

# **COMMUNITY POWER CAPITAL LOGO RFP**

## **1. DESCRIPTION, PURPOSE and OBJECTIVES**

In September 2010, the Community Power Fund will launch a new investment vehicle in Ontario that will meet the most pressing financial needs of qualified, commercially viable community-owned renewable energy project development in the province.

Community Power (CP Fund) seeks proposals from capable graphic designers to design a logo for the new investment product.

## **2. BUDGET**

Budget for the logo development is \$2,000 CDN.

## **3. TERMS AND CONDITIONS**

Terms for proposal:

- i. Relevant dates: RFP submission deadline is August 5<sup>th</sup> / logo fully developed and delivered in required formats deadline August 23<sup>rd</sup>
- ii. Proposals should be submitted via email to [info@cpfund.ca](mailto:info@cpfund.ca)
- iii. We ask that all proposals use the proposal format outlined in this RFP

## **4. BACKGROUND OF ORGANIZATION**

The Community Power (CP) Fund is a Fund that supports project development activities of Ontario-based community organizations pursuing local renewable energy projects. Visit [www.cpfund.ca](http://www.cpfund.ca) for more information.

## **5. PROJECT DELIVERABLES**

- Design and develop a new fund logo in both vector format and jpeg format
- Develop one (1) colour version of the logo and one (1) black and white version of the logo
- Develop at least two (2) layouts of the logo
- Develop one (1) version of the logo for a white background and one (1) version for a dark background
- Determine color palette
- Design business card, letterhead (press ready but not printed)
- 3-5 page standards guide

## **6. STAFF RESOURCES**

Point of contact is Rebecca Black, Communications Director, CP Fund  
([reblacka@gmail.com](mailto:reblacka@gmail.com))

## **7. PROPOSED TIMELINE**

RFP Response: August 5<sup>th</sup>  
Presentation upon invitation: August 10<sup>th</sup>  
Award contract: August 12<sup>th</sup>  
Draft logos presentations: August 17<sup>th</sup>  
Revisions: August 18<sup>th</sup> - 22<sup>nd</sup>  
Final design and deliverables: August 23<sup>rd</sup>

## **8. FORMAT FOR PROPOSALS**

### ***Proponent Organization / Profile / Technical Skills / Experience***

- Proponents shall identify relevant technical and necessary skills, qualifications and experience that they consider appropriate to the evaluation of their ability to successfully undertake the proposed contract and meet all RFP objectives.

### ***Letter of Introduction***

- Include RFP title, contractor name, address, telephone number, fax number, email and contact person.
- One page introducing the Proponent's company, signed by the person(s) authorized to bind the proponent to their proposed offer (RFP response).

### ***Proposal / Project Requirements / Scope***

- Full details of the proponent's proposal including work plan, and schedule.
- Including sample concepts for a logo is optional

### ***Pricing***

- Indicate the proposal pricing

### ***Attachments***

- Professional references
- Other logos that proposed designer has designed and executed