



Request for Proposal – Graphic Design for 2020 Visitor Guide

Overview

The Gabriola Chamber embarked on creating a visual identity for the many aspects of island life in 2018/19. Three interconnected websites launched in July 2019 and share a database directory to help navigate the options our community offers. The 2020 brochure redesign will bring the completed brand into print. The goal for the brochure (upon 2nd design) is to become evergreen and direct those interested to see deeper online. The brochure focus will be on what the islands can bring you in the 'off season'. Warmth and nourishment for the body, mind and soul. Beaches to yourself and woodstoves. An abundance of learning opportunities and ways to expand your horizons. We would like to turn the off season ON!

The content will be educational with a genuine request to take care and walk thoughtfully while visiting. The brochure will communicate to all visitors, especially in the summer with fire bans, water restrictions and ferry etiquette, that the island culture and ecosystems are a unique balance and worth respecting.

We are looking for a Graphic Designer to help us reach the vision and goals of our new style brochure. There is an existing style guide for the project that was created alongside our logo and web development.

The brochure will have a directory of listings with corresponding icons on the Gabriola map. The brochure content will be in a storytelling format, with advertising that follows the brochure's style guide. The Graphic Designer for this contract will be asked to assist advertisers in this process, but will receive remuneration for that by the advertising customer. Details of this to be discussed.

Project Scope

The graphic designer will work directly with the Community Economic Development Officer and the Chamber Manager to achieve the desired results of the brochure. Time for Council approval process must be factored into the brochure development. The Chamber will be relying on the guidance and expertise of the graphic designer for overall direction and flow of the brochure.

The Chamber will have further graphic design needs in 2020. There is a separate budget for advertisements, posters and campaigns of \$1750. The intention is to utilize the same graphic designer for these purposes. This will be negotiated separately between the Chamber and the Designer in early 2020.

Deliverables

Develop the standards for the brochure and create the finished graphic identity, layout and feel of a 25-30 page brochure. Brochure design includes:

- Development of basic standards for the graphic identity of the brochure
 - One final design of full brochure will include;
 - full colour design, double sided, full bleed to final specs
 - Design of a vectorized Gabriola map, full colour, with streets index for icons
 - Directory of businesses and points of interest with legend for map.
 - Digital master files for the Brochure.
 - Print ready files (pdf)
- Ad Sales Package* (see below for details)
- Designer will liaison with printers and supply all necessary items required for best results.

*Ad Sales Package: deadline Jan 3rd, 2020

Visual mock-up of brochure feel

Sample blocks of ad sizes (w/ sizing and specs)

Pricing options (set by Chamber)

Advertising Plans & Options (set by Chamber)

Budget and Timeline

The Gabriola Chamber has \$3500 budget for the graphic design component of the brochure. The Chamber will supply all photography, content, style guide and data needed. We understand the timelines are tight and can be accommodating to designer schedule on some dates.

- December 16th Start date
- January 3rd Brochure mock up with ad package details
- Jan 31st Deadline for Ad sales
- Feb 14th All advertisements and content collected.
- March 13th Draft for internal review.
- March 20th Printers

Submissions

1. Cover Letter
2. Examples of Similar Work (3 max)
3. Approach to Scope of Work
4. Proposed Timeline & Budget

Deadline

5:00 PM Friday December 13th, 2019.

All submissions will be confirmed with a reply email.

Contact info

Submissions and questions to tammie@gabriolachamber.ca