

Request for Proposals (RFP): Brand Development Initiative

Issued by: Aroostook County Action Program

Issue Date: Oct. 1, 2025

Proposal Due Date: Oct. 31, 2025

Anticipated Date of Brand Launch: July 1, 2026

1. Introduction

Aroostook County Action Program (ACAP), a long-standing nonprofit Community Action Agency dedicated to empowering individuals and strengthening communities in northern Maine, is issuing this Request for Proposals (RFP) for a Brand Development Initiative. We seek proposals from qualified branding and communications firms to support the development of a new organizational identity that honors the deep-rooted legacy of Community Action across Aroostook, Washington, and Hancock Counties while setting the foundation for a dynamic future serving Aroostook and Downeast Maine.

This initiative arises from a transformative moment: the unification of service areas and programming historically supported by Downeast Community Partners (DCP) with ACAP's robust regional presence in The County. Together, these changes create the opportunity to establish a revitalized and inclusive identity that reflects both the rich history of Community Action and a bold vision for the future.

2. Background

For decades, Community Action Agencies have played a vital role in addressing poverty, supporting families, and fostering opportunity across Maine. ACAP has proudly served Aroostook County since its founding in 1972, while DCP and its predecessor organizations provided essential services throughout Washington and Hancock Counties.

With recent transitions in program responsibilities and service contracts, we are poised to help shape a new Community Action Agency model that spans Aroostook and Downeast Maine—grounded in local knowledge, powered by legacy, and driven by innovation, collaboration and accountability.

To reflect this evolution, we seek a branding partner to help us co-create a name, visual identity, and messaging strategy that encapsulates this expanded service area and unified mission.

3. Project Goals

- Develop a new name that reflects the broader geographic reach, mission, and community vision
- Design a new logo and visual identity that captures the legacy and future of Community Action in the region and beyond
 - Craft messaging that reflects the organization's values, services, and long-term impact
- Ensure that the brand development process includes meaningful stakeholder engagement across all counties involved. Engage internal and external stakeholders by gaining input and perspective in the research phase prior to brand development options, and re-engage said stakeholders in the review of initial concepts to gain input and feedback
- Provide clear brand guidelines and assets to support consistent use across platforms and partnerships
- Support an inclusive rollout strategy that resonates with internal teams and external audiences

4. Scope of Work

The selected firm will be expected to:

- Conduct stakeholder interviews and community engagement sessions with representation from Aroostook, Washington, and Hancock Counties
 - Perform a brand audit and landscape analysis, including peer and sector comparisons
 - Facilitate a collaborative process to develop a new name and brand identity
 - Design a logo and visual system aligned with the new brand direction
- Develop a messaging platform, including brand promise, mission statement, and key messages
 - Create a comprehensive brand guidelines document
- Provide recommendations and tools for a thoughtful and inclusive brand launch strategy

5. Proposal Requirements

Please include the following in your proposal:

- Company overview, including relevant experience and team bios
- Portfolio examples of nonprofit, public sector, or values-driven branding projects
- Proposed approach, methodology, and timeline
- Budget breakdown with clear deliverables

- References from previous clients

6. Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience with nonprofit and/or community-based branding
- Cultural competency and inclusive design practices
- Creativity, originality, and strategic thinking
- Understanding of the values and legacy of Community Action
- Cost-effectiveness and clarity of proposal
- References and past performance

7. Submission Instructions

Submit proposals electronically to:

Rebecca Damon, rdamon@acap-me.org

Subject Line: “Brand Development RFP Submission”

Deadline: October 31, 2025 by 5:30 pm

8. Questions

Questions regarding this RFP may be submitted to:

Rebecca Damon, rdamon@acap-me.org

Deadline for questions: Oct. 17, 2025 by 5:30 pm