** No later than April 30, 2025 (early submission is acceptable)
- **Budget: \$10,000.** As a funding requirement, ASD will be hiring through an open and free competitive negotiation process. It is ASD's intention to fully consider and evaluate each proposal submitted.

### **Project 2: Wild Stewards Alliance logo and style guide**

Develop a logo and brand style guide. Regarding the logo, ASD has interest in a logo that uses an icon so as to provide greater flexibility, and so the agency should take that into consideration and be prepared to advise for/against it as part of the deliverable. Also as part of this process, the agency should conduct informing research that could include:

- Review of ASD and the WSA program, to understand mission and work
- Review of similar labeling efforts (list can be provided by ASD)
- Surveys of key staff, to understand brand history, goals, and desired identity
- Review of target audience mindset and behaviors (some information could be provided by ASD, but additional research will be required)
- Any additional landscape assessment efforts that are part of the standard logo and style guide development process

It is anticipated that this work can be completed remotely without incurring travel costs.

- **Deliverables Due Date:** No later than April 30, 2025 (early submission is acceptable)
- **Budget: \$4,500.** As a funding requirement, ASD will be hiring through an open and free competitive negotiation process. It is ASD's intention to fully consider and evaluate each proposal submitted.

### **Evaluation Criteria and Relative Importance**

Value System 1 to 4: 1 = Most important

(No more than three criteria shall be rated 1; two or more criteria must be rated 2 or 3)

1. Expertise and relevant experience in chosen field: 1
2. Resumes of service providers: 1
3. Price of services offered and materials needed: 2
4. On-time completion dates: 2
5. References from previous clients: 3

Please review these criteria carefully and include information in your proposal, as appropriate. All proposals should also include:

- the phone number and email address of the primary contact person
- itemized price quote for costs associated with all activities
- samples of prior work

Opportunity for this bid will be shared with a minimum of three brand agencies. ASD will accept bids from January 22, 2025 until February 7, 2025. Proposals must be submitted electronically via email to Debbie Browning at [dbrowning@asdevelop.org](mailto:dbrowning@asdevelop.org). A bidder will be selected and announcements made to all bidders no later than February 15, 2025.

All branding activities must be completed by the completion dates specified. If more time is needed, alternative completion dates can be offered for negotiation. A mutual non-disclosure agreement will be required.

**For more information**

ASD - [asdevelop.org](http://asdevelop.org)

Food Hub - [asdevelop.org/programs-resources/food-hub/](http://asdevelop.org/programs-resources/food-hub/)

Herb Hub - <https://www.asdevelop.org/programs-resources/appalachian-harvest-herb-hub/>

WSA - [asdevelop.org/programs-resources/appalachian-harvest-herb-hub/](http://asdevelop.org/programs-resources/appalachian-harvest-herb-hub/) (Educational Opportunities tab) and <https://www.appalachianforestfarmers.org/point-of-harvest>

If you should have further questions, the contact person for this RFP is:

Debbie Browning

Marketing Manager

Appalachian Sustainable Development

Email: [dbrowning@asdevelop.org](mailto:dbrowning@asdevelop.org)

Thank you for your consideration, and we look forward to hearing from you.

*This project is supported by the USDA Forest Service. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement the Forest Service, U.S. Department of Agriculture, or the U.S. Government.*