

**South Dakota Science and Technology Authority  
Request for Proposal 2023-35  
Rebrand Introduction and Collateral Build Out**

<b>Request for Proposal Posted</b>	<b>December 7, 2023</b>
<b>Signed NDA Due</b>	<b>December 14, 2023</b>
<b>Questions Due</b>	<b>December 14, 2023</b>
<b>Questions &amp; Answers Posted</b>	<b>December 20, 2023</b>
<b>Proposals Due - 5:00pm (MST)</b>	<b>January 12, 2024</b>
<b>Contract Award Date</b>	<b>January 18, 2024</b>
<b>Internal Plan Due</b>	<b>March 18, 2024</b>
<b>External Plans Due</b>	<b>April 5, 2024</b>

**PROJECT SUMMARY**

The South Dakota Science and Technology Authority (SDSTA), which manages the Sanford Underground Research Facility (SURF), is currently accepting proposals to create and implement a comprehensive logo and rebrand roll out. The project will include the engagement of multiple rebranding tactical elements for a variety of organizational assets. Through this process we will identify a professional partner organization who can provide creative and strategic support to ensure a successful logo and rebrand introduction to both internal and external audiences.

**NON-DISCOSURE AGREEMENT**

In order to protect the integrity of the RFP process and SDSTA's interest in its new logo, website design, and identity standards, SDSTA will not release its new logo, website design, or identity standards to any proposer unless and until the proposer signs a Non-Disclosure Agreement (NDA) in a form substantially similar to that attached hereto as Exhibit A and incorporated herein by this reference.

**ORGANIZATION OVERVIEW**

SURF is America's deep underground science laboratory, located in Lead, South Dakota. Our mission is to advance world-class science and inspire learning across generations.

SURF owns and operates the expansive underground space that is utilized by scientists from around the world to conduct cutting edge research across multiple disciplines, including physics, geology, biology, and engineering. The facility hosts more than 30 experiments that contribute to the fundamental understanding of our universe, advancing our nation's energy independence, exploring life in extreme environments, and providing basic research that is the foundation for ongoing technological advancement around the world.

SURF's collaborators include over 2,000 scientists from over 200 institutions and universities worldwide. SURF also plays a vital role in inspiring the next generation of STEM professionals through a robust education and outreach program that reaches 20,000 students and 400 teachers annually. SURF is generating a two-billion-dollar economic impact on South Dakota this

decade, with ongoing and future experiments that will continue to inspire and push the boundaries of human knowledge for decades to come.

## **PROJECT OBJECTIVES**

The organization is primed to bring its brand and vision to the next level by employing consistent branded messaging and materials, the latest technology, and media tactics to help tell the story of America's deep underground laboratory.

The Communications Department at SURF established a new logo and identity standards that have not yet been made public. SURF is seeking plans to introduce this new logo and assistance in more clearly defining our brand. The SURF communications team and organization leadership desire a plan of work that will provide a comprehensive guide and detailed strategies to successfully launch the organizations new logo and updated brand. The plan of work must also unite three divisions within the SURF organization in the rollout strategy proposal. The three SURF divisions need distinguishable ties leveraging them together under SURF's parent brand. The divisions are as follows:

1. A newly formed organization, *The Institute for Underground Science at SURF*.
2. Our signature public science event, *Neutrino Day*.
3. *The Sanford Lab Homestake Visitor Center (SLHVC)*.

## **SCOPE OF WORK**

The scope of work consists of the following:

- I. Create a plan to successfully launch the new logo and rebranded divisions.
- II. Create internal brand rollout plan.
- III. Build comprehensive external launch plan.
- IV. Write and execute a strategy uniting all current logos/brands under one umbrella.
- V. Deliver branded templates for each entity of the organization including but not limited to the following:
  - a. Print communications and marketing
    - i. Brochures
    - ii. Flyers
    - iii. Banners
    - iv. Promotional materials
    - v. Newsletter
    - vi. Signage
  - b. Digital communications and advertising.
    - i. Social media templates
    - ii. Online engagement templates such as landing page design, etc.
  - c. Build internal communication templates including:
    - i. Business Cards
    - ii. Letterhead
    - iii. Envelopes
    - iv. Presentations

## **PROJECT BARRIERS**

Challenges in this project include the following:

- I. Inconsistent brand tactics used across various brands and mediums.
- II. New logos built without overarching parent brand vision, voice, and tone accompaniment.
- III. Small department charged with oversight of communication for multiple core divisions within SURF.
- IV. Pressure to launch website prior to complete logo and rebrand public rollout.
- V. The need to move quickly without compromising quality.

## **EXPERIENCE AND QUALIFICATIONS**

The company selected should have the following experience and qualifications for submission.

- I. Extensive experience delivering successful logo and rebrand plans and collateral.
- II. Show capacity to provide a detailed approach to each aspect in the scope of work.
- III. Provide examples of similar relevant logo and brand projects.
- IV. Have seasoned team in place to work on project.

## **SUBMISSION REQUIREMENTS**

The company selected should meet the following requirements.

- I. Proposals must be submitted by **January 12, 2024, by 5pm MST**.
- II. Only organizations who have submitted an NDA form will be considered.
- III. Must provide information on company profile, background, and experience of team.
- IV. Submit proposal outlining the project, timeline, and relevant key milestones.
- V. Provide a detailed cost estimate inclusive of all expenses associated with each element of the project.

## **EVALUATION CRITERIA**

- I. Must be able to deliver on requirements outlined in proposal.
- II. Proven success assisting other companies with logo and rebranding launches.
- III. Show ability to provide scope of project on time and on budget.

## **LINKS**

Upon completion of a NDA, your organization will receive access to visual identity guides and PDFs from new websites being built and not yet public. Access to public sites is below.

- I. Neutrino Day website link <https://neutrinoday.com/>
- II. SURF current website link <https://sanfordlab.org/>
- III. Sanford Lab Homestake Visitor Center link <https://sanfordlab.org/slhvc>

**Direct any preliminary questions and signed NDA to William Kelly: [wkelly@sanfordlab.org](mailto:wkelly@sanfordlab.org)**