

REQUEST FOR PROPOSAL (RFP) – PRINTING SERVICES

1. Introduction & Background

Organization Name: **STAND!**
Address: **1410 Danzig Plaza, Concord, CA 94520**
Contact Person: **Cindy Goga**
Phone: **(925) 603-0120**
Email: **Cindyg@standffov.org**

STAND! For Families Free of Violence is a vibrant and well-loved 501(c) (3) organization, founded in 1977 and celebrating our 50th anniversary in 2027. STAND! works to eliminate intimate partner violence and cultivate safer communities through healthy relationships. We envision resilient healthy communities and believe in the inherent resilience of people and their capacity to learn, heal, and grow.

We are seeking proposals from qualified printing service providers to supply high-quality printing services for various materials, including brochures, program information cards, business cards, flyers, letterhead, envelopes, annual reports, and other collateral as needed.

As a 501(c) (3) organization that receives Federal and State funding, STAND! must ensure that the successful vendor or contractor can attest to compliance with: Equal Employment Opportunity (E.O.s 11246, 11375, 11246 41 CFR Part 60), Copeland "Anti-Kickback" Act (18 U.S.C. 874 and 40 U.S.C. 276c), Davis-Bacon Act, as amended (40 U.S.C. 276a to a-7), Contract Work Hours and Safety Standards Act (40 U.S.C. 327-333), Clean Air Act (42 U.S.C. 7401 et seq.) and the Federal Water Pollution Control Act (33 U.S.C. 1251 et seq.), Byrd Anti-Lobbying Amendment (31 U.S.C. 1352), Debarment and Suspension (E.O.s 12549 and 12689).

2. Scope of Work

The selected vendor will have the capacity to provide the following services.

*Denotes print format / **Denotes both digital and print format

Primary Print Materials:

- *Notecards: one color, 80 – 110lb bond, #A-2 and #A-7
- *Remit Envelope: one color, double-sided, 20-24lb bond, #9, flaps extend, moisten seal, small print batch
- **Letterhead: one color, 24lb bond, 8.5 x 11
- **Business cards: one color, paper 14-16pt, matte, double sided, 3.5 x 2
- **Invitations: full color, double sided, satin coat, 80-100lb bond, #A-7, small print batch
- **Postcard: full color, double sided, satin coat, paper 14-16pt, 4 x 6
- **Annual report: full color, three-page, half-fold, double sided, matte, 24lb bond, 8.5x11, small print batch
- **Brochure: full color, double sided, satin coat, 24lb bond, 8.5x11, small print batch
- Optional large-format printing for posters, banners, signage (as needed)

Specifications:

Digital proofing before full production

Delivery:

Timely delivery or pickup

Rush production options

Packaging and handling included as appropriate

3. Proposal Requirements

All proposals must include:

Executive Summary – Brief overview of your company and proposed services.

Company Qualifications – Experience in printing services, years in business, staff expertise.

Approach & Methodology – Your process for managing print jobs from order through delivery.

Pricing – Detailed pricing (per piece or per job), volume discounts, rush fees, delivery charges.

References – Contact information for at least three clients served in the past three years.

Samples – Examples of similar print products you have produced.

Terms & Conditions – Payment terms, turnaround expectations, quality guarantees.

Certificate of Insurance – Liability coverage.

Copy of Business License – Must be current with the State of California.

Include **samples of past work** (printed or PDF) demonstrating quality and range of capabilities.

4. Evaluation Considerations

Proposals will be evaluated based on:

- Quality of past work
 - Competitive pricing
 - Turnaround times
 - Vendor experience and reliability
 - Responsiveness to RFP and completeness of submission
 - Prior experience with Non-Profit Organizations
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5. Submission Instructions

Deadline for Submission: February 27, 2026, 5pm

Submit To: donate@standffov.org or mail to:
STAND! Atten: Administration, 1410 Danzig Plaza, Concord, CA 94520

Questions can be directed to: Cindy Goga, (925) 603-0120 or cindyg@standffov.org.

Proposals received after the deadline may not be considered. Vendors may be asked to discuss their proposals in person or via video call.

6. Terms and Conditions

The organization reserves the right to accept or reject any or all proposals.

All proposals must be valid for a period of at least **60 days**.

Any costs incurred by vendors in preparing or submitting a proposal are the vendor's responsibility.

Duration of contract not to exceed 36 months without renewed RFP competitive process.

Terms of payment will be outlined in the final contract.

Attachments:

- STAND! Style Guide – Reference for primary fonts, color palette and general publication guidelines.
 - Graphics: Revamp of existing logo
 - Typography: ID closest match to Myriad Pro and Berkeley Old Style retired fonts
 - Color Palette: Identify attached samples of orange and lime green* for Process, WEBHEX and RGB
 - See samples page 3. *Current RGB being used for green is RGB 153,252,48



Rebuilding
LIVES

STAND! Identity Guidelines



Brand Identity: Elements

The STAND! signature is composed of two elements: the Wordmark and the Tagline.

These guidelines introduce each of the signature versions. Each version has been specially created for both print and onscreen use. Always use the signature artwork in accordance with these guidelines.

Configurations

Primary Signature



Secondary Signature



Tertiary Signature



Three signature configurations have been created: Primary, Secondary, and Tertiary. Never modify or recreate these signatures. Always use the artwork provided.

Primary Signature

The primary configuration should be used whenever possible.

Secondary Signature

The secondary configuration should be used for large applications, e.g., banners and signage, which utilize a reduced tagline.

Tertiary Signature

The tertiary configuration should be used only when space does not allow for legible reproduction of the tagline.

Color Variations

2-Color Positive
(Spot and Process)



1-Color Blue Positive
(Spot and Process)



1-Color Black Positive



2-Color Reverse
(Spot and Process)



1-Color Reverse



Clear Space

Clear space is the area surrounding each signature that must be kept free of any elements, such as text, graphics, borders, or other logos.

The minimum required clear space for each of the signatures is measured in relation to "X," which equals the height of the exclamation mark "!" in the STAND! wordmark.



Clear space should be half of "X" on all four sides of the STAND! signature.

Typography

PRIMARY FONTS

These fonts are always preferable and should be used whenever possible.

- Myriad Pro Condensed
Myriad Pro Bold Condensed
Myriad Pro Black Condensed

- Berkeley Oldstyle Book
Berkeley Oldstyle Medium
Berkeley Oldstyle Bold
Berkeley Oldstyle Black

REPLACEMENT FONTS

If the primary fonts are not available, the following replacement fonts are acceptable.

- Arial Narrow
Arial Narrow Bold

- Times New Roman
Times New Roman Bold

STAND! Identity Guidelines

Color Palette

PRIMARY



STAND! Blueberry

Coated/Uncoated PANTONE® 273

PROCESS Coated: C 100 / M 100 / Y 0 / K 15

PROCESS Uncoated: C 72 / M 73 / Y 0 / K 0

WEBHEX: 24 17 73

RGB: 36 23 115



STAND! Gray

Coated/Uncoated PANTONE® Warm Gray 10

PROCESS Coated: C 0 / M 14 / Y 28 / K 55

PROCESS Uncoated: C 0 / M 11 / Y 20 / K 47

WEBHEX: 8A 79 67

RGB: 138 121 103

SECONDARY



STAND! Turquoise

Coated/Uncoated PANTONE® 314

PROCESS Coated: C 100 / M 0 / Y 9 / K 20

PROCESS Uncoated: C 100 / M 3 / Y 25 / K 0

WEBHEX: 00 83 A9

RGB: 0 131 169



STAND! Light Blueberry

Coated/Uncoated PANTONE® 273 at 50%

PROCESS: C 50 / M 50 / Y 0 / K 7

WEBHEX: 7E 79 B1

RGB: 126 121 177



STAND! Black

PROCESS: K 100%

WEBHEX: 00 00 00

RGB: 0 0 0

Trifold Brochures

Brochure masters are available from the Development Office and should be used for all brochures. Word templates designed for use with the masters are also available from the Development Office.

Shown below are examples of brochure content set up with the brochure templates, one using a photo on the front and one without.

Two fonts will be allowable on the brochures: Times New Roman and Arial Narrow.

Prior to printing, all brochures must be approved by the Director of Development.



Pre-printed Masters



Outside Examples



Inside Example