

Request for Proposal — Brand Identity Design

The Short Version

We're a behavioral health nonprofit — counseling, coaching, and consulting all under one roof — and we're ready for a brand that actually looks and feels like who we are. We're starting from scratch: new logo, new color palette, new type system, a set of brand guidelines, and ideally some custom illustrated assets (think small hand-drawn characters or symbols) we can use across our website and social channels.

This is a casual RFP — we want a strong sense of your thinking and fit, not a 40-page proposal. Below is the context we think you'll need. Reach out with any questions.

About Us

Dreavita Counseling, Coaching & Consulting Inc. is a 501(c)(3) nonprofit behavioral health telehealth organization. We operate across three service lines — clinical counseling, coaching, and consulting — serving individual clients as well as small and mid-sized business partners.

Why We're Rebranding

Our current visual identity doesn't reflect where we are now or where we're headed. We're looking for a clean, professional, mature look that can flex across all three service lines without feeling disjointed — something that feels equally at home in a grant proposal, a therapy intake page, and a consulting pitch deck.

Who Needs to Feel It

Different audiences need to come away with different feelings, and the brand has to do all of this at once:

- Social impact investors, funders, and grantors — should feel confidence and trust in our credibility and stability.
- Consulting clients (SMBs) — should feel confidence they're working with a serious, capable partner.
- Therapy clients — should feel safe, welcomed, and validated.
- Coaching clients — should feel motivated and supported.
- Referral and tech partners — should feel we're a credible, easy organization to plug into.
- Providers and clinicians in our field — should see us as a leader and a source of inspiration/knowledge in the industry.

Brand Personality

If our brand were a person, it would be:

- Clean
- Calm
- Inspiring
- Playful
- Professional

The challenge (and the fun part) is holding "playful" and "professional" at the same time — approachable, never clinical-cold; credible, never corporate-stiff.

Inspiration

Brands whose identities we admire, and what specifically draws us to each:

- Headspace — clean, playful, and instantly recognizable without trying hard.
- Wondermind — artistic, graphic, and fun; not afraid of personality.
- Calm — peaceful, safe, and quietly confident.

We're not looking to copy any of these — more to land somewhere in the overlap of clean/playful/calm/professional that they each hit in different ways.

Scope & Deliverables

We're starting completely fresh — nothing from our current brand needs to carry forward. We'd expect a proposal to cover:

- Primary logo + secondary/submark variations
- Color palette
- Typography system
- Brand guidelines document
- A small library of custom illustrated assets (hand-drawn characters, icons, or symbols) for use across web and social

Open to your recommendation on format — we may house the final guidelines in Canva for internal ease of use, but that's a detail to work out together, not a constraint on your process.

Budget	TBD — share your rate structure or a range based on the scope above; we're happy to scope together.
Timeline	Final delivery targeted for mid-August.
How to Submit	Email — please include relevant portfolio samples, your process/approach, timeline, and budget range.

Thank you for taking the time to look this over — we're excited to see what you'd bring to it.