

SWISS CHEER ASSOCIATION

REQUEST FOR PROPOSALS (RFP)

Federation Rebranding & Visual Identity Development

Issued by: Swiss Cheer Association (SCA)

Project: Federation Rebranding and Corporate Identity Development

Publication Date: October 8th 2026

Submission Deadline: October 23rd 2026

Anticipated Project Start: November 1st 2026

Target Completion Date: February 15th 2026

Submission Email: [Executive Director](#)

1. INTRODUCTION

The Swiss Cheer Association (SCA) invites qualified branding agencies, graphic design studios, and independent creative professionals to submit proposals for the development of a comprehensive new visual identity for the federation.

As the national governing body for cheerleading in Switzerland, the Swiss Cheer Association seeks to establish a distinctive, modern, and professional brand identity that reflects the development of cheer as a competitive sport.

The rebranding initiative aims to strengthen the federation's visibility, increase brand recognition, support organizational development, and establish a consistent visual identity across its activities and communications.

The selected creative partner will work collaboratively with designated SCA representatives to develop a cohesive branding system suitable for national and international use.

The SCA is committed to conducting a fair, transparent, and competitive selection process.

2. PROJECT BACKGROUND

The Swiss Cheer Association represents and supports the development of cheer in Switzerland.

The federation works with clubs, athletes, coaches, officials, volunteers, and national and international sporting organizations.

As the sport continues to evolve, the SCA recognizes the importance of developing a visual identity that communicates its professional aspirations while remaining accessible and recognizable to its diverse community.

The new identity should communicate the following characteristics:

- **Athletic excellence:** Recognition of cheer as a competitive, high-performance sport.
- **Professionalism:** A credible and established national sports federation.
- **Unity:** Representation of the Swiss cheer community across regions, clubs, and disciplines.
- **Swiss identity:** A meaningful connection to Switzerland
- **Inclusivity:** A welcoming visual identity reflecting the diversity of athletes and participants.
- **Progress and innovation:** A contemporary identity capable of supporting the federation's future growth.
- **International recognition:** A visual identity appropriate for international sporting events and partnerships.

The federation is seeking a brand identity that is both visually distinctive and practical for use across a wide range of applications.

3. PROJECT OBJECTIVES

The primary objectives of the rebranding project are to:

1. Develop a distinctive and recognizable visual identity for the Swiss Cheer Federation.
2. Establish a coherent brand architecture for the federation and its associated activities.
3. Strengthen recognition of the Swiss Cheer as Switzerland's national cheer federation.
4. Ensure consistent branding across digital, print, apparel, merchandise, and event environments.
5. Develop clear brand guidelines to support long-term consistency.
6. Establish a visual identity capable of remaining relevant for many years.

The new brand should balance creative originality with practical implementation and long-term sustainability.

4. SCOPE OF WORK

The selected agency or designer will be responsible for developing the following components.

4.1 Brand Discovery and Strategic Development

The project should begin with a structured discovery phase to understand the federation's identity, audiences, and objectives.

Expected activities include:

- Review of the current SCA branding and communication materials.
- Consultation with designated federation representatives.
- Review of the federation's mission, vision, and organizational values.
- Identification of relevant target audiences.
- Assessment of existing visual identities within Swiss and international sport.
- Development of an overarching creative direction for the new identity.

Expected deliverable: A concise brand strategy and creative direction document outlining the proposed visual positioning of the federation.

4.2 Primary Logo Development

Development of a new primary logo for the Swiss Cheer Association.

The design should be distinctive, professional, versatile, and easily recognizable.

The selected provider should develop and present initial creative concepts for consideration.

The final approved logo package must include:

- Primary federation logo.
- Alternative logo configurations.
- Horizontal and vertical versions, where appropriate.
- Full-colour version.
- Single-colour version.
- Black and white versions.
- Reversed version for dark backgrounds.
- Standalone icon or symbol, where appropriate.
- Versions suitable for small-scale applications.
- Versions optimized for digital and print reproduction.

The logo must remain identifiable across different sizes and materials.

It should function effectively on websites, sports uniforms, signage, merchandise, competition materials, and official federation documents.

4.3 Federation Visual Identity System

Development of a coherent visual identity system incorporating:

Colour Palette

- Primary brand colours.
- Secondary and complementary colours.
- Defined colour specifications.
- RGB, HEX, CMYK, and applicable Pantone references.

Typography

- Primary and secondary typefaces.
- Font hierarchy and usage recommendations.
- Digital and print typography specifications.
- Multilingual character support.
- Clear information about font licensing and associated costs.

Graphic Elements

- Supporting graphic shapes or patterns.
- Background and layout elements.
- Iconography style.
- Photography and imagery direction.
- Digital communication design principles.

The identity system should maintain consistency while allowing sufficient flexibility for different audiences and activities.

4.4 Brand Architecture and Sub-Brand Applications

The visual identity should support the federation's organizational structure and future activities.

The selected provider should propose an appropriate brand architecture for applications such as:

- Swiss Cheer Federation.
- Swiss National Cheer Teams.
- Swiss Cheer Championships.
- Other national competitions and events.
- Coaching education and certification.

- Officials and judging programs.
- Youth development initiatives.
- Federation campaigns and special projects.

The federation will confirm the specific names and required sub-brands during the discovery phase.

The objective is to create a unified visual system in which federation programs and activities are identifiable as part of the same organization.

The proposal should explain whether these applications will use a shared master brand, adapted logos, or a structured sub-brand system. However, within this proposal the above are not to be creatively designed. Simply understood and mentioned.

4.5 Corporate Identity and Communication Templates

The selected provider should develop a practical set of branded communication materials.

The core package should include:

Official Documentation

- Federation letterhead.
- PowerPoint presentation template.
- Official report or proposal cover.
- Email signature design.

Digital Communications

- Social media profile images.
- Social media post templates, basic.
- Social media story templates, basic.
- Social media announcement graphics.
- Website visual identity specifications.
- Email newsletter header.

Federation and Event Materials

- Sponsorship presentation template.

All templates should be practical for federation staff and volunteers to maintain and update.

Where appropriate, editable formats such as Microsoft Office, Canva, or equivalent tools should be provided.

4.6 Sports Apparel and Merchandise Applications

Because the Swiss Cheer Association operates within a competitive sporting environment, the new identity must be suitable for sports apparel and merchandise.

The selected provider should demonstrate how the branding can be applied to:

- National team uniforms and training apparel.
- Team jackets and tracksuits.
- T-shirts and hoodies.
- Federation merchandise.
- Embroidered and printed materials.

The project does not require the selected provider to manufacture or design specific apparel or merchandise. However, the identity must be designed with practical production requirements in mind.

The final brand package should include relevant artwork specifications for apparel and merchandise production.

4.7 Brand Guidelines

A comprehensive brand guidelines document must be delivered.

At a minimum, the document should include:

- Brand positioning and identity overview.
- Logo variations and correct usage.
- Logo spacing and minimum-size requirements.
- Incorrect logo applications.
- Colour specifications.
- Typography guidelines.
- Graphic elements.
- Photography and imagery guidance.
- Digital applications.
- Print applications.
- Apparel and merchandise guidance.
- Sub-brand usage rules.
- Accessibility and readability recommendations.

The guidelines should be understandable and practical for staff, volunteers, clubs, external designers, and production partners.

4.8 Final Design Files and Asset Handover

The final approved design assets must be delivered in professional formats.

These should include:

Vector Formats

- SVG
- EPS
- PDF
- AI or equivalent editable source files

Raster Formats

- PNG with transparent backgrounds
- JPG
- High-resolution print files
- Web-optimized versions

Editable Assets

- Original design source files.
- Editable communication templates.
- Colour and typography specifications.
- Supporting graphic elements.
- Final brand guidelines in PDF format.

Assets must be organized and clearly labelled to support long-term use by the federation.

5. DESIGN REQUIREMENTS

All proposals should demonstrate an understanding of the unique requirements of a national sporting federation.

The new branding must:

1. Be original and distinctive.
2. Communicate professionalism and sporting credibility.
3. Be recognizable at small and large sizes.
4. Work in both colour and monochrome.
5. Be suitable for digital, print, embroidery, and merchandise applications.

6. Support Switzerland's multilingual environment.
7. Allow for future expansion of federation programs and activities.
8. Maintain appropriate readability and accessibility.
9. Avoid unnecessary complexity.
10. Be capable of long-term use without dependence on short-lived design trends.

The federation welcomes innovative and creative approaches.

Designers should also consider applicable restrictions on the use of protected Swiss emblems and third-party intellectual property.

6. EXPECTED PROJECT PROCESS

Proposals should describe the provider's recommended project methodology.

The SCA anticipates the following general project structure.

Phase 1 — Discovery and Consultation

Review of existing materials, federation requirements, target audiences, and strategic objectives.

Deliverable: Brand discovery and creative direction presentation.

Phase 2 — Initial Design Concepts

Development and presentation of at least three distinct initial logo and visual identity concepts.

Deliverable: Concept presentation with supporting design rationale and representative applications.

Phase 3 — Design Refinement

Selection of a preferred concept followed by collaborative revisions.

Proposals must include at least two structured rounds of revisions.

Deliverable: Refined and approved primary brand identity.

Phase 4 — Brand System Development

Development of the wider visual identity, templates, brand architecture, and supporting applications.

Deliverable: Comprehensive visual identity system.

Phase 5 — Final Delivery and Handover

Preparation of the brand guidelines, editable files, and complete asset library.

The provider should also conduct a handover session with relevant federation representatives.

Deliverable: Complete branding package and final handover.

7. PROPOSAL SUBMISSION REQUIREMENTS

Interested providers must submit a written proposal containing the following information.

A. Company or Designer Profile

- Registered business name or professional identity.
- Country and location of operation.
- Website and contact details.
- Overview of experience and qualifications.
- Project team members and their responsibilities.

B. Relevant Experience and Portfolio

- Examples of at least three relevant branding or visual identity projects, where available.
- Explanation of the provider's role in each project.
- Examples of logo design and identity systems.
- Previous experience with sports federations, associations, nonprofit organizations, or comparable organizations.

Sports-sector experience is beneficial but is not a mandatory requirement.

C. Proposed Creative Approach

- Understanding of the SCA's objectives.
- Proposed creative methodology.
- General approach to logo development.
- Approach to visual identity and brand architecture.
- Consideration of the federation's target audiences.
- Approach to stakeholder consultation.

Applicants are not required to submit completed logo concepts as part of the initial bid.

The SCA will evaluate the quality of the provider's proposed approach and previous work.

D. Project Plan and Timeline

- Proposed project phases.
- Expected duration of each phase.
- Key milestones.
- Review and approval procedures.
- Expected involvement required from the SCA.

E. Financial Proposal

Applicants must submit a fixed-price quotation in Swiss francs (CHF).

The quotation must separately identify:

1. Brand discovery and strategic development.
2. Logo design.
3. Visual identity system.
4. Brand architecture and sub-brand applications.
5. Corporate identity and communication templates.
6. Apparel and merchandise applications.
7. Brand guidelines.
8. Final files and handover.
9. Additional or optional services.

The proposal must clearly specify:

- Total project cost in CHF.
- Number of concepts included.
- Number of revision rounds included.
- Any anticipated additional costs.
- Hourly or daily rates for services outside the agreed scope.
- Proposed payment schedule.

Proposals should identify any elements of the requested scope that are excluded from the quoted price.

F. References

Applicants should provide contact information for up to one previous client who may be contacted for references.

8. BUDGET

The Swiss Cheer Association seeks proposals that demonstrate a strong balance between creative quality, practical functionality, and financial value.

Indicative budget: CHF 5000 CHF

The SCA welcomes proposals within the stated budget and permits clearly identified optional services.

SCA also reserves the right to accept proposals that include any type of sponsorship agreement.

The federation reserves the right to negotiate the final scope and commercial terms with the highest-ranked applicant before contract award.

Any material changes to the published competition requirements will be communicated fairly to affected bidders.

9. INTELLECTUAL PROPERTY AND OWNERSHIP

The final contract must provide the Swiss Cheer Association with ownership of the final approved custom-designed brand assets, including appropriate intellectual property rights, upon completion of the agreed contractual conditions.

The federation must be able to use, reproduce, modify, adapt, and distribute the final brand identity without ongoing approval from the designer.

All custom-created final logo and identity source files must be included in the handover.

Applicants must disclose any third-party materials, fonts, stock assets, or other licensed components included in the proposed identity.

Any exclusions, licensing restrictions, or ongoing costs must be clearly documented.

The provider must warrant that the original elements of the final designs do not knowingly infringe third-party rights.

The SCA may arrange appropriate trademark and legal clearance before final adoption.

Ownership and licensing provisions will be finalized in the written agreement in accordance with applicable law.

10. EVALUATION AND SELECTION

All eligible proposals will be evaluated using a standardized scoring framework.

The following criteria will be applied:

Evaluation Criterion	Weight
Portfolio Quality and Design Expertise	20%
Understanding of Federation Needs	15%
Creative and Strategic Approach	20%
Project Methodology and Delivery	15%
Technical Capabilities and Practical Applications	10%
Price and Value for Money	15%
References and Professional Reliability	5%
TOTAL	100%

The assessment will be conducted by a designated SCA evaluation committee.

Proposals will be evaluated against the published criteria.

Shortlisted candidates may be invited to a structured interview or presentation.

The SCA may request clarifications or additional information where necessary.

The federation reserves the right not to award a contract if no proposal adequately meets the project requirements.

11. INDICATIVE PROCUREMENT TIMELINE

Stage	Date
Publication of Request for Proposals	October 8th 2026
Deadline for Written Questions	October 18, 2026
Proposal Submission Deadline	October 23th, 2026
Evaluation of Proposals	October 27th 2026
Shortlist Interviews, if required	Oct 28th, 2026
Final Selection and Notification	November 2nd 2026
Project Commencement	November 2nd, 2026

Target Project Completion	February 15th, 2026
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All bidders will receive the same material information about the competition.

Any clarifications affecting the scope of work will be communicated consistently to participating bidders.

12. SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically as a PDF document.

Email: Executive.director@swisscheer.ch

Subject line: Proposal — Swiss Cheer Association Rebranding

Submission deadline: October 25th 2026

Late submissions may be excluded from consideration.

Applicants should not approach individual SCA evaluation committee members regarding their proposals outside the official procurement process.

13. GENERAL CONDITIONS

The following conditions apply:

- Submission of a proposal does not guarantee selection.
- Applicants are responsible for their own proposal preparation costs.
- The SCA is not obligated to accept the lowest-priced proposal.
- The federation may request clarification of submitted information.
- Material changes to submitted prices or scope will be handled consistently.
- Final deliverables and commercial terms will be established through a written agreement.
- The selected provider must maintain the confidentiality of non-public federation information.
- Any actual or potential conflicts of interest must be disclosed.
- Evaluation committee members must disclose potential conflicts of interest and recuse themselves where appropriate.

The SCA reserves the right to cancel the procurement process, subject to any applicable legal obligations.

CLOSING STATEMENT

The Swiss Cheer Association looks forward to collaborating with a creative and professional partner capable of developing a strong visual identity that reflects the ambition, unity, and future of cheerleading in Switzerland.

We welcome proposals from established agencies, independent designers, and creative studios with the experience and expertise necessary to deliver a professional and enduring federation brand.