



Request for Proposal - Graphic Design Contract September 2020- August 2022

Overview

The Gabriola Chamber established a cohesive visual identity for the organization and its two major community initiatives, which are Tourism Gabriola & Community Economic Development for Gabriola, Mudge & Decourcy Islands.

In the next 2 years the Chamber will require a variety of visual outputs as we embark upon new ways to support local business, redefine our tourism communications, engage the community in the work we are doing and promote/market/share information. We are looking for a Graphic Designer to work with us on a contract basis who will develop all visual content for the organization. Some projects have already been identified and are noted in the deliverables below, others will become apparent with time.

Project Scope

The graphic designer will work directly with the Executive Director and Office Administrator to achieve the desired results of each project. Time for council approval process must be factored into development of larger projects. The Chamber will be relying on the guidance and expertise of the graphic designer for overall direction and flow of each project.

Deliverables

Projects include but are not limited to:

- Annual Tourism publications x2. The goal for future tourism guides is to develop an evergreen publication which directs those interested to see deeper online. The brochure content will be in a storytelling format, with advertising that follows the brochure's style guidelines. The map piece may become a separate entity and alternative advertiser opportunity.
- Large scale logo and visual identity development for new projects and initiatives such as "Support Local" and "Open for Business Saturdays" for home-based businesses.
- Creation of approximately 20 advertisements for communications to the community over two years for various chamber and economic development initiatives, as well as tourism and marketing campaigns.
- Creation of infographic posters for print and digital use, visual aids for meetings, digital sticker for memberships, window decals for businesses.

Budget and Timeline

The Gabriola Chamber anticipates a \$15,000 to \$25,000 budget for the graphic design needs of the organization over the next two years. The Chamber will supply all photography, content, style guide and data needed. The contract will start in September 2020.

Submissions

Please send a cover letter that outlines how you would approach the 2 year contract & the scope of work, along with 3 examples of your work. Submissions and questions to julie@gabriolachamber.ca

Deadline

5:00 PM Tuesday September 15th, 2020. All submissions will be confirmed with a reply email. The successful candidate will begin working with the Chamber on September 22nd.