



Marjaree Mason Center  
Rebrand Design and Market Research RFP  
Proposals Due: February 28, 2024

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## Introduction and Company Background

The Marjaree Mason Center (MMC) is a 501(c)(3) organization that, for over 40 years, has offered safe housing and support services to adults and their children affected by domestic violence in Fresno County. Our organizational origins date back to 1904 when the charter members of the YWCA Fresno formed.

In 1978, Marjaree Mason was 36 years old and was a volunteer of the YWCA at the time. She had her entire life ahead of her. She was a native of Easton, a graduate of Washington High School and Reedley College, and was well known in the community.

In November of that year, Marjaree's joy was overshadowed by the return of her ex-boyfriend – a Fresno County sheriff's deputy named Robert Tillman. Tillman was an imposing presence who refused to go away despite Marjaree's insistence that he leave her alone. Her continued rejection fueled Tillman's rage, which exploded in violence one night as he kidnapped, beat and raped Marjaree before releasing her the next day.

Frightened and confused, Marjaree feared retaliation if she were to report the crime. Convinced by friends to seek medical treatment, Marjaree shared details of her ordeal with hospital personnel, who reported the incident to the Sheriff's Department. Before an investigation was launched, Tillman once again kidnapped and assaulted Marjaree, ultimately fatally shooting her before turning the gun on himself.

Marjaree Mason's tragic death gained national attention, shining a spotlight on domestic violence and galvanizing the Fresno community into taking action to ensure that no one would suffer the same fate.

In 1979, the YWCA Fresno transitioned to being recognized as the Marjaree Mason Center, and has since worked tirelessly to provide a safe, supportive environment for those exposed to domestic violence. The 501(c)3 status was officially changed when the organization formally ended ties with the YWCA in 1998.

### **Mission**

The Marjaree Mason Center supports and empowers adults and their children who have been impacted by domestic violence, while striving to prevent and end the cycle of abuse through education and advocacy.

### **Vision**

A community free of domestic violence.

### **Core Values**

- **Integrity** – We are committed to high ethical standards of confidentiality, honesty, transparency and accountability.
- **Empowerment** – We respect and nurture the resiliency of individuals to achieve recovery, healing and growth.
- **Dedication** – We value the history and longevity of our organization, commitment to sustainability and work towards a community free of intimate partner violence.
- **Collaboration** – We believe in fostering community partnerships in order to contribute to inclusivity and equality.

As the only comprehensive domestic violence services agency in Fresno County, the Marjaree Mason Center provides 24/7 crisis response, housing, legal advocacy, counseling and education to survivors, youth and those who have caused harm. MMC currently operates out of 8 locations in Fresno County with 100 employees. The Center has a total of 168 beds in two safe houses that are consistently at or above capacity. Last year, MMC served nearly 8,000 adults and children from Fresno County and provided more than 74,000 nights of safe shelter. The Center serves all victims of domestic violence (including all genders, family design, sexual orientation, etc) through a variety of services including:

- 24/7 hotline
- Mobile crisis response
- Victim advocacy
- Assistance with restraining orders
- Court accompaniment
- Individual and group mental health services
- Emergency shelter
- Transitional shelter
- Rapid Rehousing
- Case Management
- Employment search support
- Children's services and case management
- Peer counseling
- Education and training (for youth, teens, adults)
- Domestic Violence 40-hour Certification Program

In addition, we provide services to individuals who have caused harm, such as:

- Batterers' Intervention
- Anger Management
- Child Abuse
- Parenting

Marjaree Mason Center has a Board of 19 volunteer members who have oversight of the organization.

According to the California Department of Justice, among the ten most populated counties in the State of California, Fresno County has the largest per capita calls to law enforcement for domestic violence (11,291 in 2022), with most of those calls coming from within the City of Fresno.

In addition to the growing number of calls to law enforcement and adult homicides that have taken place, in the last 14 months, the Marjaree Mason saw three domestic violence homicides of teenagers. Teen dating violence is of great concern and education within the schools continues to be a key focus for the Marjaree Mason Center.

The Center's kNOw MORE® program provides site specific, tailored trainings to teachers and students throughout the school year to teach them about dating abuse and how best to combat teen dating violence. Overall, the program goal is to increase awareness of domestic violence while encouraging healthy relationships in teenagers and young adults through education and

advocacy. The program is now in 36 high schools and middle schools throughout Fresno County.

The Marjaree Mason Center is an active member of the Fresno Madera Continuum of Care and runs the Coordinated Entry System for Domestic Violence. The organization has been the principal provider of domestic violence services in Fresno County for 43 years. As of October 31, 2023, there were over 600 active households on a by-name list (DV only) awaiting housing.

## **Project Overview**

Marjaree Mason Center (MMC) will celebrate its 45<sup>th</sup> Anniversary in 2024 and has recognized that what has got us here over the last 44 years may not get us through the next 50 years if we don't continue to reevaluate and reimagine how we communicate our brand promise of supporting and empowering women, men and children affected by domestic violence.

Over the last two years, the Center has embarked on several strategic initiatives that, in essence, will completely transform the organization over the coming years:

- As a need grew within the community, MMC made plans to construct a non-residential Community Resource Center centrally located in Fresno that would be much bigger than its current location. This will more than double the service capacity, increase physical and emotional safety, and accessibility of all of MMC services. The Community Resource Center will be move-in-ready by December 2024.
- Although the movement of domestic violence began with protecting female victims, and most organizations almost exclusively served women, services and law enforcement data show that domestic violence affects all genders. For the past nearly decade, Marjaree Mason Center has served male, female and transgender individuals in all of its services, including the emergency shelter program. However, a decade later, education continues to be needed to convince the community that men can (and do) benefit from MMC services, including but not limited to survivor services. Teens also can benefit from our direct client services. Additionally, women can be served in our batterers intervention and anger management programming. The services themselves are gender neutral.
- Since MMC is moving locations and changing its address at the end of 2024, all new promotional materials, pamphlets, mailing materials, etc. will be needed. Therefore, now would be the perfect time to update MMC's brand coinciding with this pivotal moment in the organization's history.

With so much change currently in progress, it is time to reimagine the MMC brand to ensure it encapsulates the future state of the organization. Primary goals with this RFP are the following:

- MMC needs its name and logo to convey that the organization serves for all genders, ages, and sexual orientations.
- Brand needs to be one of positivity and needs to convey healthy relationships and families but usable in communicating about serious topics such as domestic violence, which often includes weapons.
- Brand needs to be inclusive and not offensive to any race, ethnicity, culture and religion.
- The colors on the logo are not required to be purple or orange, but should be able to blend with those colors as they are the national colors for Domestic Violence Awareness and Teen Dating Violence Awareness.
- MMC currently has 8 offices in different locations and some of them are named after donors.

- In 2023, a capital campaign “Courage Takes Root” was launched to raise funds for the Center’s campus. As that campaign will be used for the next several years, it is important that there is synergy with that “Courage Takes Root” logo.

The following rebrand components are up for discussion as part of that reimagined brand.

## **Logo Evaluation and Potential Redesign**

The current Marjaree Mason Center logo (and variations) were designed in 2013. Since then, additional variations of the logo have been created for special events and branding, as well as other programmatic logos/icons, specifically one for the **KNOW MORE®** Teen Dating Violence Prevention Program.

Given the broader audience and client population (including but not limited to men and teens), and the big change in all marketing materials due to the impending move of MMC’s main campus and mailing address, it seems an appropriate time to review the design of logo to ensure a stronger connection with the community served. The following remarks regarding the logo are meant as a commentary but not necessarily the direction for this element of the project:

- The logo should convey relational health and safety.
- The logo should connect with all genders, races, religions, sexual orientation and geographic locations.
- Although the two dandelions were developed with clients in mind, and with significant input from clients served, it is very female forward and lends itself to ongoing use of hearts and flowers.
- Flowers can often have a negative connotation in the power and control component of DV relationships.
- Although purple is the color of Domestic Violence Awareness, there is nothing that says that our identity as an organization has to be purple. However, the organizational colors should be able to blend with the colors purple and orange (color of Teen Dating Violence Awareness).
- The lockup with the full name when using the site of reference, program of reference, etc is incredibly long and doesn’t scale well for smaller placements.
- Need additional guidelines related to programmatic logos/type treatments (for example, a guide on when to use the dandelion by itself, or the name “Marjaree Mason Center” without the dandelion.
- The logo in small format is intricate and not scalable in smaller format.

With these in mind, MMC is seeking assistance on logo design with the following deliverables:

### ***Logo Design Deliverables***

- Perform primary and secondary research to develop three to five initial design ideas with up to two rounds of revisions before market testing.
- Perform trademark search to ensure logo can be protected.
- Perform market testing to include at least three focus groups with three to five eligible design ideas that include MMC’s Core Stakeholders. Representation must be from donors, Board members, other referring agencies, male, female, LGBTQ and teen survivors.
- Based of the above, solve for the following:
  - Regional site logos, so MMC can be seen as a unified network with one voice.
  - Guidance on programmatic logos to ensure all MMC related logos work as a system.

- Event logos also need to work alongside the new logo.
- Provide a recommendation with a summary of findings
- Provide presentation ready files to present the final logo(s) to MMC Core Stakeholders, including but not limited to the Board of Directors.

## **Tagline Development**

Over the past several years, we have loosely used taglines such as “Educate.Empower.Transform.” and “Building Healthy Homes Through The Marjaree Mason Center”. For the “Courage Takes Root” Capital Campaign, we have an addition tagline that says, “Healing Happens When Courage Takes Root.”

Depending on where the name change evaluation discussions go, the current tag lines may need to be adjusted or replaced.

### ***Tag Line Development Deliverables***

- Perform primary and secondary research to develop two or three alternative tag lines for market testing.
- Perform market testing to include at least three focus groups that include MMC’s Core Stakeholders. This could be done in the in tandem with the logo focus groups.
- Recommend a final tag line, which could include a recommendation to use one of the two tag lines developed in the last couple of years.

## **Persona/Program Name and Icon/Image Development**

The Marjaree Mason Center has multiple programs that are currently called by the name of their literal function. The goal of this exercise would be to create names for main programs that are both understood and inspirational. In addition to a name, the goal would be to create a graphic that could be used alongside that program as an identifier. This could be an icon, stock art, etc.

### ***Persona Development Deliverables***

Develop personas for each of the following major MMC programs:

- Community Resource Center
- Clovis House
- Reedley Campus
- Emergency Shelter
- Transitional Shelter
- Rapid Rehousing
- Counseling and Group Therapy
- Crisis Response Team or Crisis Response Center
- Victim Advocacy
- Children’s Program
- Counseling
- Case Management
- Teen Dating Violence Prevention Program (review of KNOW MORE)

## Other Rebrand Components

If you feel other rebrand components should be considered, additional deliverables recommended, or other deliverables are needed to accomplish the deliverables stated in each rebrand component, please be sure to call that out within your proposal.

Additionally, primary and secondary research, as well as focus groups, for each rebrand component can be combined with other rebrand components of the project, when and where it makes sense (e.g., focus groups can review name change, tag line, and logo options all at once or through separate focus groups).

## Launch Timeline

Marjaree Mason Center does not have a definitive timeline to launch, but rather we want to let the research and process determine the ultimate launch date. That being said, given that we will be creating signage for our new building, change of address communication, etc, there needs to be enough lead time for production.

Deadline for new logo signage to be placed on the building is December 1, 2024. We will work with selected vendor on production times.

## Proposal Guidelines and Requirements

### Timeline

The following tentative timeline will govern the RFP process:

Date	RFP Process Component
January 31, 2024	RFP Issued
January 31 – February 9, 2024	Question Submission Period
February 13, 2024	Questions & Answers Sent Back to All Companies Who Inquired and Posted on MMC Website Under Bid Opportunities.
February 28, 2024 at 12:00 PM PST	Proposals Due (Must be in-hand by that date)
February 29, 2024	Review Committee Scores Proposals
Week of March 4, 2024	Top Three Firms Present to Review Committee
March 18, 2024	Tentative Kickoff Meeting with Top Firm

Marjaree Mason Center reserves the right to adjust the timeline at any time and for any reason but will notify all firms that have submitted their intent to bid. MMC may at any time choose to discontinue this RFP process without obligation to any firm.

### Proposal Components/Deliverables

Please be sure to include the following in your submission:

- Describe your firm and its experience with rebranding services. If your firm is teaming up with another firm to cover all rebrand components requested, please specifically call out which services will be covered by which firm.
- List the people (principals and other staff) who will be involved and their roles.
- Describe your creative/design process and approach to the project.



- Provide a detailed timeline of planning, research, design/development, and execution/launch; including all phases if needed.
- Define all costs associated with the project (including third party costs, if any), how they will be billed, and if they are associated with phases.
- Define your pricing structure, itemize where possible, and include all deliverables associated with each itemization; define estimates for all variable costs.
- Include at least three samples of rebranding work you have done with similar type organizations and two references. Ideally, one sample should include work associated with an organization that has similar program components and/or related field.
- Include references from clients with whom has successfully completed this type of project.
- List all subcontractors associated with the project.
- Please demonstrate how your organization cultivates and maintains a culture of inclusion and belonging, and how its principles and workforce are diverse. It will be vital for the consulting firm to share MMC's commitment to inclusion, diversity, equity, and accessibility, as well as diverse sourcing of suppliers.
- As your firm will be engaging through focus groups with survivors of domestic violence, describe how your approach will be confidential and trauma-informed.
- Include a sample contract and expected contract inclusions.

## **Evaluation Guidelines**

Proposals received after the deadline will be immediately rejected. All proposals will be evaluated by a selection committee made of members of the Marjaree Mason Center Board of Directors, Leadership, Development and Communications Staff and potentially, the Mason family. The factors that will be taken into consideration are (in priority order):

- Completeness of proposal.
- Design and appeal.
- Costs and associated value.
- Ability to meet the required timeline.
- Creativity and originality.
- Samples and references.

The evaluation process is not designed to simply award the contract to the lowest bidder, but to select the proposal with the best combination of attributes, including price, based on the evaluation factors.

Finalists will be required to present their solution in front of the Review Committee in person, tentatively scheduled the week of March 4, 2024.

MMC may choose not to disclose reasons for the rejection of any given proposal.

## **Pricing**

Marjaree Mason Center is a nonprofit and holds a 501(c)(3) tax exemption certificate. Please be sure to apply any nonprofit/charitable/pro bono discounts where applicable. Sales tax should not be applied.

Proposals should include a breakdown of the applied pricing system(s) such as whether jobs are priced per project, by the hour, or a combination. Include a detailed description of the

process and all revision rounds allowed in the pricing structure. All prices for consultancy, custom design, and development should include a binding “not to exceed” price. If optional components are proposed, these should be clearly marked, listed, and priced separately.

## Questions

If you have questions regarding the RFP, please compile those and submit one document/email that contains all questions by the date/time listed under Timeline.

## Proposal Submission

Proposals can be submitted via email to [RFP@mmcenter.org](mailto:RFP@mmcenter.org) or by hard copy via any delivery to Marjaree Mason Center, 1600 M Street, Fresno, CA 93721. **The deadline for receipt is 12:00 p.m. (Pacific Standard Time) on February 28, 2024.** Please plan accordingly for email sending and/or mail times. If submitting via email, please include the title of this RFP (Rebrand Design and Market Research RFP) in the subject line of the email. If mailing or delivering the proposal, please ensure that this same language (Rebrand Design and Market Research RFP) is listed on the outside of the envelope.

**LATE PROPOSALS WILL NOT BE ACCEPTED AND IMMEDIATELY DISQUALIFIED.**

## Contact Information


All communications must be directed to:  
Nicole Linder  
Chief Executive Officer  
[RFP@mmcenter.org](mailto:RFP@mmcenter.org)  
(559) 487-1319

The preferred method of communication is email.


# Appendix A: Brand Style Guides




As part of the 2013 logo and brand development, the following style guides were developed:

LOGO



Showing the MMC logo in full color is preferred, but if the background is busy or does not provide appropriate contrast, please use the white version of the logo.



-  Do not stretch or distort logo.
-  Do not display logo on a color that limits legibility.
-  Do not alter the logo font.

COLORS

Logo Colors

<b>PMS 2617</b> c85 m100 y0 k23 r71 g10 b104 #470A68	<b>PMS 2635</b> c21 m29 y0 k0 r198 g180 b227 #c6b4e3
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These are the main brand colors but are not used frequently in marketing materials.

Marketing Colors

<b>PMS 267</b> c82 m97 y0 k0 r95 g37 b159 #5f259f	<b>PMS 2562</b> c15 m65 y0 k0 r218 g169 b227 #daa9e3	<b>PMS 252</b> c246 m67 y0 k0 r201 g100 b207 #c964cf	<b>PMS 630</b> c48 m0 y10 k0 r119 g197 b213 #77c5d5
c78 m100 y17 k17 r84 g37 b102 #542566			c67 m97 y2 k0 r119 g50 b143 #77328f

FONTS

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HEADLINE

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And with the introduction of MMC's new website in 2017, we have adjusted our brand style guide to incorporate additional elements related to the website and adjust some of the primary colors to be a secondary color palette: Current MMC Brand Style Guide.

## Appendix B: Various MMC Logos

Below are variations of the logo that have been used for branding (please note, this may not be a full representation of all logos that have been in use since 2013):



## Appendix C: Various Programmatic and Event Logos

Below are various programmatic logos that are used in conjunction with the standard logo as a lockup, separately or not at all (please note, this may not be a full representation of all logos that have been in use since 2013):





## Appendix D: Various MMC Committee Logos

Below are various MMC Committee logos that are currently in use (please note, this may not be a full representation of all logos that have been in use since 2013):



## Appendix E: Various MMC Logo/Banner Ads

Below are various MMC logos within graphics that are currently in use (please note, this may not be a full representation of all logos that have been in use since 2013):

