



Request for Proposals (RFP)

Brand Identity Refresh and Collateral Development

Airlink, Inc. (“Airlink”) is embarking on a strategic planning process to define its priorities and direction for the next several years. We anticipate this process will result in a refreshed vision, mission, and messaging. We are soliciting proposals from design firms to develop a complementary refresh of our brand identity and suite of collateral. We invite your firm to submit a proposal for consideration. A current description of our organization, the services requested, and other pertinent information follows.

1. Airlink Background

Airlink is a global nonprofit organization that connects the aviation and humanitarian sectors and multiplies their life-saving impact—building efficient logistics solutions that accelerate disaster response, reduce costs, and equip communities with the right aid to recover quickly. The organization does this by working with commercial airlines and logistics companies to transport relief workers and emergency supplies for reputable nonprofits responding to rapid-onset disasters and other humanitarian crises around the globe. Airlink also strengthens the capacity of local response organizations in disaster-prone contexts through training and coordination programs. Airlink’s 2025 annual revenue was \$16M, and the organization currently employs 25 staff members. As a registered 501(c)(3) nonprofit organization based in Washington, DC, Airlink is primarily supported by corporate, philanthropic, and public contributions and donated airlift (i.e. airline miles, free and discounted capacity). In 2025, Airlink mounted responses and supported recovery programs to 57 disasters and humanitarian crises by assisting 111 nonprofit partners in the transportation of 1,599 relief workers and 1,385 tons of emergency supplies which reached communities on six continents and in 60 countries.

2. Scope of Work

The selected consultant will work closely with organizational leadership to refine the visual identity and create materials that ensure consistent, professional presentation across communications channels. The consultant will be expected to complete the following tasks:

Brand Identity Development & Guidelines:

- Review existing branding and communications materials
- Participate in and/or review notes from strategy sessions related to vision and mission refresh
- Conduct stakeholder consultation as needed
- Refresh Airlink’s visual identity (logo, color palette, typography, and graphic elements)
- Develop a concise brand guidelines document covering logo usage, color palette, typography, graphic style, and voice and tone guidance

- Include sub-brand guidance for events/initiatives, including guidance on naming, visual relationships, and application within the overall brand system

Marketing Collateral Development

Develop a suite of core collateral materials and templates, which may include:

- Letterhead
- Email signature template
- Folder
- Notepads
- PowerPoint presentation template
- One-pager or fact sheet template
- Brochure or customer-facing template
- eNewsletter and email templates
- Annual Report template
- White paper template

3. Deliverables

Brand Identity and Marketing Collateral

- Refreshed logo and visual identity system
- Brand guidelines document
- Final designs for agreed upon collateral materials
- Editable source files and production-ready formats

4. Timeline

- RFP released: March 11, 2026
- Proposal deadline: March 31, 2026
- Consultant selection: April 6, 2026
- Project start: April 13, 2026
- Project end date: December 31, 2026

5. Budget

Proposals should include a detailed budget and fee structure. The anticipated budget range for the brand identity and collateral materials is \$15,000 to \$20,000. Proposals may be considered outside this range based on scope and approach.

6. Proposal Requirements

- Brief description of the firm/designer
- Relevant experience & portfolio of similar work (nonprofit, global, and/or cross-sectoral)

- At least two client references (similar organizations preferable)
- Project timeline and milestones
- Budget and fee structure

7. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and portfolio
- Understanding of the organization and humanitarian sector
- Clarity and feasibility of proposed approach
- Cost-effectiveness
- References and past performance
- Cultural fit and responsiveness

8. Proposal Submission Instructions

Proposals should be submitted electronically to:

Natalie Jacobsen

Director of Marketing & Communications

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