



Request for Proposals - RPIRG website and new logo design

Regina Public Interest Research Group (RPIRG)  
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[www.rpirg.org](http://www.rpirg.org)

Release date: April 26, 2021  
Questions due: May 5, 2021  
Proposals due: 12pm May 7, 2021

## About RPIRG

The Regina Public Interest Research Group (RPIRG) is a student resource centre based out of the University of Regina, established in 2007. We are funded by and serve university students, with a mandate to encourage and promote community leadership on social and environmental justice issues.

RPIRG has a membership of approx. 16000-17000 students, but we also engage in and support leadership and activism both on and off our campus, and in the wider community. We are a very small office, with only 2 permanent staff (one full and one part time) and a few seasonal contracted staff throughout the year, and are run by a volunteer board of 8 university students.

We have had our current logo and website since around the time we were founded and both are due for an update. Our current web template and some of its functions are clunky and no longer serving us well, and we are also keen to have a less busy and more versatile logo.

## Project description

RPIRG is seeking the design of a new logo and a design overhaul of our website. We are prioritizing simple, practical designs that can serve us well into the future.

### **Logo specifications**

- Seeking both an acronym (RPIRG) and full name logo
- Seeking both a colour and black and white version for both of the above, with transparent backgrounds
- Creation of 2-3 versions of each for client review
- Permanent electronic files of each final version
- Font family selection

### **Website specifications**

- We want the website to be hosted through an existing online platform (wordpress, squarespace, etc.) that is very user-friendly for current and future staff - we currently use wordpress but would be happy to move it to elsewhere
- RPIRG staff need to be able to update and add pages as necessary
- Integrated tools or apps need to be easy to use
- Needs to host media (specifically microsoft office documents, pdfs, and some images)

- Needs to prioritize accessibility, especially for both visual readers and those accessing with e-readers. This should include the option to provide alt-text for graphics
- Most of the copy from the current website will be moved over to the new one. We have some updating to do but will aim to have it complete by the time the final design is complete
- Needs to have a simple and practical theme that is easy to navigate, and also incorporates new logo and its theme/colours
- For reference: We are imagining that some shuffling of menus and copy will happen, but the main functions needed of new website will be virtually the same as on our current one ([www.rpirg.org](http://www.rpirg.org))

### **Project timeline**

- May 12, 2021: winning bidder selected
- May 13-19, 2021: arranging and signing of contract with successful bidder
- May 20-July 2, 2021: Design of new website and logo

### **Other**

- Designer to be credited for all brand development
- RPIRG's budget for this contract is \$7000

### Bidding process and requirements

#### **Proposals must contain**

- Itemized budget to explain all fees, including if any part of the work will be sub-contracted out (names and descriptions of any relevant organizations should be included)
- Attachments or links to relevant work previously done with similar sized and mandated organizations
- List of training requirements for staff, including sensitivity training (cultural, accessibility, etc.)
- If an organization is applying, please outline experience of the staff member(s) who will be assigned to this project, and

### **How proposals will be handled**

All bids will be evaluated based on the criteria below between May 7-12, 2021, and the top three bids will be presented to the RPIRG board for a final decision on May 12, 2021. Upon selection, contract terms will begin to be negotiated with successful bidder and all other bidders will be notified

### **RFP timeline/evaluation process**

Submissions open: April 26, 2021

Final day to submit questions: May 5, 2021

Deadline to apply: 12pm May 7, 2021

Evaluation of proposals: May 7-12, 2021

Final proposal selection: May 12, 2021

Notification of decision to all bidders: May 13, 2021

### **Proposal evaluation criteria**

Cost - RPIRG's maximum budget is \$7000

#### Experience and qualifications

- Outline qualifications as listed above under proposal requirements
- People or organizations that have experience working with nonprofits of similar size and mandate will be given preference
- Recommendations or references from similar clients is an asset

Quality of proposal - The proposal clearly articulates an ability to complete the project as outlined

### **How to submit**

Proposals can be attached and submitted to [info@rpirg.org](mailto:info@rpirg.org), attention: Krystal Lewis before the submission deadline.