



REQUEST FOR PROPOSALS

Position: Graphic Design, NeighbourPLAN

Location: Flexible, with meetings in Peterborough

Responses Due: Thursday, September 28, 2017 at 12:00pm

1.1 INTRODUCTION

1.2 Overview & Background

The NeighbourPLAN program seeks to engage residents in the process of reimagining and shaping public spaces in their neighbourhoods. This program uses creative and responsive mechanisms to engage residents who have traditionally been excluded from formal planning processes.

There is a strong desire among residents, community organizations, and local decision-makers to see collaborative, community-led planning initiatives implemented in more Peterborough neighbourhoods. Using lessons learned during the pilot, the NeighborPLAN program will directly support people as they develop the tools, confidence, relationships, and language necessary to influence the spaces and services that matter to them. Through this program, we will work to demonstrate the possibilities that arise when planning processes meaningfully engage and amplify the diverse voices and lived experiences that are present in our community.

This program is the continuation of a successful pilot project that GreenUP led as part of an Active Neighbourhoods Canada (ANC) Project. It was part of a larger, national pilot project championed by the Montréal Urban Ecology Centre (MUEC) and the Toronto Centre for Active Transportation. These agencies remain partners in the current program.

1.3 Position Summary

The consultant will: (1) develop the NeighbourPLAN logo and associated branding elements, including background elements, icons, etc.; (2) develop a limited number of promotional materials, as outlined in the activities and deliverables; (3) provide a template for the creation of future materials; and (4) create brand guidelines to support future implementation.

2.1 SCOPE AND OBJECTIVES

2.2 Scope of Project

This position will begin in October 2017 and will end in November 2017.

2.3 Objectives

The objective is to develop a clear, attractive, and inclusive brand that reflects the program’s values, diversity of partners, commitment to quality, and inclusivity.

3.1 ACTIVITIES, DELIVERABLES, and TIMELINES

3.2 Activities, Deliverables, and Timelines

Activity	Key Deliverables	Timeline
Meet with GreenUP	<ul style="list-style-type: none"> Attend initial meeting Finalize scope of work and timeline 	Thursday October 5
Develop the NeighbourPLAN brand <i>* Account for up to three rounds of revisions</i>	<ul style="list-style-type: none"> Develop a logo, including mono variants Develop three alterations of the NeighbourPLAN logo (one for each unique neighborhood), including mono variants (map included at end of this document) Select a brand font and colour palette: consider this being compatible, or even consistent with GreenUP’s brand as well as ANC’s brand (included at the end of this document) Create additional vector brand devices (icons, contour elements, etc.) as needed to build a cohesive look for materials development 	Draft(s) by Wednesday October 11 Final version by Tuesday October 31
Develop a limited number of promotional materials <i>• Account for up to two rounds of revisions</i>	<ul style="list-style-type: none"> Using the branding elements, design: <ul style="list-style-type: none"> Flyer Web banner and button Event signage ex. Feather flag, sandwich board 	Drafts by Friday November 3 Final version by Tuesday November 14
Provide a template for the development of future materials	<ul style="list-style-type: none"> Provide all existing promotional materials as Illustrator files, so that they can be manipulated in the future Provide guidance and suggestions on the use of the logo, and the vector brand devices in various applications 	Files and guidance document to be provided upon completion of the contract
Staff Training	<ul style="list-style-type: none"> Offer a two hour staff training on how to employ the brand elements to develop various graphics or materials for web or print 	To be offered, at a time that is convenient for all, before end of November, 2017.

4.0 REPORTING

The Consultant will report to Laura Keresztesi, NeighbourPLAN Coordinator.

5.0 CONTACT PROCESS

5.1 Selection Criteria

The consultant will have the following qualifications:

- Experience working with or alongside diverse cross-sectoral partners and stakeholders
- Demonstrated excellence in material design
- Experience working with non-profit partners
- Ability to work both independently and in a collaborative team environment

5.2 Schedule

Selection announced – Monday, October 2, 2017

First meeting to occur – Thursday, October 5, 2017

Contract to be complete – Wednesday, November 29, 2017

6.0 BUDGET and PAYMENT

6.1 Budget Allocations

The budget for this project should not exceed \$3,000.00 inclusive of all taxes and expenses. Expenses including mileage will not be covered, unless agreed upon in advance.

6.2 Payment Schedule

Payment can be made in one sum at the end of the contract, or upon the completion of each deliverable (brand development, promotional material, templates, training session), based on the amounts allocated in the consultant's proposal.

Invoices should be made out to *Peterborough Green-Up Association (reference: NeighbourPLAN)*.



7.0 PROPOSAL REQUIREMENTS

Please include in the evaluation proposal:

1. Short introduction and proposal (1 to 2 pages total), with the following sections outlined:

a. Briefly indicate qualifications and experience, as well as a summary of your approach (including key processes and considerations).

This does not need to be lengthy.

b. Indicate any suggested changes to the activities, deliverables or timelines. We have some flexibility on timelines.

c. Indicate estimated budget (amounting to no more than \$3,000 in total) for each of the activities outlined in the RFP (this does not need to include estimates per deliverable).

2. Provide attachments or links to works or sites developed for similar projects, or projects you feel proud of.

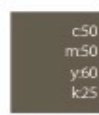
Please submit your proposal by **12:00pm on September 28, 2017** by email to Brianna Salmon, Executive Director, GreenUP at brianna.salmon@greenup.on.ca.

colour palette

The colour breakdowns for key colours within the logo are as listed below, these colours should never be altered. The icon should be reproduced (where possible) full colour (CMYK or RGB).

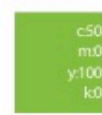


Pantone 417c



R 114 G 102 B 88

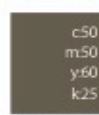
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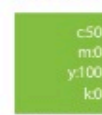


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Pantone 368c



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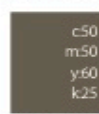
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R 213 G 208 B 40

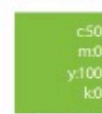


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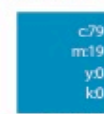
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R 141 G 198 B 63

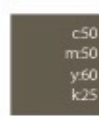
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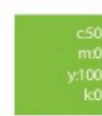


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R 114 G 102 B 88

Pantone 368c



R 141 G 198 B 63

Pantone 151c



R 247 G 148 B 29

the NEIGHBOURPLAN PROJECT

working together toward a more *P*articipatory, *L*iveable, *A*ctive, and *e*Ngaged Peterborough

NEIGHBOURHOOD ONE | BROOKDALE

Proposed Boundaries (flexible based on input from neighbours)
 North: Wosley St, perhaps even up to Highland Rd
 East: Chemong Rd
 South: Parkhill Rd
 West: Fairbairn St

NEIGHBOURHOOD TWO | DOWNTOWN JACKSON CREEK

Proposed Boundaries (flexible based on input from neighbours)
 North: McDonnell St
 East: Bethune St
 South: Simcoe St
 West: Park St

NEIGHBOURHOOD THREE | TALLWOOD

Proposed Boundaries
 (flexible based on input from neighbours)
 North: Sherbrooke St
 East: Goodfellow Rd
 South: Tallwood Dr / Afton Rd
 West: Whitefield Dr, possibly extending to Nevin Ave or Greenhill Dr.

