



REQUEST FOR PROPOSALS

Position: Graphic and Web Design, Peterborough-Kawarthas Regional Centre of Expertise (RCE) on Education for Sustainable Development

Reporting To: RCE Interim Coordinating Committee (Secretariat host: GreenUP)

Location: Flexible, with meetings in Peterborough

Responses Due: May 4th, 2017 at 12:00pm

1.0 INTRODUCTION

1.1 Overview & Background

Peterborough-Kawarthas-Haliburton has recently been designated as a Regional Centre of Expertise on Education for Sustainable Development by the United Nations University.

This designation recognizes the transformative work that is already being done by partners across this region, and creates the opportunity for even deeper collaboration and impact. To support the development of this exciting new network, we have received funding from the Ontario Trillium Foundation to advance early development efforts, including the development of a graphic brand and an online web platform.

1.2 Position Summary

The consultant will: (1) lead the creation of the network's new brand; (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; (4) design the network's website using the Squarespace platform; and, (5) offer a training session for the network's staff to support the ongoing maintenance and updating of the website and to offer some guidance on the use of the brand.

2.0 SCOPE AND OBJECTIVES

2.1 Scope of Project

This position will begin in May 2017 and will end in July 2017. Work will be concentrated in May, with some work to continue beyond that period.



2.2 Objectives

The objective of the branding and website development process is to develop a clear, attractive, and inclusive brand that reflects the diversity of partners and communities involved in this network.

3.0 ACTIVITIES, DELIVERABLES, and TIMELINES

3.1 Activities, Deliverables, and Timelines

Activity	Key Deliverables	Timeline
Develop the Network's brand <i>* Account for up to three rounds of revisions</i>	<ul style="list-style-type: none"> • Develop a logo, including mono variants • Select a brand font and colour palette • Create additional vector brand devices (icons, contour elements, etc.) as needed to build a cohesive look for materials development 	<ul style="list-style-type: none"> • Draft(s) by May 16th • Revised version by May 19th • Final version by May 24th
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"> ○ Business cards ○ Letterhead ○ A roll-up banner ○ A rack card 	<ul style="list-style-type: none"> • Draft by May 29th • Final version by June 1st
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 	<ul style="list-style-type: none"> • Files and guidance document to be provided upon completion of the contract
Design the Network's website using the Squarespace platform (website url and hosting fees already set-up) <i>* Account for up to five rounds of revisions</i>	<ul style="list-style-type: none"> • Using the graphic branding elements, as well as text and content provided by the RCE staff person, develop a website landing page as well as up to 6 secondary pages 	<ul style="list-style-type: none"> • Basic website (home page and 1 to 2 secondary pages) draft by May 31st • Revised basic website by June 5th • Full draft website by June 19th • Revised website by June 26th • Final website by July 5th
Staff Training	<ul style="list-style-type: none"> • Offer a half-day staff training session on how to use and update the website using the Squarespace platform, and 	<ul style="list-style-type: none"> • To be offered, at a time that is convenient for all, before July 7th

	<p>how to employ the brand elements to develop various graphics or materials for web or print</p>	
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3.2 Note on timelines

The timelines included in section 3.1 have been identified to allow for the development of materials required in advance of the RCE launch event on June 9th and engagement activities leading up to this event (the week of the 5th). The timelines also seek to accommodate the collection of feedback from the Interim Coordinating Committee, which requires a minimum of two days (longer for the first logo and website drafts).

If you believe there is the opportunity to shorten any of the timelines identified, please indicate this in your proposal – it would be considered beneficial, although we also want to ensure they remain realistic for all parties.

4.0 REPORTING

The designer will legally report to GreenUP’s Executive Director as an external contractor.

To reflect the RCE’s collaborative process, the Interim Coordinating Committee (which includes GreenUP’s Executive Director) and the RCE staff persons, will provide input into the brand and website. The RCE’s Indigenous Advisor will also provide input into the brand and website.

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, including Indigenous communities
- Demonstrated excellence in material and website design
- Experience working with non-profit partners
- Ability to work both independently and in a collaborative team environment

5.2 Schedule

- Selection announced May 10th, 2017



- First meeting to occur on May 11th or 12th
- Contract to be complete – week of July 10th, 2017

6.0 BUDGET and PAYMENT

6.1 Budget Allocations

The budget for this project cannot exceed \$5,500 (taxes inclusive). 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 (5) activity, based on the amounts allocated in the consultant's proposal.

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

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.
 - c. Indicate estimated budget (amounting to no more than \$5,500 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 May 4th, 2017** by email to Brianna Salmon, Executive Director, GreenUP at brianna.salmon@greenup.on.ca.