



Brand Refresh and Website Redesign – Request for Proposal (RFP)

Introduction

The Equal Rights Center (ERC) is seeking proposals from qualified creative agencies to refresh the ERC brand and redesign our current website, equalrightscenter.org. Our goal is to create an updated logo, branding materials, and website that communicate our mission: The Equal Rights Center advances equal access, opportunity, and fair treatment so individuals and communities can thrive. The website should be easy to navigate and accessible for people with disabilities to use. It should be designed and organized to make it easy for visitors to obtain the information they need about ERC's services and work, which include fair housing client advocacy, civil rights training for professionals, civil rights testing services, and updates about ERC's work to advance its mission. The website should also be easy for ERC's non-technical staff to edit and maintain.

About the Equal Rights Center

The ERC is a nonprofit civil rights organization that advances equal access, opportunity, and fair treatment so individuals and communities can thrive. A core strategy that unifies ERC's work is civil rights testing.

Project Objectives

The ERC recently updated its mission statement and seeks a logo and website that reflect and communicate this mission. Additionally, our current website was launched in 2016 and needs to be updated to be more user-friendly, especially to users with disabilities, and better reflect our strategic priorities and brand identity. The primary goals of this project are:

- Improve user experience and navigation on equalrightscenter.org to make it easier for visitors to find the information they need, including ERC resources and information about ERC services.
- Increase engagement by foregrounding prompts for audience conversion actions (e.g. sign-up, donate, report discrimination, learn about training opportunities).

- Integrate best practices for website accessibility to ensure users with disabilities, including those who are blind or have low-vision and those who use assistive technologies like screen-readers, can easily navigate the site and access content.
- Recommend an appropriate CMS for the new site that is most suitable to meet the project's objectives.
- Improve back-end usability so ERC staff can easily update and reformat content.
- Update ERC logo and branding materials. Not a complete redesign, but a refresh to better suit the digital environment and reflect the organization's current identity.
- Give the website a modern and professional look that reflects our brand identity and engages our audience.
- Implement best practices for search engine optimization.
- Ensure the website is mobile-friendly and responsive across all devices and web browsers.
- Upon website launch, train relevant ERC staff on how to update and maintain website content.
- Provide a fully transparent and detailed post-launch website maintenance and improvement plan.

Scope of Work

The scope of work for this project may include, but is not limited to, the following tasks.

Phase	Tasks	Deliverables
1. Plan and develop logo and site look. Develop site layout, including accessibility capabilities	Meet with ERC staff to develop vision for new site, ensuring it will be accessible and easily navigable for people with disabilities. Discuss how to improve the logo and branding elements. Establish roles and responsibilities. Develop project timeline and schedule check-in points.	• Project plan including timeline, roles, and responsibilities • Draft sitemap • Draft updated branding elements • Memo detailing accessibility best-practices included in the design
2. Publish updated ERC logo	Finalize and deliver new logo and branding elements. Materials should be provided in all formats necessary given the variety of spaces and publications they will be used in.	• Logo and branding files

3. Build site and migrate existing content	Design and create the new site. Populate with existing ERC content.	• Site mockup • Site draft
4. Test new site, including for accessibility, and optimize usability	Test the site to ensure its features work as they should, including accessibility features. Ensure the site is easily navigable and the content is accessible. Ensure the site looks visually appealing on desktop and mobile.	• Testing log • Screen-reader accessibility testing log
5: Launch	Launch new site. Backup old site and take offline. Confer with current maintenance provider, MightyMinnow, to ensure smooth transition.	• Site launch
6: Support	Provide ERC with all website design files. Train staff and provide guidance documents outlining how to update content on the site and perform basic maintenance.	• Website design files • Memo containing guidance for updating content and performing basic maintenance • Training sessions with staff

Timeline and Budget Estimate

Phases 1-2 should be completed within six months after contract execution. Phases 3-5 should be completed within twelve months after contract execution. Phase 6 should be completed within three months after the site is launched.

We welcome proposals of any budget, provided costs are justified in the project proposal. If you intend to subcontract any aspects of the project, please describe which tasks each party will complete and how you will manage the subcontractor. Please also delineate subcontractor costs in your proposal.

Selection Criteria

Proposals will be evaluated based on the criteria listed below. Women and minority-owned businesses are encouraged to apply.

- Experience and expertise in branding, web design and development;
- Experience and expertise specifically with website accessibility;

- Understanding of ERC's objectives;
- Quality and relevancy of the proposed design concept and website functionality;
- Cost effectiveness; and,
- References.

Submission Requirements

Please submit your proposal electronically to communications@equalrightscenter.org by October 16, 2026. Your proposal should include the following information:

- Company information, contact details, and time-zone of business operations;
- A brief overview of your experience and qualifications (including proposed project team members and their roles);
- A proposed approach to the project, including your design philosophy and methodology;
- A detailed project timeline for each project phase;
- A detailed budget for each project phase (Note: If budget ranges or options exist within phases, please provide detailed disaggregated information to understand the range or options.);
- Website examples from at least three past clients; and,
- Contact information for references from at least three past clients.

Please direct any questions regarding this RFP to same email address as above. Questions and proposals will be reviewed on an ongoing basis up until the submission deadline. We look forward to receiving your proposal.