
REQUEST FOR PROPOSAL

Graphic Design for Bilingual Human Rights Website Bids Due: October 21, 2009

Organization Background

The Center for Liberty in the Middle East (CLIME) is a Washington D.C.-based non-profit organization working to promote democratic values of liberty and pluralism in the Middle East. CLIME advocates peaceful transitions to political systems that protect individual liberties, enable a higher level of political participation, and respect ethnic, religious and political diversity.

CLIME conducts training and educational projects to help activists in the Middle East to improve their activism skills, grassroots outreach, communications and lobbying skills, and deepen their understanding of liberal democracy by learning about its theory and practice.

Design Requirements

In the performance of this contract the Vendor will be required to design and produce “production-ready” graphics for inclusion into dynamically generated HTML. The Vendors will be responsible for defining the style and theme of project based on guidance from the Client.

This contract is for GRAHIC DESIGN ONLY and DOES NOT include HTML or CSS development. The key deliverables for this project are the graphic elements (in .jpg or .png format) sized appropriately and optimized for web use and a “Style Manual” detailing the themes and graphic elements produced as well as ancillary assets necessary to the production of the site.

Page maps will be provided to the Vendor to specify the exact dimensions and placement of elements; however the Vendor may suggest modifications to the page map and placement of elements.

Vendor should be aware that the primary language for this project is Persian and therefore requires a right-to-left page orientation. Template design must be able to accommodate dynamic switching from Persian to English without changing the core template.

The deliverables are as follows:

1. Primary Logo

The Vendor will work closely with CLIME staff to understand the project mission and the target audience and will develop no less than three (3) graphic logos that best represent the project. Vendor will work with CLIME staff to refine the selected logo with up to three (3) rounds of revisions.

2. Website Design & Theme

The Vendor will design a website theme based upon the lessons learned from the logo design process and use the same in the development of a design theme to be applied to all HTML pages.

The website theme must include:

- A. Color Palette
- B. Page Banner
- C. Icons representing content areas
- D. CSS Stylesheet Declarations
 - a. Headline font
 - b. Body font
 - c. Call out font
 - d. <a> Links
- 3. Graphic & photographic element treatments
- 4. Navigation Elements

Newsletter Design & Theme

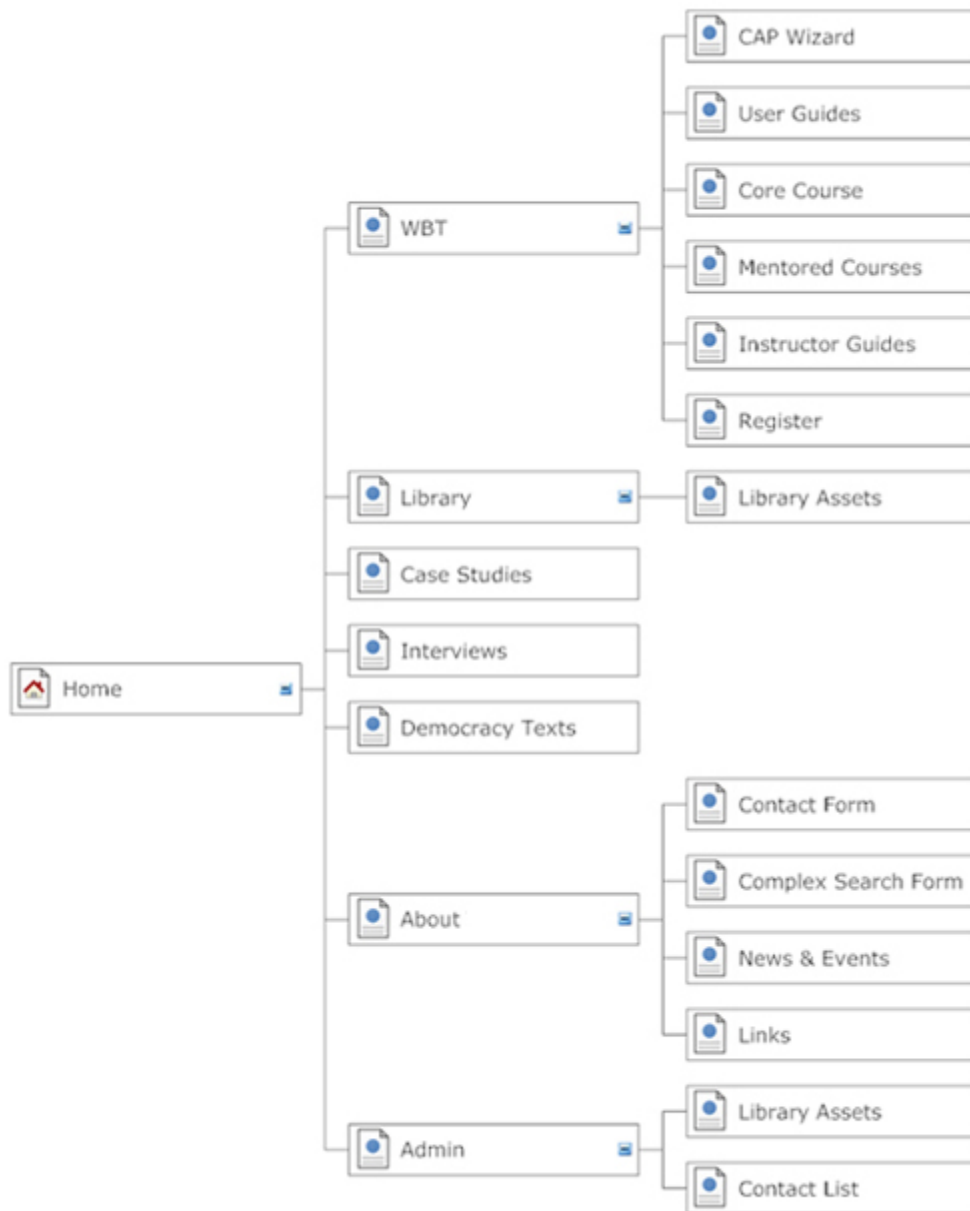
- 5. Newsletter Theme
- 6. Advertising Banner
 - a. Leaderboard (728 x 90)
 - b. Full banner (468 x 60)
 - c. Half banner (234 x 60)
 - d. Skyscraper (120 x 60)
 - e. Large rectangle (336 x 280)

A complimentary color palette will be developed based on the colors used for the logo and cascaded throughout every style used for the website

As one of the primary goals of this project is to deliver information to an audience with limited bandwidth access page template design must utilize CSS styles whenever possible. CSS style declarations will be developed based on the cumulative design work to date.

Each section and subsection of the site will feature a banner located at the top of the HTML page. The banner will include the site brand as well as icons and labels to clearly communicate to the user, in a visual manner, exactly where they are within the site.

An icon will be necessary for each subsection of the site that clearly communicates the type of information being presented. The provisional site map below illustrates the site structure as currently planned. All public sections require a unique icon and banner.



The current site structure requires 12 unique banners and icons.

Graphic design for the newsletter should closely follow that of the website. The newsletter will be electronically delivered via HTML formatted email.

The final deliverable is a “Style Manual” detailing the specifics of all elements used in the design of the website and newsletter.

Iterative Process

Vendor must provide three (3) design options for each element contained within this RFP. Vendor will work with CLIME staff to refine submitted work with up to three (3) rounds of revisions.

Proposal Submission Information

Submissions must be received by October 21 and accompanied with a portfolio of work demonstrating the vendor's experience in website design. Vendor must also provide 3 prior client references.

For Additional Information or Clarification

CLIME requests bids to be sent to Mr. Christopher Lambert, Christopher@mideastliberty.org by close of business on Wednesday, October 21. Christopher can also be reached at 304.780.5741.

Anticipated Selection SchedulePrimary Logo Design

October 30: Vendor selected and CLIME vision and requirements discussed

November 10: First round logos

November 17: Second round logos

November 24: Third round logos developed by vendor and final review/selections made by CLIME

Website Design & Theme

November 24: Color Palette finalized

December 1: First round website elements developed, including: page banner, icons, CSS Stylesheet declarations, graphic and photographic element treatments, and navigation elements.

December 8: Second round website elements

December 15: Third round website elements developed and final review/selections made by CLIME

Newsletter Design & Theme

December 1: First round newsletter theme and advertising banner

December 8: Second round newsletter theme and advertising banner

December 15: Third round newsletter theme and advertising banner and final review/selections made by CLIME

