

Request for Proposal

Website and Brand Refresh

Timeline

- RFP issued: July 14, 2026
 - Proposal due: July 28, 2026 at 5pm MT
 - Vendor selected: July 31, 2026
 - Project start: August 10, 2026
 - Completion goal: December 18, 2026
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Budget: \$50,000 - \$60,000

About Us

NM Voices is a nonpartisan, statewide advocacy organization dedicated to creating sustainable, systems-level change to improve the lives of New Mexico's children.

Mission Statement

Our mission is to improve the status, well-being, and racial/ethnic equity of New Mexico's children, families, and communities in health, education, and economic security by promoting public policies grounded in credible research and effective advocacy.

Vision Statement

We envision a New Mexico where all children and families have equitable opportunities to thrive and reach their full potential.

Project Overview

We seek proposals from qualified vendors to refresh our brand identity and redesign our website to better reflect our mission, strengthen audience engagement, and provide a modern, accessible, and user-friendly digital experience. The project scope will include:

- Refresh our brand identity, including updates to our logo, color palette, typography, and visual style while maintaining alignment with our mission and values.
- Design and develop a modern, responsive website using a user-friendly content management system (CMS) that enables the public to easily manage and update content.
- Improve the overall user experience (UX) through intuitive navigation, clear information architecture, and compliance with web accessibility standards (e.g., WCAG) to a greater extent than we currently have.

- Implement search engine optimization (SEO) best practices and integrate website analytics to support performance monitoring and continuous improvement.
 - Provide staff training on website administration and content management, along with post-launch technical support and warranty services within reason.
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Scope of Work

- Brand audit and updated visual identity
 - Website design, development, and content migration
 - Testing for responsiveness and accessibility
 - SEO setup and analytics integration
 - Training and ongoing support options
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Proposal Requirements

Please submit:

- **Company overview and relevant experience** with similar branding and website redesign projects.
- **Project approach and timeline**, including key phases, milestones, and estimated project schedule.
- **Detailed budget**, including costs by major task or deliverable and any optional services.
- **Client references**: Two references for comparable projects completed within the past three years.
- **Work samples**: Provide links to or examples of at least two comparable projects demonstrating website redesign, brand identity refresh, UX/UI design, and accessibility best practices. Include brief case studies or before-and-after examples, if available.

Proposals will be evaluated on the following criteria:

- Relevant technical skills and qualifications
 - Demonstrated ability to manage and complete project by deadline
 - Budget and cost-effectiveness
 - Creativity in approach, execution, and problem solving
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Submission

Send proposals to: Layla Archuletta-Maestas, LArchuletta-Maestas@nmvoices.org - with the subject line: **RFP - Website and Rebranding**

For questions, contact *Layla Archuletta-Maestas* - 505-930-0799,
LArchuletta-Maestas@nmvoices.org