



**PROSPERITY  
DENVER  
FUND**

## **Request for Proposals**

### **Branding Update and Website Redesign**

#### **Background**

##### **About Us:**

Prosperity Denver Fund offers financial reimbursement to qualifying 501(c)3 nonprofits that provide college scholarships and workforce training to Denver students. The organization launched in 2018 when Denver voters passed a ballot initiative known as Prosperity Denver. The ordinance called for a 0.08% sales tax (less than one cent on \$10), to be distributed in the form of reimbursements to nonprofits providing scholarships to Denver students.

Prosperity Denver Fund exists to fund qualifying organizations, which we call our “supported organizations.” But we also educate Denver’s students, families and educators about these opportunities, and work to build the capacity of the post-secondary ecosystem in Denver. In our brief history, we’re thrilled to have funded thousands of scholarships and made millions of dollars in reimbursements.

##### **Our Mission:**

Prosperity Denver Fund invests in Denver by financially supporting and partnering with scholarship providers and education-focused nonprofits to increase the number of historically underserved Denver students who access and complete postsecondary pathways.

##### **Our Values:**

**Homegrown Talent:** We show the value of postsecondary education for Denver students and their futures, helping them succeed in the city they call home, earn a living wage, and give back to their communities.

**Equity:** We lead with an equity lens in bringing people together, building capacity, providing funds, facilitating efforts, and supporting underserved communities.

#### **Project Overview**



Prosperity Denver Fund is excited to announce that we're ready for a rebrand with a new look and updated, accessible language! Our updated brand will highlight the work we're doing to invest in Denver's homegrown talent – the young people who are the future of our city – and help inspire them to consider the many options available to them for building their futures. In addition, in 2028 we'll be back on the Denver ballot for reauthorization, and we need to ensure the community knows who we are, what we do, and how we're putting their taxpayer dollars to good use.

We're currently seeking a creative partner to help us with this rebranding including a redesign of our website to connect better with the Denver community.

We also want our new brand to showcase Denver's vibrancy. Think uplifting, inspirational, colorful, bright and welcoming – a brand that can resonate with all students, families, educators, and community members who call Denver home. Our new brand should celebrate the rich multiculturalism of Denver's students, making everyone feel included. When people hear "Prosperity Denver Fund," we want them to think of the incredible potential and endless possibilities for our students and Denver's future.

As we embark on this rebranding, we'd love to consider both grassroots and widespread strategies that will create genuine experiences and connections with the Denver community. We're looking for creative tools to help us reach our audiences, whether online or offline, bridging the digital divide. We want to create a brand that includes authentic photography of Denver students, families and community members. We also wish to be inclusive in how we message our work and provide information and resources in different languages as needed. This additionally includes meeting design accessibility standards in our graphics and website. Some local and international brands that resonate with us are [Denver Kids](#), [Girl Up](#), [Malala Fund](#) and [Denver Public Schools Foundation](#).

Below are the items we seek to complete in the scope of this project. We're open to updating this list as the work unfolds.

1. SWOT Analysis: Conduct a thorough audit of our brand, identifying our strengths, weaknesses, opportunities and threats.
2. Brand Strategy: Define our brand's purpose, vision, values and personas, laying the groundwork for our rebranding efforts.
3. Logo Redesign: Create a new or updated logo that aligns with our brand's new direction and values.



4. **Color Palette:** Choose a vibrant selection of colors that reflect our brand identity and evoke positive emotions.
5. **Typography:** Select fonts that capture our brand's personality while ensuring readability across all materials.
6. **Imagery and Graphics:** Develop fresh visuals, icons, and illustrations that complement our new brand while ensuring accessibility standards.
7. **Messaging:** Use Prosperity Denver Fund market research data from Denver residents to craft targeted messaging that truly resonates. This will include creating a tagline, tone and style, and revisiting our mission and values statements, ensuring we tell our stories effectively. Consider any interpretations and translations to meet the needs of diverse audiences.
8. **Website Audit and Redesign:** Audit and redesign the website to be user-friendly, Web Content Accessibility Guidelines accessible, and mobile-responsive. Provide a mock-up design that follows our brand guidelines and conduct a thorough audit, testing and training with necessary participants to ensure everything works smoothly before launch. Ensure the backend is easy to manage for content updates and create a wireframe and sitemap that highlights our most important content. Make sure the layout, navigation, and content align with our rebranding goals and accessibility requirements, incorporating SEO best practices and a multilingual translation option.
9. **Marketing Materials:** Design a suite of editable brand templates for items like brochures, t-shirts, one-pagers, events toolkit, swag, PowerPoint, business cards, social media profiles, and other promotional materials to align with our new brand identity. Create a marketing toolkit that will ensure our new materials are easily accessible and shareable on the website.
10. **Brand Guidelines:** Produce a comprehensive document detailing how to consistently use our brand elements across all platforms.
11. **Social Media Audit and Strategy:** Conduct an audit of our social media profiles and provide a strategy to revamp our online presence so it aligns with the rebrand and website redesign.
12. **Launch Strategy and Presentation:** Provide a plan that will educate stakeholders, media, and the community about our rebranding changes, ensuring everyone is informed and excited.

## **Timeline**



We're looking for a project timeline to accompany a proposal in achieving the above with a launch rebrand date of November 1, 2025. Throughout the project, we anticipate the need for facilitated meetings and check-ins to ensure the project stays on track, keeping stakeholders informed as necessary.

### **Budget**

The budget for this project is \$85,000.

### **What We're Looking for in a Partner**

- We seek a partner that will be creative, collaborative, visionary and fun, while delivering a strong product.
- We seek a partner that will prioritize our commitment to diversity, equity, and inclusion, and use this lens to guide us through the entirety of the rebranding project.

### **Submission Requirements**

- A proposal no longer than five pages outlining your approach to the work / timeline / budget.
- A profile of the consultant / consultant team: Those who will work directly and indirectly on the project. This includes names, titles, and a statement of experience as it relates to this project.
- Any examples / sample deliverables related to similar projects.
- Email submissions and / or questions to Adriana Lopez, Director of Communications, [alopez@prosperitydenverfund.org](mailto:alopez@prosperitydenverfund.org)

**Responses to this RFP must be received by 5 p.m. MT on Friday, May 9, 2025. A decision will be made by May 31, and the project will begin in June.**

We welcome proposals from businesses owned by women, people of color, people from the LGBTQ+ community, members of the disability community, and indigenous people.