

# **Request for Proposals**

## **Organizational Rebrand & Identity**

Proposals Due: Friday, August 8, 2025



### **Project Overview**

Midland Center for the Arts (the Center) is seeking a qualified branding agency or creative firm to lead a comprehensive rebranding initiative that will define and unify the visual identity and voice of the cultural institution. This project will support the Center's strategic vision and transformational renovation while preparing the institution for a bold new era of engagement, accessibility, and growth.

### **About Midland Center for the Arts**

Midland Center for the Arts is a vibrant cultural destination in Michigan's Great Lakes Bay Region, where art, science, and history come together to spark curiosity and creativity. The Center operates an architecturally significant building by Alden B. Dow that includes a 1,500-seat auditorium and 400-seat theater—soon to be joined by a reimagined five-story Museum of Science & Art, world-class studio art classrooms, and technologically advanced archives for art and history collections.

What truly sets the Center apart is what happens inside. From presenting world-renowned artists and nationally touring Broadway productions to producing symphonic masterworks with the Midland Symphony Orchestra, community-based theatrical and choral performances with Center Stage Theatre and Choirs, adult art classes in a wide array of mediums, and celebrating local history with the Midland County Historical Society.

With more than \$47 million raised through a visionary capital campaign, transformational renovations are now underway—poised to redefine the intersection of art, science, and history when the new museum opens in winter 2026–27.

### **Scope of Work**

Midland Center for the Arts invites proposals from experienced agencies with a demonstrated track record in guiding cultural institutions through strategic brand discovery and development. The selected partner will lead a comprehensive rebranding process to create a compelling visual identity and authentic brand voice that aligns with the Center's mission and vision.

- Conduct brand discovery and stakeholder engagement
- Audit the current brand identity and positioning
- Redesign the comprehensive brand identity for Midland Center for the Arts to cohesively represent and elevate the full scope of the Center's programming and entities, including but not limited to:

- Museum of Science & Art
  - Midland Symphony Orchestra
  - Center Stage Theatre & Choirs
  - Midland County Historical Society
  - Studio School
  - Broadway & Beyond
  - MATRIX:Midland
  - Windows On Our World
- Create a flexible brand system with sub-brand guidelines
  - Deliver logo(s), typography, color palette, brand voice/messaging framework, and usage guidelines.
  - Provide templates for print, digital, and environmental applications (e.g., stationary, signage, social media, email, newsletters, collateral).
  - Support launch strategy and internal brand rollout.
  - Additional need, provide launch messaging and visual campaign for the opening of and advertising of the Museum of Science & Art.

### **Proposal Requirements**

Please include:

1. Firm Information: Please provide the agency's name, address, website and telephone number. Please identify the agency's point of contact for this project, if awarded, including their title, email address and phone number. Include a brief description, history of the firm, and the firm's location.
2. Project Approach: Please discuss the agency's project approach, style, and process for client engagement.
3. Experience: Please provide a list describing projects that are similar in scale that the agency has completed, including at least two (2) case studies that include creative samples. When/where possible, highlight work from similar or analogous organizations.
4. References: Please include three (3) references with names, titles, organizations, email addresses, and phone numbers.
5. Schedule and Timeline: Based on the Proposed Timeline below, please provide a detailed recommendation for completing the deliverables as outlined above.
6. Cost: Include the estimated costs for all work related to the tasks and deliverables as outlined above.

**Questions** should be submitted to Josh Holliday, Vice President of Marketing, Communications & Sales at [Holliday@midlandcenter.org](mailto:Holliday@midlandcenter.org).

## **Selection Criteria**

Midland Center for the Arts will shortlist the proposals and select 3-4 agencies to present their proposals in August 2025.

Proposals will be evaluated based on:

- Creative strength and originality
- Relevant experience and past performance
- Understanding of the cultural sector and proposed process to understand Midland Center for the Arts
- Alignment with project goals and brand values
- Budget feasibility

## **Proposed Timeline**

- RFP Release: June 30, 2025
- Proposal Deadline: August 8, 2025
- Finalist Interviews: August 18 – 22, 2025
- Agency Selected: August 27, 2025

## **Submission Instructions**

All proposals should be submitted electronically in PDF format to: **Josh Holliday**, Vice President of Marketing, Communications & Sales at [Holliday@midlandcenter.org](mailto:Holliday@midlandcenter.org).

Proposals must be submitted by **5 PM est** on **Friday, August 8, 2025**.

Proposals submitted after the deadline will not be considered.