



**COMMUNITY HEALTH COUNCILS, INC  
REQUEST FOR PROPOSALS – GRAPHIC DESIGNER**

*This is not a legally binding document. This is a document to discuss terms that may be included in a legally binding contract.*

***Background of Community Health Councils, Inc.***

Community Health Councils, Inc. (CHC) was established in 1992 in response to civic unrest and growing health disparities that severely impacted communities of color in South Los Angeles (LA). For nearly 30 years, CHC has employed a multi-sector collective impact approach to address social and health disparities experienced by vulnerable populations and ultimately improve community health. In 2011, CHC leaders published CHC’s Model for Community and Social Change.™ CHC is distinctive as an organization that combines health policy analysis and advocacy with community engagement and coalition-building in communities affected most by systemic racism. In addition to multi-sector collaborative development, CHC specializes in community-based participatory research and engagement, strategic planning, systems analysis, policy development and pursuit of systems-change. While there has been investment in innumerable place-based initiatives focused on building the capacity of *organizations* and local leaders to address disparities in health, education, housing and other social determinants, these investments often do not focus on dismantling systemic racism. In response, CHC’s Social Change Institute, a social enterprise, has developed and deployed a more impactful approach through the Learning for Equity™ (L4E) education initiative. L4E takes a strengths-based approach that acknowledges the inherent value of BIPOC communities and communities of color. Using a community-based participatory approach in the design and implementation that incorporates a focus on building the agency of participants to affect change. Today, CHC’s mission is to collectively build equitable systems to support a vision that creates better communities for all people.

***CHC’s 30<sup>th</sup> Anniversary Campaign and Updated Branding Launch – Fall 2022***

In 2022, CHC celebrates 30 years of service. CHC will officially launch its 30<sup>th</sup> Anniversary celebration and fundraising campaign in the Fall of 2022. This launch will also include an updated brand developed in partnership with communities of South LA. There will be three communications contracts awarded in this process – Graphic Designer, Brand Strategist and Communications & Public Relations contracts. The Graphic Designer will work collaboratively with the Brand Strategist throughout the process. The Graphic Designer will lead the community engagement effort in the planning and development of CHC’s updated brand. The Brand Strategist will lead the development of CHC’s Brand Roadmap and Brand Communications Style Guide.

***Proposal Guidelines***

Applicants, please respond the following questions for your proposal:

1. What is your experience working with BIPOC-led community-based organizations?
2. What is your relationship (if any) to the communities of South Los Angeles?
3. What is your approach to project management and how will you assure this project stays on track per the SOW deliverables and timeline outlined herein?
4. Why do you want to work with CHC and what impact do you hope to have on CHC's mission and vision?
5. Please provide an itemized budget of activities and related fees for said services.
6. Please include a link to any demonstrative, relevant work that you'd like share in support of your proposal.

Please note that CHC has engaged in some strategic pre-work, including:

- collecting data from our stakeholders (board, staff, volunteers & funders) to inform this process
- a competitive landscape audit

***CHC's Commitment to Justice, Equity, Inclusion and Diversity***

CHC is committed to advancing the practices of justice, equity, diversity and inclusion to achieve sustainable policy and system change through meaningful action. CHC team members, volunteers, advisors and subcontractors, as well as any associated members of leaders will embrace this commitment to guide their actions on projects with CHC by welcoming all community members regardless of race, ethnicity, culture, age, gender, sexual orientation, gender identity, ability, national origin, veteran status, social-economic class, religion or any perceived difference. It is important and elemental to the actions undertaken under any agreement with CHC that this commitment be shared and emphasized as we strive to achieve the common goal of creating positive outcomes that benefit all communities, families and children. Therefore, these principles will be applied in the management of this relationship and the evaluation of performance (along with other deliverables).

***Important Dates***

RFP's Released	February 14, 2022
Proposals Due	March 7, 2022
Top Applicants invited to Present to Selection Committee	March 15 <sup>th</sup> 10am – 1pm



	Description of Activity	Start/finish dates	Deliverables*
1. Participate in planning meetings with members of CHC staff and board twice p/month	Designer will participate in targeted planning meetings related to CHC's strategic communications planning and brand development design	Apr 1, 2022 – Aug 31, 2022	No specific deliverables; just required meeting participation to understand and advance project goals; includes meetings in which designer presents creative work aligned with the deliverables below
2. Lead the design and deployment of community-based call for submissions for CHC's new visual identity	Designer will develop process and program for CHC's call for submissions from members of the South LA Community to participate in submitting their vision for CHC's new brand visual identity; Designer will host informational and interactive events virtually and/or in the South LA community; designer will create promotional content for distribution by CHC; designer will support social media-driven competition to select top submissions for inclusion in final visual identity development and design	Apr. 1, 2022 – June 30 2022	<ul style="list-style-type: none"> <li>• Process and program for call for submissions</li> <li>• Virtual and/or in-person submissions events (designer to recommend number of events in proposal)</li> <li>• Promotional flyer artwork/related digital content for use across various platforms (e.g. Facebook, Instagram, etc. as print-ready PDF files and/or PNG and/or JPG files; other file types possible depending on production requirements)</li> </ul>
3. Preliminary concepts	Develop one to two rounds of sketches/concepts informed by incoming submissions and Designer's professional expertise, in advance of working with the winning community members, to begin articulating how the visual identity could take shape	Apr. 1, 2022 – May 31, 2022	<ul style="list-style-type: none"> <li>• Up to two rounds of sketches/concepts for CHC input (PDF)</li> </ul>
4. Work with winning designers	Create and deliver workshop series for winning designers on how to take their	June 1, 2022 – June 30 2022	<ul style="list-style-type: none"> <li>• Workshop series for winning designers</li> </ul>

<p>to finalize CHC new brand identity</p>	<p>concept and create a logo; leverage winning designs to develop and deliver CHC’s final visual identity system, inclusive of ability to add relevant themes, like an Anniversary message; work with CHC to incorporate any needed adjustments to identity elements in order to finalize</p>		<p>(designer to include recommend deliverables in proposal)</p> <ul style="list-style-type: none"> <li>Finalized visual identity elements in print-ready and digital-ready formats (preferably vector EPS files, along with JPG and PNG files, in CMYK, RGB, and B&amp;W)</li> </ul>
<p>5. Work with Brand Strategist to create and deliver Brand Style Guide</p>	<p>Create launch Visual Identity Style Guide component of Brand Communications style guide, as well as designing full Brand Communications style guide (content to be provided to designer by Brand Strategist except for Visual Identity section), collaborating with Brand Strategist as needed</p>	<p>Aug 1, 2022 – Aug 31, 2022</p>	<p>Visual identity guidelines (PDF, along with packaged InDesign file, for later updates that incorporate the identity system in application) that include:</p> <ul style="list-style-type: none"> <li>Logotype and/or logomark, including clearspace, minimum size, do’s and don’ts</li> <li>Brand typography and usage</li> <li>Brand color palette (primary colors and secondary palette and how they can be used)</li> <li>Usage information for other visual identity elements, if any are approved by CHC (e.g. approach to photography or illustration; branded pattern)</li> </ul>