



Overview

FOLD Services seeks a design partner(s) for consultative and creative services associated with the launch of a new branded offering. The assignment encompasses the conception and design execution of a visual identity including logos, font sets, and color palettes, etc.

Background

FOLD Services is an early-stage startup offering on-demand laundry services with the mission to free subscribers from the hassle of washing, drying, and folding laundry, leaving them with more time to focus on what is most important to them. FOLD Services launches FOLD 1.0 at the University of Oregon this fall for a closed beta round of 100 paying subscribers. Subscribers call for FOLD service in a manner similar to calling an UBER or ordering a pizza with a smartphone application. Within minutes, subscribers are greeted at their door by a member of the FOLD team to accept their used laundry which is returned to them, washed, dried, and folded—all according to their specifications—, in 24 hours or less.

Target

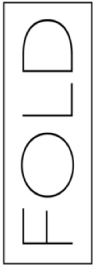
FOLD Services targets primarily 17-23 year-olds within the context of higher education. Though wider adoption is anticipated, FOLD enters the market with two primary segments: 1) Frat Boys 2) Chinese Nationals. Market research indicates that these populations are most likely to adopt the FOLD service as outlined above and have the highest willingness to pay.

Though FOLD Services provides a laundry solution for segments within the college-set, we anticipate the *parents* of subscribers will be an important audience, potentially taking on an important role in the subscription-choice calculus. Therefore, the needs of parents depositing their most precious achievement—their children—off at their first home-away-from-home need to be taken into account when developing the visual identity and brand.

Scope of Work and Deliverables

FOLD's internal team has significant expertise in back-end development, consumer process design, and sales. We are hands-on-heavy-lifters and seek a creative partner who is interested both in strategic collaboration and also who can deliver on immediate tactical design needs.

1. Visual Design
 - a. Complete visual ID manual and design guideline documents
 - b. High-resolution images, logo sets, font sets
2. Illustration
 - a. High-resolution intuitive buttons for specific functionality (eg. Sign-up, place FOLD order, learn more, etc)
 - b. Logo sets as described above
3. Front-end Coding (possible)
 - a. Web and/or mobile development may be helpful for future phases beyond the scope of the current RFP.



Timeline

The initial assignment is in two phases.

Phase one is a crash project concerned with basic visual design and a logo. FOLD is developing the initial website and sign-up/order functionality in-house but hopes to incorporate the future (phase two) look and feel into our beta-round launch. From consultation to review to delivery, phase 1 should be complete September 15, 2016.

Phase two is iterative and takes place over the span of the FOLD beta round this fall. It involves working closely with the FOLD team (including student brand ambassadors) to understand what is most compelling about the FOLD service experience and translating those themes into a more comprehensive look and feel for all future visual applications. In essence, phase two is concerned with intentionally and collaboratively deepening the visual ID to convey the best user associations and strengthen the brand. Phase two begins September 16, 2016 and runs through December of that same year.

Ongoing Work

Subsequent to the successful culmination of phase two, FOLD hopes to continue the relationship in a much more comprehensive fashion including the execution of multi-project term-based contract(s). As an early phase startup, FOLD is cash-poor but has the potential to resource a robust creative campaign relatively quickly in Q1 of the new year (2017) as the solution opens up and is adopted. In this respect, our creative partner(s) for the relatively modest work in phase one and two stand to land a substantial advantage in FOLDs ongoing creative contracting by demonstrating both outstanding work and and fit with the company.

Technical Requirements

While the initial phases outlined above call for design rather than technical work, future phases may be aided by the build-out of specific feature sets. As such, web and/or mobile development skills are considered favorably.

Contact

Primary: Micah Canal, Founder and CEO

micah@fold.services

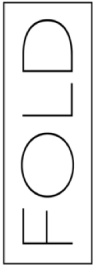
541.292.0023

Secondary: Erik Loop, Founder and CTO

erik@fold.services

503.869.7460

Tertiary: Other members of the FOLD team as needed



Budget

FOLD Services seeks long-term partners. As such, proposals offering limited or no cash payments in 2016 are viewed favorably. Equity options may be discussed with qualified partners. The watchword here is that, for the limited scope in phases one and two, excellent partners will be rewarded with ongoing work as FOLD Solutions builds recurring cash flows in early 2017 and beyond.

We think this is the next best thing and we want cowboy-supermodel-madscientist-cocreatives to go big with us.

That said, let us know what you need to do the work and do it well.

Examples

Websites, apps, and designs we like:

Uber

MassDrop

Flycleaners.com

method.digital

navigatingresponsibly.dk

beoplay.com

So we like clean. We also like cheeky and many of the logos found here:

<https://codemyviews.com/blog/50-fantastically-clever-logos>

It needs to be iconic enough that it's instantly clear what FOLD does and sticks in the brain but volumed low enough that it's laundry-appropriate.

Criteria for Selection

1. Examples of similar projects & aesthetic sensibility
2. Interesting and/or thoughtfully disruptive ideas
3. Client recommendations
4. Responsiveness
5. Cost (especially short-term)
6. Creative confidence and curiosity

Proposal and Timeline

Inquiries and proposals should be sent to micah@fold.services by August, 30 at midnight PST.

Interviews and meetings will be requested for finalists as needed. Final decisions will be made on September 5 by 6pm PST.

Don't forget to have fun.