

Request for proposals : Graphic redesign project

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PROJECT DESCRIPTION:

MAX Ottawa is looking for a service provider to conduct an update of its visual identity. Based on the existing branding material, the service provider will work on an update and/or a development of a brand guidelines document, social media visual, pamphlets, template for website visuals, etc. Deliverables are detailed below.

With a cohesive visual identity, MAX Ottawa is looking to:

- Increase the understanding of its services, programs and events.
- Ease the internal work of creating communication material.

The reason why we are initiating this project is because we want to have a global identity that is able to include a different sub-identity for each of our health portals. We have a portal for mental health, sexual health, community health and harm reduction. Each of the portals offers different services, programs and events.

ABOUT MAX OTTAWA:

MAX Ottawa is an organization dedicated entirely to maximizing the health and wellness of the 2SGBTQ community in the National Capital Region. Our mental health, sexual health, social health, and harm reduction programs have been pillars of support for our communities and a vital part of HIV and STBBI awareness and prevention. The work being done by our staff and volunteers has made a big impact by addressing the systemic barriers and inequities we face head-on and prioritizing the voices and needs of community members.

We envision a community of self-affirming guys into guys caring for ourselves, caring for each other, and enjoying complete health equity. The goal is to champion improved health outcomes of guys into guys in the Ottawa area, living with HIV or not, through building awareness and improving system responsiveness within a dynamic networked and partnership model.

Click [HERE](#) to learn more about us.

TIMELINE AND DELIVERABLES:

The service provider will have to send at the beginning of the mandate a detailed timeline based on the deliverables below. **Please note that the project detailed below through its deliverables must be completed no later than April 25, 2022.** The key deliverables are listed below:

Deliverables	Details
Brand guidelines	<ul style="list-style-type: none"> - Set forth rules for official usage of existing logo. - Update font type, color, typography, tone and identity features.
Promotion templates	<ul style="list-style-type: none"> - Customizable templates for online promotion of activities (services, events, programs) and announcements in the newsletter and on social media platforms (Facebook, Instagram, Twitter, LinkedIn).
Online material	<ul style="list-style-type: none"> - New website banners - New website images - Newsletter templates - Letterhead - Business Card templates - Google Slides and PowerPoint template - Written report template
Printed material	<ul style="list-style-type: none"> - Promotional Brochures and program information guides/booklets

BUDGET

The budget for this project is set between

PROJECT SUBMISSION

We will evaluate the bids found to be compliant based on these selection criteria:

- Understanding the purpose of the project
- Price
- Experience and expertise in similar mandates
- Work methodology and presentation of selected bidders.

You can submit your proposal in French or in English.

The deadline for submissions is

If you have any questions, please contact info@maxottawa.ca