

Request for Proposal: Graphic Design Services

Background on New England Grassroots Environment Fund

The New England Grassroots Environment Fund is a nonprofit organization with a mission to *energize and nurture long-term civic engagement in local initiatives that create and maintain healthy, just, safe and environmentally sustainable communities.*

The Grassroots Fund's programs:

- **foster innovation** by providing grant dollars to frontline, volunteer-driven (often unincorporated) groups;
- **convene changemakers** through the *RootSkills* Training Series and *Catalyst Conversations*;
- **amplify voices & catalyze leaders** through participatory decision making, trend reports, newsletters, *RootTalk* Blog, *PEP Talk* videos, *Feature Stories*;
- **reimagine philanthropy** as a force for network/relationship-building.

With the introduction of [guiding values](#) in 2016, the Grassroots Fund has re-committed to equity as a core value and is co-creating with on-the-ground groups as we pilot approaches and processes that allow for the participation of a broad range of 'lived experiences' (based on race, socio-economic status, gender, etc.). We are introducing participatory decision-making models in our grantmaking programs, as well as in our peer-to-peer resource sharing through the *RootSkills* Training Series.

Description of Need

The Grassroots Fund is seeking proposals from graphic designers with demonstrated experience in visual identity development, particularly with organizations working on environmental and social justice issues. Designer(s) will work with Grassroots Fund staff, website consultant and a communications team to design and integrate visual identity elements in support of a new brand strategy which has been developed with consultant Flowetik. The term of the contract will be approximately three months. The total fee for services is not to exceed \$5,000, with total cost being one of the selection criteria. Proposals should break down costs by specific proposed components.

Scope of Work

- Align analytic and creative thinking to create a visual identity that brings all the components of the Grassroots Fund visual system – logo, color palette, typography, graphics and imagery style – to work together in support of the organization's brand strategy developed by Flowetik.
- Create the Grassroots Fund visual identity using a process that encourages client feedback and refinement.
- Develop a master brand logo and 3-4 sub-brand logos. This includes showing a series of logo concepts, including different font treatments, and - based on client input - refine a direction until final approval.

- Apply approved logo system to a new stationery system, slideshow presentation template, social media brand graphics and website template page designs (potentially up to three page templates)
- Develop a *Brand Guidelines Manual* with logo/identity usage standards and file formats for print and web.

Proposal Submission Requirements and Deadline

Selected consultants must be prepared to begin working with the Grassroots Fund within two weeks of the contract award. Proposals are accepted on a rolling basis but should be submitted no later than 5:00PM EST on April 13, 2018 Please send your PDF application file to: rfp@grassrootsfund.org with the Subject line: “Graphic Design Services”. **Please direct any questions to email only.**

Proposals should follow the outline presented below with a maximum of two-pages:

- 1) **Introduction** - At a minimum, contain identification of the offering firm and/or contractor including name, mailing address, email address, and telephone number.
- 2) **Qualifications and References** - Provide summary information about your qualifications for this work demonstrating understanding of the Grassroots Fund’s Guiding Values and experience working with clients in the environmental and social justice fields. Please provide 3 samples of comparable projects performed for other clients and at least three references of comparable agencies that the Grassroots Fund can contact as references for your work.
- 3) **Technical Approach** - Describe your understanding of the Grassroots Fund’s objectives and requirements, demonstrate your ability to meet those requirements, and outline a plan for accomplishing the specified work.
- 4) **Budget** - Provide a budget with hourly rates, and time anticipated for this proposal. Please break down expenses by different components proposed.

Selection Process

A review committee consisting of Grassroots Fund staff and partners from the Grassroots Fund’s communications team will review and evaluate the proposals received. The selected contractor must have the experience to carry out the work and must have experience working on similar projects.

The New England Grassroots Environment Fund is a nonprofit organization and an equal opportunity employer. New England Grassroots Environment Fund expects that any company or service provider with whom it does business will be committed to equal opportunity practices as well.