



Request for Proposals

Rebranding

Application Deadline

October 28, 2024

Issued October 22, 2024

About CCS

Catholic Crosscultural Services (CCS) is a national non-profit organization based in the Greater Toronto Area. CCS aims to empower immigrants and refugees of all religions, ethnicities, countries of origin, immigration status, sexual orientation, or political affiliation to develop the skills and acquire the necessary knowledge to settle, integrate and succeed in Canada.

Founded in 1954, CCS believes in the power of diversity and inclusion to foster change, nurture progress and move society forward. Newcomers need linguistically appropriate assistance and culturally sensitive support. Thus, CCS delivers programs and services in thirty languages to address these gaps, assisting clients to confidently navigate the labour market, school, and health care system.

We have nine locations across Scarborough, Mississauga, and Brampton and collaborate with numerous partners and settlement and social services sector organizations throughout the Greater Toronto Area.

Our Refugee Sponsorship Training Program (RSTP) works with private sponsors across Canada to assist them in successfully sponsoring refugees through the Private Sponsorship of Refugees Program.

For additional information on CCS, please visit www.ccscan.ca and www.rstp.ca.

The Opportunity

Catholic Crosscultural Services (CCS) requires a consultant specializing in branding and graphic design to undertake a review of the organization's brand identity.

The organization has been in existence for close to 70 years (began in the mid-1950's and was incorporated in 1959). Since its inception, the organization has evolved and grown both in terms of services offered to the newcomer community and the number of geographical locations where we operate. Despite this growth, the branding identity has remained the same. It has not evolved to reflect the organization we currently are, the new digital world in which we exist, and the new visual language that the world speaks.

Project Sponsors

The project sponsors are the Executive Director, and Director of Finance.

Project Overview

The goal of the project is to refresh the CCS brand and present it in a more modern, attractive, expressive and identifiable language that can be utilized across a range of marketing and communication methods (written, and digital)

The outcome of this project will be:

- A review that embodies the current essence of CCS
- A unique brand identity redesign (logo, colour palette, typography, etc)
- An effective brand messaging, including tagline, and positioning statement
- Development of a style guide for consistent brand usage
- Redesign of marketing collateral (business cards, brochures, etc.)
- Digital presence (social media, email templates, etc.)
- A cohesive voice with consistent application of concepts, words, and stories
- Supporting visual elements
- Consistent application of the brand identity in all communications, and outreach activities

Project Objectives

The rebranding initiative aims to:

- Increase awareness and engagement with our key audience (clients, funders, donors, volunteers, partners)
- Align the brand with our mission and values
- Create a modern and cohesive visual identity
- Differentiate the organization within the non-profit sector
- Build a flexible brand system that can adapt to future growth

Key Considerations

- We honour the history and legacy elements of CCS, while ensuring that we design a new visual identity and narrative that is modern, engaging, and compelling.
- We adopt a digital-first mindset in the design, development, and application of CCS' new brand in line with the latest communication, and marketing trends, channels, and technologies.
- We apply a consistent design and use of CCS' brand refresh across marketing and communication material.

Target Audiences

- Clients
- Funders
- Donors

- Other organizations
- Volunteers

Deliverables Brand and Communication Elements

Brand and Communications Element	Details
Brand claim and narrative	<ul style="list-style-type: none"> • Tagline • Style guide / brand guide • Storytelling and messaging options • Positioning and key messages • Guidelines on imagery and photo usage and application
Cohesive look & Feel	<ul style="list-style-type: none"> • Logo • Colour palette • Typography • Use of photograph • Guidance on Logo usage and applications
Collateral materials	<ul style="list-style-type: none"> • Letterhead, envelopes, business cards, e-signatures • Organizational brochure • E-newsletter templates • Ad templates social media • Presentation templates
Video	<ul style="list-style-type: none"> • Style • Typography • Guidelines on imagery and photo usage and application
Print and digital media	<ul style="list-style-type: none"> • PowerPoints • Reports
Signage and exhibitions	<ul style="list-style-type: none"> • Pole Banners • Digital signage & display

Scope of Work

The project will require the following:

Discovery and Research

- Conduct a brand audit and stakeholder interviews
- Review existing brand assets and messaging.
- Research the competitive landscape and market positioning.

Brand Identity Development

- Create new visual identity concepts, including logo, color schemes, and typography.

- Present multiple design options for review and feedback.

Brand Messaging

- Develop a core brand message and tagline that communicates the essence of our organization.
- Provide copy for key communications channels (brochures, posters, etc.).

Collateral and Assets

- Redesign key materials (business cards, brochures, presentations, etc.).
- Develop a brand style guide to ensure consistency across all communications.

Website and Digital Presence

- Refresh the website to reflect the new brand (optional).
- Design templates for social media, newsletters, and email marketing.

Candidate Requirements

- Extensive experience in marketing with an emphasis on branding, and graphic design
- Demonstrated expertise in facilitating conversations with a multitude of stakeholders, including management, staff, board members, clients, and volunteer
- Solid experience developing brand identity tools that are engaging, attractive, and expressive.

Proposal Evaluation and Criteria

Submitted proposals will be evaluated upon the following criteria:

- Experience and qualifications of primary consultant and key team members (if applicable) -30%
- Methodology -25%
- Understanding of Objectives -20%
- Work Plan, Schedule, and Level of Effort – 15%
- Cost – 10%

Guidelines for Proposal Development

Proposals should include the following information:

Company Overview

- Brief history of your firm.
- Experience with non-profit organizations or similar sectors.

Relevant Experience

- Client testimonials or references from similar engagements.

Approach and Methodology

- Your process for discovery, design, and implementation.
- Proposed timeline and milestones for the project.
- How you will involve our team in key decisions.

Budget Breakdown

- Detailed cost estimate, including all project phases.
- Any additional expenses or potential extra costs.

Timeline

- Proposed start and completion dates.
- Key milestones and review points.

Key Dates and Timeline

Our timeline is flexible but we prefer if the work can be completed by March 1st, 2025.

Submission Details

Please submit your written proposal by October 28, 2024 to:

Claudio Ruiz
Executive Director
rfp@ccscan.ca

Terms and Conditions

1.1 Delivery of Proposal

An electronic copy of the proposal must be submitted by 5.00pm EST.

1.2 Proposal Time Limit

The proposal shall be valid for a period of 30 days.

1.3 Selection process

The proposal shall be reviewed against all selection criteria and the strongest proposal will be selected. All applicants will be notified as per the timeline provided. Additional written materials may be requested. Following a review of the applications, an interview will be scheduled.

1.4 Conflict or Interest

Applicants responding to this RFP may not have any personal or business interests that would present an actual, potential, or apparent conflict of interest with the performance of the contract to be awarded.

1.5 Distribution of the Invitation for Proposals

By notice to potential applicants identified by CCS.

1.6 Liability Insurance

All firms are requested to certify that the firm does not currently have any outstanding liability claims that may affect the future health of the firm. Additionally, the firm must maintain and confirm sufficient liability insurance relevant for a client of our size.

1.7 Applicant Expenses

CCS is not responsible for Applicant's expenses. The application process will not necessarily result in a commitment to sign a contract with the Applicant. CCS is not liable for any expenses incurred by Applicants, including the expenses associated with the cost of preparing the Application.

1.8 Successful Applicant

The successful applicant will be required to enter into a Service Agreement with CCS. Please be advised that successful Applicants will be required to:

- i. Provide the services for a defined period of time.
- ii. Provide invoices to CCS on account of their services, accordingly.
- iii. Provide CCS with an HST number for their business.

iv. Report their income and directly remit the payment of all taxes or payments assessed or levied against or in respect of their business, including income tax, Canada Pension Plan, and all other premiums or levies required by law to the appropriate Government Agency.

1.9 External Factors

CCS reserves the right to withdraw this RFP or terminate the resulting contract within the terms of the contract without penalty. CCS' programs and services receive funding from various sources and therefore all contracted services are subject to budget constraints.