

EntrepreNorth Branding Refresh Request for Proposals

Proposal Submission Deadline: Sunday, October 29, 2023 by 12am (midnight) **Contact for Proposal:** Tanya Roach, Marketing Specialist, tanya@entreprenorth.ca

Project Description

This Request for Proposals ("RFP") is an invitation by EntrepreNorth, a project of MakeWay's shared platform ("EntrepreNorth") to prospective Proponents to submit Proposals ("Proposals") for a Branding Refresh project.

EntrepreNorth is seeking an experienced Marketing, Branding and Design Professional(s) to collaborate with our team on a Branding Refresh project. This work is a key component of EntrepreNorth's 2023 Marketing and Communications Strategy, which is grounded in our goal to mobilize a community of changemakers who are amplifying stories of entrepreneurship, innovation and Indigenous excellence.

Project Background

In 2018, EntrepreNorth launched with a mission to empower Indigenous entrepreneurs to build sustainable businesses and livelihoods across the North. We believe that Northern Indigenous entrepreneurs can become catalysts of prosperity and drivers of social change within their own communities, and that the development of sustainable enterprises can create local economic opportunities to help break through cycles of poverty, address social challenges, and strengthen Northern ways of life.



Our purpose is to advance thought leadership on business education and financial practices that honors Indigenous knowledge systems, creates social change, and generates new economic pathways. Ultimately, our vision is a movement of Northern Indigenous entrepreneurs who are innovating solutions to strengthen economic resilience and community wellbeing for generations to come.

EntrepreNorth launched in 2018 with a logo, tri-colour palette, and select typography. Now that the project has grown and our offerings have expanded, we recognize that our current branding needs an analysis and update to better align with our evolving goals. Please see Branding Refresh Project details below.

Project Objectives

- Elevate EntrepreNorth's current branding to increase brand awareness and identity
- Solidify consistency of EntrepreNorth's visual identity across multiple products and platforms
- Improve versatility of our logo and its use across multiple mediums
- Ensure branding refresh aligns with our Marketing and Communications Strategy
- Ensure branding strategy considers brand extensions for other EntrepreNorth product and service offerings

Project Scope of Work

- Review existing branding content and relevant documents to become familiar with EntrepreNorth's story
- Perform an audit of EntrepreNorth's current branding and designs to identify what works and potential areas for improvement
- Develop multiple design options for EntrepreNorth team to review
- Coordinate feedback sessions with identified stakeholders
- Conduct necessary rounds of edits incorporating feedback from team
- Finalize designs based on approval from EntrepreNorth



Project Deliverables

In consultation with the EntrepreNorth Team, the selected contractor will:

- Produce an EntrepreNorth-approved Branding Portfolio that includes:
 - A refreshed logo design (full color, black & white versions, horizontal and vertical designs)
 - A monogram version of the logo (full color and black & white versions)
 - Refreshed typography
 - A designated brand colour palette
 - o An updated Branding Guidelines Document
- Apply new branding to sample products and platforms
- Produce a brand extension strategy for specific EntrepreNorth products and service offerings
- Deliver all design files to EntrepreNorth team

Proposal Guidelines

Proposals are to be submitted in PDF format to tanya@entreprenorth.ca by **Sunday, October 29, 2023 by 12am (midnight).**

All proposals will be reviewed by EntrepreNorth and top proponents will be asked to participate in an interview as part of the selection process.

The following information should be included in any proposal provided in response to this RFP:

- Professional and/or Organizational details;
- Professional or Team knowledge, skills and expertise in branding, graphic design, and marketing;
- Demonstration of past project experience in developing branding and brand strategies;
- Demonstrated understanding of EntrepreNorth's mission;



- Project methodology and processes;
- Portfolio and work samples;
- Creative approach and concept;
- Proposed schedule of fees and expenses;
- Proposed project plan and schedule of deliverables;
- Professional or Team curriculum vitaes/resumes; and,
- Expressed intention for wanting to work with EntrepreNorth.

Project Budget

• The maximum budget for this project is \$20,000 CAD.

Proposed Project Timeline

Project Phase	Milestone Completion Date*
Awarded Contract	Monday, November 13, 2023
Consultations with EntrepreNorth to finalize project plans	Friday, November 24, 2023
Branding Refresh designed in close collaboration with EntrepreNorth and its key stakeholders	Friday, December 22, 2023
Project Complete	Friday, January 5, 2024

^{*}Ongoing consultation and review as needed.



Scoring Criteria

Scoring Criteria	Assigned Weight
Portfolio and Work Samples	30%
Relevant Experience	20%
Project Methodology	15%
Creative Approach and Concept	15%
Cost & Budget	10%
References and Testimonials	10%
Total	100%