



**Graphic Design Branding Services
Request for Proposal
Mentoring Plus Program**

Purpose:

The Mentoring Plus Program is accepting proposals through this Request for Proposal (RFP) from qualified designers to develop a unique and memorable brand for the program. The services will result in a new graphically designed image (logo) and phrase (tag line) to be used for business cards, letterhead, website, signage, and other marketing materials.

Program Overview:

Mentoring Plus is an initiative of Dalhousie University's College of Continuing Education that draws upon the skills and knowledge of retired people to help support young adults (16 and older) to explore and connect to career paths that relate to the 'Future of Work', by implementing Team Mentoring Initiatives. The program brings together collaborating partners (Town of New Glasgow, Truro and Kentville) that uses an intergenerational approach to achieve the common objective of increasing seniors' social inclusion.

Scope of Services:

Development of a brand concept, to include a message, tagline, and logo that shall be easily recognizable, marketable, and memorable.

Concepts and design will be used, and not limited to, the following ways: Business cards, letterhead, signage, banners, website design and social media.

Proposal Submissions:

All proposals should concisely convey the following information:

1. Description of background in branding, marketing, and graphic design projects, including samples.
2. Owner's name, address, contact person and telephone number.
3. Proposed approach to providing the services and a proposed project timeline.
4. Fee Schedule.

Proposal due: Monday, June 1st, by 4:00 pm

Proposal Submission:

Proposals can be electronically submitted to:

Mr. Gordon Michael, Director Mentoring Plus

gordondmichael@gmail.com

Phone Number: 1-902-580-4588