



Request for Proposals: Visual Identity for the BC Civil Liberties Association

RFP Deadline: Dec. 15, 2011

Project Deadline: February 3rd, 2012

Overview of BCCLA

The BC Civil Liberties Association was established in 1962 and is the oldest and most active civil liberties group in Canada. Our mission is to preserve, defend, maintain and extend civil liberties and human rights of all Canadians, but particularly the most vulnerable.

The BCCLA has been instrumental in advancing democratic freedoms in Canada, such as same sex marriage, fighting for human rights, including the right to die, and calling the government to account on serious issues like online spying, police-involved deaths and racial profiling. With emphasis on the principles of equality, justice, freedom, and liberty, our work encompasses the following areas:

- Anti-oppression
- Drug policy
- Patient's rights
- Prevention of torture
- Freedom of expression
- Electoral reform
- Police accountability
- Privacy

The BCCLA is an autonomous, non-partisan charitable society. Our independence has been one of the BCCLA's enduring strengths for almost 50 years. We are funded by the Law Foundation of B.C. and by citizens who believe in what we do.

What do we need and why now?

In 2012, the BCCLA will be celebrating our 50th anniversary and we want to look good for the party! We are seeking to rebrand and need a new visual identity that reflects our history and values but has a style in keeping with the times.

Our new look should be engaging and dynamic, to reflect not only the spirit of the BCCLA but also the civil liberties outcomes it helps bring about. It will be versatile, and convey this message easily in print and online environments. When folks stop and say "Wow!" when they "see" us, we'll know we've done it right.

BRITISH COLUMBIA CIVIL LIBERTIES ASSOCIATION

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We are looking for a savvy, socially conscious designer who can work autonomously on a fairly short deadline. We are happy to do the majority of the project online, with the occasional f2f meeting. Keep in mind the BCCLA is a non-profit and therefore works with the proverbial shoestring budget. But we know quality when we see it, and do our best to pay for it.

The Project:

The successful proposal will be selected for the development of the following for the BC Civil Liberties Association:

1. Visual Identity

The visual identity should include, but is not limited to, final logo design, supporting images and graphic elements, colour palette, typography and templates. This identity will be incorporated into all of our print materials, and our pending website redesign. The final art for the new identity will need to be in three file formats (eps for full colour, reverse and black and white) that will be owned in whole by the BCCLA.

2. Templates

Creation of templates including, but not limited to, Word, Powerpoint, one-pagers, posters, and invitations.

3. Brand Guidelines

Upon completion, we will need brand guidelines for, but not limited to, digital and hardcopy products, with design elements for proper usage. Visual examples of corporate printed materials, such as posters, brochures, stand-up banner, stationery, one pagers, website templates, social media, and invitations, are a nice touch.

Proposals should include:

- at least three examples of graphic design work produced by the applicant. Examples that showcase design work in diverse corporate applications are recommended (ie: poster, letterhead, stand-up banner).
- an outline of costs associated with the development of a new visual identity, including conceptual design, brand guidelines and templates.
- what is required for the BCCLA to own the final work produced.
- demonstrated capacity to complete the project under the outlined timelines.

Deadline: Proposals are due December 15th, 2011, via PDF, to kate@bccla.org

Selection Schedule:

- Issuance of RFP – November 30th, 2011
- Responses Due – December 15th, 2011
- Award of Contract – by December 31st, 2011
- Anticipated Completion of Project – February 3rd, 2012

Selection Process:

A committee consisting of BCCLA staff will determine which applicant is best qualified to complete the project based on the information requested in the RFP. The ability to complete the project under the specified timeline, costs for project completion, and the applicants' portfolio will be key factors in the selection decision. The BCCLA reserves the right to ask for any additional information that it deems necessary to assist with the review and contract award process.

The BCCLA reserves the right to cancel this request for services at any time, to elect not to award the work listed, to reject any or all of the response, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the respective responses received.

For further information and to submit a proposal in PDF format,
contact Kate Milberry, at kate@bccla.org