



310 W. Oyler Ave.  
Oak Hill, WV 25901

**Subject:**

Request for Quote for Branding and Logo creation

**Introduction:**

The Fayette County Community Foundation (FCCF) is seeking a qualified and experienced third-party design firm to help develop a brand presence and logo set.

FCCF is a new non-profit 501(c)3 organization representing Fayette County, West Virginia. We have completed a training given by the Appalachian Regional Commission geared towards helping community foundations increase their capacity to assist their communities. The ARC is providing grant funding to help foundations develop and grow.

**Our Mission:**

FCCF provides a venue promoting the tradition of local giving allowing donors to contribute to an improved quality of place, community, and health for all residents of Fayette County.

**Our Purpose:**

- Serve to collect business sponsors and private donations for community projects
- Provide enhanced recreation opportunities throughout the county
- Operate an unrestricted fund to make grants to community nonprofit organizations

**Our Values:** Collaboration, Healthy Living, Sense of Community, Inclusion, Education, Programming

**Scope of Work:**

- Develop a brand standard for the foundation including various brand elements

**Deliverables:**

- Brand identity (color palette, typography, etc.)
- Brand logo (horizontal and vertical options, round and square icons)

**Timeline:**

We are eligible for grant funding through the Appalachian Regional Commission. This is what drives the beginning of the project. Our application is due February 21, 2025.

- Quote due: February 14, 2025
- Award decision: May 1, 2025 (based on grant award decisions)
- Project start: July 1, 2025 (also a grant requirement)
- Project completion: No later than February 1, 2026 (would prefer sooner)

**Submission Requirements:**

- Cover letter introducing your firm and requirements
- Any information you would like us to know about your facilitators and approach
- Detailed proposal outlining the approach, methodology, and cost for the project

**Evaluation Criteria:**

- Relevant experience and qualifications
- Understanding of project scope
- Relevance and feasibility of the approach and methodology
- Cost-effectiveness of the proposal

**Please submit quote electronically or via mail to:**

PJ Stevenson  
Chair, FCCF  
310 W. Oyler Ave.  
Oak Hill, WV 25901

[pj@faycofc.org](mailto:pj@faycofc.org)

304.237.7965

Please note that the FCCF board of directors reserves the right to accept or reject any proposal, to negotiate the terms and conditions of the contract, and to waive any formalities.