

Pennsylvania Business Education Association (PBEA)

Request for Proposals (RFP): Logo Redesign, Marketing Kit, & Branding

Issue Date: 6/11/26 **Proposal Due Date:** July 31st, 2026

1. Introduction

The Pennsylvania Business Education Association (PBEA) is seeking proposals from qualified designers or design firms to create a refreshed and modern logo that reflects our mission, values, and impact. This redesign will play a key role in strengthening our brand identity and enhancing recognition among educators, students, partners, and stakeholders across Pennsylvania.

2. About Our Organization

The Pennsylvania Business Education Association (PBEA) is a professional organization dedicated to supporting and advancing business education throughout the Commonwealth of Pennsylvania. We serve educators, administrators, and students by providing professional development, resources, networking opportunities, and advocacy for high-quality business, financial literacy, entrepreneurship, and technology education.

Mission Statement:

PBEA's mission is to advance business education, financial literacy, entrepreneurship, and technology education by supporting educators through professional development, curricular innovation, and networking; promoting equitable, high-quality instruction for all learners; guiding students and professionals in business-related careers; and fostering partnerships with schools, post-secondary institutions, and employers to strengthen career pathways and workforce readiness.

3. Project Overview

PBEA is seeking a logo redesign that reflects a modern, forward-thinking organization while honoring our longstanding commitment to business education. The new logo should:

- Represent innovation, professionalism, education, and career readiness
 - Appeal to educators, students, and industry partners
 - Be adaptable for use across digital platforms, print materials, and promotional items
 - Optionally incorporate elements that reflect Pennsylvania, business, finance, entrepreneurship, or technology
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4. Current Logo

PBEA's current logo has served the organization for many years but no longer fully reflects the scope and evolution of our work. It may present limitations in digital applications, scalability, and alignment with contemporary design standards.

Designers are encouraged to:

- Review the current logo for elements that may be worth evolving or modernizing
- Consider whether to retain recognizable aspects (such as color palette or symbolism) or propose a completely new direction
- Ensure the updated logo improves clarity, versatility, and visual impact across platforms



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5. Design Requirements & Deliverables

PBEA is seeking a comprehensive visual identity package. Proposals should address the following required elements:

Logo Design Variations ● Primary (full) logo ● Secondary/alternate logo (simplified or stacked version) ● Icon or mark (for social media, favicon, etc.) ● Seal or emblem version (for formal documents, certificates, or awards)	Color Palette ● Primary and secondary color palette ● Exact color specifications, including: ○ HEX codes (for digital use) ○ RGB values ○ CMYK values (for print) ○ Pantone equivalents (if applicable)
File Formats & Technical Specifications Final logo files must be delivered in multiple formats, including: ● Vector files (AI, EPS, SVG) ● Raster files (PNG, JPEG) ● Transparent background versions (PNG, SVG) ● High-resolution files suitable for large-format printing ● Optimized files for web and social media use	Typography ● Recommended primary and secondary fonts ● Guidance on font usage (headings, body text, digital vs. print) ● Licensing information or confirmation that fonts are free for organizational use
Brand/Style Guide A concise style guide must be included, outlining: ● Logo usage guidelines (clear space, sizing, incorrect usage) ● Color palette and specifications ● Typography guidelines ● Examples of logo application (digital, print, merchandise, etc.)	Marketing & Professional Materials ● Letterhead - professional letterhead featuring our brand and logo ● Social media kits - logos specifically sized for different social media platforms (Meta, etc.)

6. Required Design Components

The design would need to include...

- A Symbol of Education
- A Symbol of Pennsylvania (Ex: State Outline or Keystone)
- A symbol(s) of Business

7. Scope of Work

The selected designer/firm will be expected to:

- Review existing branding and organizational materials
- Develop 2–3 initial logo concepts

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- Incorporate stakeholder feedback and provide revisions (up to 3 rounds, additional rounds discussed)
 - Deliver all final assets and brand guidelines as outlined above
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8. Timeline

- RFP Issued: 6/11/26
 - Proposals Due: 7/31/26
 - Selection Notification: 8/5/26
 - Project Start: 8/5/26
 - Final Deliverables: 8/30/26
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9. Proposal Requirements

Please include the following in your submission:

- Designer or Firm Overview
 - Portfolio of relevant branding/logo design work (simply, a few images of your work)
 - Detailed pricing and payment terms
 - References (optional but encouraged)
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10. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and creativity of previous work
 - Demonstrated understanding of PBEA's mission and audience
 - Strength of proposed design approach
 - Ability to meet the design and deliverable requirements outlined above
 - Cost-effectiveness
 - Ability to meet project timeline
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11. Submission Instructions

Please submit proposals via email to: jansen@pbea.info

Subject Line: "PBEA Logo Redesign Proposal - [Your Name/Business Name]"

All proposals must be received by **7/31/26**.

12. Contact Information

For questions regarding this RFP, please contact:

Jansen McDonald

[Title]

jansen@pbea.info

570-380-3707

We appreciate your interest in supporting the Pennsylvania Business Education Association and look forward to reviewing your proposal.