Statement of Purpose

The purpose of this Request For Proposal(RFP) is to invite branding partners to design and deliver components described in the Scope of Work and deliverables section

Background Information

CivicDataLab Private Limited, a company registered under companies Act, 2013, having registered office at 296/2, Bholaram Ustad Marg, Block-A Flat No. 301, Lord Shiva Residency Indore-452001, (hereinafter referred to as "CivicDataLab" or "Company" or "we") works with the goal to use data, tech, design and social science to the course of civic engagements in India. We work to harness the potential of open-source movement to enable citizens to engage better with public reforms. We help grow data and tech literacy of governments, nonprofits, think-tanks, media houses, universities etc., to enable data-driven decision-making at scale. We believe in becoming thought partners in change with help of our collaborations.

The scope of Work/Deliverables

Brand Design: A brand is a way in which a company, organization is perceived by those who experience it and work with them. Brand design contains in itself all the processes listed below to determine the our organization's identity, and it will also consist of a whole series of accessories described below:

Why are we focusing on it:
- Our branding helps improves recognition
- Our branding helps creates trust
- Our branding helps builds financial value
- Our branding helps generates referrals
- Our branding helps motivates team members

Components:
1. **Logos:** Designing a logo for Civicdatalab. The logo should be simple but unique and should communicate the essence of the organisation clearly and precisely.
2. **Colour Palette and typography:** The person/organisation needs to decide on a colour scheme which suits best for the organisation and portraits goals more prominently which will be used in every official document, site etc. Along with colour schemes font size, font style, font weight etc for the website are also expected to be delivered.

3. **Visiting cards:** Design an elegant and simple visiting card for team members
4. **Promotional items:** Design Customized items with company logo such as:
    a. Notebook
    b. Pen
    c. T-shirt
    d. Stickers
    e. Badges etc..
5. **Template designing:** Template Designing for:
    a. Letterhead
    b. Presentations
    c. Standard documents
6. **Styleguide:** A brand style guide is a document that codifies how an organization presents itself to the world. Put another way, it's a reference tool that helps maintain consistency by demonstrating what a brand looks, feels and sounds like. It should contain the following components:
    a. What do various colours in the design signify?
    b. How not to use the brand material
    c. Guide to the components in social media:
7. **Major brand components for Website**
8. **CivicDataLab Open Brand Design Github Repository**: As CivicDataLab follows the value of Open-By-Default we would like to have all the brand design components open by default and in form of a GitHub repository. We expect to publish both raw and processed design files in open license(preferably CC-BY 4.0 https://creativecommons.org/licenses/by/4.0/) co-owned by the brand partner and CivicDataLab.

Contractual Terms and Conditions

CivicDataLab warrants that all the services will be performed in a professional manner and by suitable and qualified personnel. All of the work will be open-by-default. All the warranties are explicitly mentioned except the ones that included in law or trade licenses.

CivicDataLab understands the time-sensitive nature of this project thus this project execution and payments thereunder will be governed by setting and achieving certain weekly milestones and check-in calls based on mutual agreement of both the parties.

Requirements of Proposal Preparation

In the proposal, please give more relevant details on the following segments

1. About you/your organization

2. Organizational Structure / Structure which you follow
3. Experience with Similar Companies
4. References
5. High-Level plan
6. Budget
7. Project team and management (if any)
8. Contacts
9. More detail you want us to know

Process Schedule

Planned Start Date: 15 April 2019
Duration: 20 days

Contact

For any more details on the project please drop a mail at:

info@civicdatalab.in - CivicDataLab