



CANADIAN ENVIRONMENTAL LAW ASSOCIATION
L'ASSOCIATION CANADIENNE DU DROIT DE L'ENVIRONNEMENT

Request for Proposals - CELA Brand redesign

The Canadian Environmental Law Association is looking to refresh its visual identity. CELA has been working for environmental justice for citizens for more than 30 years and we want to better capture the dynamic nature of the organization's work and a stronger sense of its purpose in our visual identity.

Scope of work:

CELA is nearing the end of a strategic planning cycle, which has included an assessment of the organization's identity elements. You will work with staff and an external consultant to integrate the concepts that have developed through this work into an exciting new visual identity, including:

- A new mark (logo and/or wordmark)
- A new organizational style template, including colour palette, font set, and core design features

Deliverables:

1. Three options for a new mark. Must be suitable for print and online usage, varying display sizes and resolutions, colour and grayscale, and address bilingual usage (either through a single bilingual mark or separate English and French marks).
2. A style template expressed through both print document and web page mock-ups accompanied by a style guide with full technical specifications.

Process:

1. The selected contractor will meet with a CELA planning team to review and discuss the elements and character CELA is seeking to express through its visual identity. You will review CELA's emerging strategic directions and other relevant documents and discuss desired outcomes with the planning team, including your understanding of the "brand narrative" CELA is seeking to communicate.
2. You will present mark design options to the planning team for feedback. The team has the right to request changes or ask for a set of new options.
3. You will present mark design options that incorporate this feedback to the planning team. The team may request refinements to the options presented.
4. With approval of the mark from the planning team, you will proceed to extend the brand by developing the style template through print and web page design prototypes.
5. You will present the style template prototypes (print and online) to the planning team for review. The planning team will provide feedback, which you will discuss and incorporate.
6. You will present a final style template to the planning team for review. The team may ask for limited final refinements.
7. You will join the planning team for a presentation of final mark and template options to the Board of Directors. You will work with the planning team to incorporate any essential final board direction.

8. You will develop a full identity style guide, including full technical specifications, for approval by the planning team. Provided as a pdf file with index.
9. You will provide final mark design files in eps and jpeg formats (CS3 & CS5 compatible).

Timelines:

- Meet with planning team within 7 working days of selection
- Present mark options within 20 working days of team briefing
- Present refined mark options within 7 working days of team presentation
- Present design templates within 10 working days of planning team approval of mark
- Present template revisions within 5 working days of original presentation
- Provide design guide and final files within 10 working days of final board approval

Application procedure:

1. Provide a description of your proposed approach to the task, your experience with similar assignments, and your firm's qualifications.
2. Provide any details of specific experience in working with non-profit organizations and/or environmentally focused organizations.
3. Provide samples and descriptions of related work (four projects maximum)
4. Provide references from three clients (name, title, organization, email, phone)
5. Provide an "all in" total project cost (HST amount indicated)
6. Include details on all staff who would be involved in the project, including qualifications and experience.

Deadline: February 9, 2012

Send to: Theresa McClenaghan, Executive Director
c/o Sharon Fleishman, Administrative Assistant
301-130 Spadina Avenue, Toronto, ON M5V 2L4
sharon@cela.ca, 416-960-2284, ext. 210

CELA may invite short-listed candidates for a 30 minute interview.

Further considerations:

- CELA may choose to further develop and implement the brand elements developed through this contract with the contracted designer by way of a contract extension or with another designer or firm. All marks, design elements, palettes, etc., developed through this contract will become the property of CELA.
- CELA may amend timelines and extend or reduce scope of work and compensation at its discretion conditional on the agreement of the contractor.
- If CELA is not satisfied with design options presented, it has the right to unilaterally terminate the contract with payment of a break fee of 30% of the total contract amount.
- CELA is not bound to accept the lowest cost or any response to this request for proposals. It may also choose to negotiate amended terms with a selected contractor rather than accepting a proposal as submitted.