

January 30, 2023

Invitation to Bid

Maniilaq Association seeks technical assistance and expertise in the development of an updated style guide and website. The attached scope describes two (2) deliverables and expectations for processes. For more information contact:

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Maniilaq Association

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Background

Maniilaq Association provides health, tribal and social services to residents of Northwest Alaska. A non-profit corporation, Maniilaq Association serves and is governed by twelve federally recognized tribes located in Northwest Alaska. Maniilaq manages health, tribal and social services for about 8,000 people within the Northwest Arctic Borough and the village of Point Hope. With approximately 550 in its workforce, Maniilaq Association is also the largest employer. A more detailed description of services provided at Maniilaq Association can be found on our web site (www.maniilaq.org).

Recently, Maniilaq has been making strides to improve communications and public relations to our employees and the communities we serve. These efforts were based on the need to:

- Relay relevant information (awareness, education, etc.) to patients and the community;
- Be informative to other partners such as state and federal funding agencies.

Scope of Work

- Contractor will work with Maniilaq on finalizing a style guide to include the items below. We are not looking for a completely new identity/design but would like assistance on refining our branding.
 - Mission & vision (will not update)
 - Logo (will not update)
 - Color palette, open to updating
 - Typography, open to updating
 - Brand elements, may need to refresh after finalizing color palette, typography, etc.
 - Business card
 - Letterhead
 - Envelope
 - E-signature
 - Powerpoint standard presentation
- Website update
 - Maniilaq will provide copy
 - Website should be easy to navigate by the user and efficient to manage by Maniilaq staff. The new website should be reflective of the services Maniilaq provides and the people and area that Maniilaq serves.

Proposal Contents

All proposals must follow the format outlined below, and all the requested information must be supplied digital and received by February 28, 2023 (extended to March 24, 2023).

1. Cover letter: Include the name and contact information of the person authorized to commit the agency to the terms specified in the proposal and clearly identify which components are included in the proposal.
2. Summary of qualifications: Describe agency's relevant experience, including past projects, number of years in business and understanding of healthcare in rural Alaska.
3. Project Staff: Briefly identify staff and their relevant experience that will be assisting with the project.
4. Description of your approach: Describe how your company understands the scope and how it would successfully develop this project.
5. Include an example of a project similar to those described.
6. Include a detailed budget with description of costs.
7. Include a project timeline