

REQUEST FOR PROPOSALS
OHIO MID-EASTERN GOVERNMENTS ASSOCIATION
(OMEGA)
REBRANDING SERVICES



Issue Date: June 24, 2026
Deadline to Submit: July 8, 2026

Ohio Mid-Eastern Governments Association
1776 Tech Park Drive NE, Suite 221
New Philadelphia, OH 44663
[Home - OMEGA \(omegadistrict.org\)](http://omegadistrict.org)

Section 1: Basics of the Request for Proposals

PROJECT DESCRIPTION

Ohio Mid-Eastern Governments Association (OMEGA) is requesting Cost Proposals for organizational rebranding services; to include:

- Redeveloped logo
- Branded color scheme
- Redesigned staff email signatures
- Redesigned business cards
- Branded stationary
- Coordinating PowerPoint presentation templates
- Fully coordinated design and graphics template for the 2026 OMEGA Annual Report

The selected firm will work alongside OMEGA staff to develop designs for the aforementioned items.

PROCURING AND CONTRACTING AGENCY

This Request for Proposals (RFP) is being issued by the Ohio Mid-Eastern Governments Association (OMEGA). The person responsible for managing the procurement process is:

Kennedy Hart

Public Information Officer

khart@omegadistrict.org

SCOPE OF WORK

Ohio Mid-Eastern Governments Association (OMEGA) is a local development district (LDD), an economic development district (EDD), and council of governments (COG) serving ten counties across Appalachian Ohio; to include Belmont, Carroll, Columbiana, Coshocton, Guernsey,

Harrison, Holmes, Jefferson, Muskingum, and Tuscarawas counties. OMEGA is also a Regional Transportation Planning Organization (RTPO). OMEGA has been operating with the mantra of “connecting communities to resources” since 1968.

As OMEGA strives to expand the inventory of member services while attaining continuous improvement, rebranding services are required. Proposals must include the following items in the Scope of Work as well as the CONSULTANT’s approach to completion of these work activities:

- Redeveloped logo
- Branded color scheme
- Redesigned staff email signatures
- Redesigned business cards
- Branded stationary
- Coordinating PowerPoint presentation templates
- Fully coordinated design template and graphics for the 2026 OMEGA Annual Report

Qualified groups, firms, or individuals should be willing to work closely with OMEGA representatives to ensure that the spirit and identity of the organization is well-represented through all branding services.

SUBMISSION REQUIREMENTS

Proposals should be limited to no more than 20 pages and include, but not limited to, the following:

Qualifications, Experience, and Capabilities. Describe the firm’s qualifications and capabilities for the analysis, deliverables, and project management. Provide qualifications of any anticipated subconsultants that will be needed to complete all relevant components of the project. Include project summaries of relevant projects completed, as well as similar work completed within the Appalachian region.

Approach. Describe approach to brand development, design, transition, and implementation.

Key Staff Assigned to Project. Include resumes of key staff assigned to this project and provide an organization chart identifying personnel assigned to this project, including their roles, anticipated level of involvement, and availability. Personnel identified in the proposal must be the principal staff that will work with OMEGA and represent the majority of hours billed.

Company History. Provide overview of company including but not limited to:

- Legal name of business
- Identification of parent companies, subsidiaries, and affiliates

- Years in business
- State of formation
- Number of employees
- Licenses, certifications, achievements, and links relevant to the described work

Cost and Time of Performance. Provide an estimated cost for rebranding services as described.

QUESTIONS AND CLARIFICATIONS

Any questions concerning this RFP may be submitted to:

Kennedy Hart

Public Information Officer

khart@omegadistrict.org

Entities are expected to raise any questions, exceptions, or additions they have concerning the RFP document or its requirements at this point in the RFP process. If an entity discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP, the entity should immediately notify OMEGA.

SCHEDULE

All proposals are due by **2:00 PM** on **Wednesday, July 8th** by **e-mail only** to:

Kennedy Hart

Public Information Officer

khart@omegadistrict.org

Late submittals will **not** be accepted. OMEGA may conduct interviews of short-listed firms and anticipates making a selection by July 15, 2026.

SECTION 2: Proposal Procedure & Entity Information

GENERAL INSTRUCTIONS AND INFORMATION

The evaluation and selection of the Firm will be based on the information submitted in the entity's proposal, approach, and creativity. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response. Entities should respond clearly and completely to all requirements.

DEVIATION AND EXCEPTIONS

Deviations and exceptions from terms, conditions, or specifications from this RFP shall be described fully on the entity's letterhead; signed and attached to the response. In the absence of such statement, the proposal shall be accepted as in strict compliance with all terms, conditions, and specifications, and the entity shall be held liable.

AFFECTIVITY OF OTHER MEDIA

This RFP is the official media governing proposal procedures. No other documents, letters, or oral instructions shall have any influence whatsoever, unless incorporated by reference herein, or unless an official AMENDMENT is made to this document by OMEGA.

SECTION 3: Proposal Evaluation & Acceptance

EVALUATION AND SELECTION

All qualified proposals submitted in accordance with the terms of the RFP will be evaluated to determine the most responsive entity. A uniform selection process will be used to evaluate all proposals. Representatives from OMEGA will review and score the proposals.

SELECTION CRITERIA

Proposals will be evaluated and ranked based on the selection criteria outlined below. OMEGA may ask the top ranked firms, groups, or persons to interview as part of the evaluation process. After the conclusion of the evaluation process, the firms, groups, or persons will be ranked in priority order with the highest-ranking firm, group, or person being selected to negotiate a contract and scope of services with OMEGA.

In the event OMEGA elects to negotiate a contract with a selected firm, group, or person, OMEGA reserves the right to negotiate such terms and conditions of the contract, including, but not limited to scope, role, price, and staffing which may be in the best interests of OMEGA.

OMEGA will evaluate proposals based upon the following criteria:

- Proposed approach/methodology
- Background and experience with similar projects
- Capacity to perform work
- Proposed Cost of Services
- Proposed Time of Performance
- Relevant experience of Project Team
- Familiarity with brand development services
- Work experience within the Appalachian region and/or with LDDs, COGs, EDDs, and RTPOs

RIGHTS RESERVED

OMEGA reserves the right, in its sole discretion, to reject all submissions, reissue a subsequent RFP, terminate, restructure, or amend this procurement process at any time. Evaluation criteria contained herein shall be used in evaluating interested firms, groups, or persons for selection. OMEGA may contact any RFP respondent after receiving its submittal to seek clarification on any portion thereof. OMEGA reserves the right to request additional information from any RFP respondent if OMEGA deems such information necessary to further evaluate selection. OMEGA reserves the right to select several consultants to perform tasks

under the contract. All RFP material submitted to OMEGA becomes property of OMEGA and will not be returned to the RFP respondent.