

REQUEST FOR PROPOSALS

NARRTC

Rebranding and Identity Development

<https://narrtc.org/>

ABOUT NARRTC

NARRTC (formerly the National Association of Rehabilitation Research and Training Centers) is a membership organization that brings together researchers, knowledge translation specialists, practitioners, policymakers, and stakeholders who advance the field of disability and rehabilitation research.

We promote excellence in research and training that improves the lives of people with disabilities and enhances community participation, independence, and inclusion. We strive not to do research on people with disabilities, but research for and with people with disabilities.

As a professional association, NARRTC:

- Advances disability and rehabilitation research through collaboration among federally funded researchers.
- Facilitates knowledge translation (KT) by supporting the dissemination and implementation of evidence-based practices.
- Hosts an annual conference that connects hundreds of professionals in research, policy, and practice.
- Promotes professional development and mentorship across the disability and rehabilitation research community.
- Represents the collective voice of rehabilitation researchers and centers on national policy issues affecting disability and independent living.

NARRTC is a trusted convener of leading experts who generate, share, and apply knowledge that enhances participation and quality of life for all people with disabilities.

PROJECT OVERVIEW

NARRTC seeks proposals from qualified firms or individuals to develop a new brand identity and communication framework that reflects our mission, values, and modern role as a national leader in disability and rehabilitation research collaboration.

Our Challenge

In recent years, NARRTC's leadership has recognized growing challenges in how the organization's name and brand reflect its full scope and reach. The acronym "NARRTC," no longer encompasses the breadth of the current membership or activities supported by the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR).

NARRTC's membership now includes ADA Centers, RRTCs, Field-Initiated Projects, Knowledge Translation (KT) grants, Rehabilitation Engineering Research Centers (RERCs), and individual researchers and developers, a diverse set of entities unified by shared commitment to disability and rehabilitation research and its translation into practice and policy.

A thoughtfully executed rebrand should:

- Strengthen unity among the diverse grantee community, from five-year research centers to individual fellows and small businesses.
- Improve recognition and credibility with Congress, federal agencies, and partner organizations.
- Support clearer communication of the organization's purpose to external audiences.
- Grow our membership base within the disability research community (broader than current members)
- Attract sponsorships for our annual conference and webinars.

NARRTC seeks a rebranding partner to help guide this process through research, analysis, and creative design, ensuring the resulting identity respects NARRTC's history while positioning the organization for its next era of impact.

PROJECT SCOPE

Brand Strategy and Messaging

- Develop a clear, future-focused name for the organization.
- Create messaging that captures our role in advancing disability and rehabilitation research, for various audiences (researchers, policymakers, funders, and people with disabilities).
- Review our mission, vision, and values statements to ensure they continue to align with the rebrand.

Membership Input

- Provide consultation on involving current member perspectives in the rebranding process (outside of engagement with the Executive Committee).

Visual Identity

- Design a primary logo (portrait and landscape versions).
- Recommend color palette (Pantone and hex codes) and font families that support accessibility and professionalism.
- Provide a brand guide detailing logo usage, typography, color hierarchy, and accessibility considerations.

Branded Materials

- Conference templates (slide deck, signage)
- Branded social media graphics (profile, cover, and post templates)
- Membership brochure (PDF)
- Sample web header or homepage banner

Accessibility

All designs must align with WCAG 2.1 AA standards for digital accessibility, ensuring that visual contrast, font choices, and layout support inclusive communication.

DELIVERABLES

- Final logo files in multiple formats (AI, EPS, PNG, JPG)
- Complete brand style guide
- Brand strategy and messaging
- Templates for core communications (presentation, social, print, and digital)
- Accessibility statement or checklist summarizing how accessibility standards were integrated into design

VENDOR QUALIFICATIONS

The ideal firm will have:

- Experience developing brand identities for nonprofit or membership-based associations, particularly those in the education, research, or disability sectors
- Strong understanding of accessibility in design and communications
- Demonstrated capacity to complete the project within 90 days
- A collaborative approach that includes stakeholder input and iteration

PROPOSAL FORMAT

Proposals should include:

- Company/consultant overview and relevant experience

- Examples of similar rebranding projects
- Description of your process and project timeline
- Qualifications of key team members
- Two professional references
- Any value-added services

SELECTION PROCESS

Proposals will be reviewed by NARRTC's Executive Committee based on:

- Relevance of experience and portfolio quality
- Understanding of NARRTC's mission and audience
- Proposed methodology and timeline
- Cost-effectiveness and value

SUBMISSION DETAILS

Proposals are due by December 1, 2025.

Submit all materials electronically to:

<https://docs.google.com/forms/d/e/1FAIpQLScSci4UbzfMkF9D1VTnYlX8AcJL7EZEVBIZU073QRxe4Vh9fQ/viewform?usp=header>

Questions may be directed to:

narrtcrfp@gmail.com

TIMELINE

RFP Released – October 29, 2025

Questions Due – November 14, 2025, responses by November 21, 2025

Proposals Due – December 1, 2025

Vendor Selection – December 8, 2025

Project Launch – January 6, 2026

Completion – March 3, 2026

COST

Total project cost shall not exceed: \$20,000

ATTACHMENTS

[Links for additional information](#)