

## **RFP for Norman Foundation Logo Design and Website Redesign and Development**

**Organization Name: Norman Foundation**

**Current Website URL: <https://normanfdn.org/>**

**Contact: Emil Alummootil ([ealummootil@normanfdn.org](mailto:ealummootil@normanfdn.org))**

### **About the Foundation**

The Norman Foundation is a family foundation that supports grassroots organizations and movements that build power among people most impacted by social inequality. Throughout its 90 year history, the Norman Foundation has funded organizations that work on a variety of issues, including healthcare access, civil rights, environmental justice, workers' rights, and civic engagement.

### **Project Overview**

We are seeking a mission-aligned creative partner to help us update our visual identity and redesign our website to reflect our commitment to social justice. We are seeking a designer or small design/development team to support the creation of:

1. A new organizational logo and wordmark
2. A redesigned website built on an established platform ( e.g., WordPress, GoDaddy), including an interactive timeline feature that tells the organization's history from 1936 to the present day.

### **Scope of Work**

#### **1. Logo and Wordmark Design**

The selected designer will:

- Develop 2–3 logo concepts informed by our mission and provided brand guidance
- Refine one selected concept through a limited number of revision rounds
- Create a logo and wordmark
- Deliver final files in appropriate formats for web and basic print use

We are not seeking a full brand overhaul or accompanying brand guidelines, but rather a thoughtful, well-executed brand identity that aligns with our existing direction that can grow with us over time.

#### **2. Website Design & Development**

The selected designer/developer will:

- Design and build a new website using the copy provided by our team
- Create a clean, modern, and accessible visual design aligned with the new logo
- Build the site on an established platform (e.g., WordPress, GoDaddy)
- Ensure the site is mobile-responsive and user-friendly
- Design 6–8 core pages using the pages already on the current site as reference.

### **3. Interactive Timeline Feature (Key Component)**

A core element of the website will be a dynamic, chronological timeline that helps tell the story of the foundation and the movements it has supported. Norman Foundation staff will provide copy, historic documents, and images for the timeline.

The timeline should:

- Present key moments of both foundation and movement history in chronological order
- Include embedded photos, short videos, and historic documents
- Have dynamic elements activated by scrolling, clicking, or hovering
- Be visually integrated into the overall site design

We are seeking a streamlined, well-executed interactive feature, not a highly complex or heavily animated custom build.

### **Budget**

Our proposed budget range for the project, including the logo design, website redesign, and interactive timeline, is \$10,000-\$15,000. Proposals should reflect this budget and include a clear scope of work, timeline, and cost breakdown.

### **Timeline**

The deadline for proposal submissions is 2/20/26. A designer/design team will be chosen by 3/6/26 with a project completion date of 6/1/26. Please include a proposed timeline for this project in your submission.

### **Ideal Qualifications**

We are seeking a designer or team with:

- Experience in logo, visual identity, and website design
- Demonstrated ability to create interactive web features
- Experience working with nonprofits, foundations, or other social justice organizations

### **Proposal Submission Requirements**

Proposals should include:

- A brief overview of your approach to this project
- Relevant examples of past work (especially interactive websites)
- Proposed timeline and budget
- Information about who will be working on the project

Please submit proposals to [ealummoitol@normanfdn.org](mailto:ealummoitol@normanfdn.org) by 2/20/26.