



Request for Proposals Inclusion Council Visual Identity Formation and Website Design

This RFP opens immediately and closes on Monday, July 10th at 11:59pm. Proposals received after this time may not be considered.

1. Purpose

The Forest and Wood Products Inclusion Council, facilitated by the U.S. Endowment for Forestry and Communities, Inc. (the Endowment; www.usendowment.org), seeks proposals for the creation of a visual identity (logos, fonts, colors, etc.) and the development of a website.

The Inclusion Council envisions a future where the U.S. forest and wood products sector, reflecting the diverse makeup of our society, is committed to equitable workplaces where people feel valued, safe, and that they belong, so that all people can sustain and benefit from forests.

In order to actualize this vision, we need a visual identity to communicate our values and the richness of our work, along with the development of a website to serve as a touchpoint for the public to engage our work.

2. About the Endowment and the Inclusion Council

The Endowment is the nation's largest non-profit dedicated to keeping working forests working for all their environmental, societal, and economic benefits and values. To achieve this, the Endowment works collaboratively with partners in the public and private sectors to advance systemic, transformative, and sustainable change for the health and vitality of the nation's working forests and forest-reliant communities. Our programs range across traditional, future, and ecosystem markets, along with programs for asset creation and forest retention and health.

At the request of industry, the Forest and Wood Products Inclusion Council was facilitated by the U.S. Endowment for Forestry and Communities as an effort to bring the forest sector together to tackle the challenges we face with respect to diversity, equity, and inclusion in forestry. Our vision is for a forest and wood products sector that reflects the diverse makeup of our society and is committed to equitable workplaces where people feel valued, safe, and that they belong. The Inclusion Council was started in 2020 and is composed of private, public, not-for-profit, indigenous and academic representatives from across the United States' forest and wood products sector.

We collectively know that for the forest sector to tackle the issues and opportunities before us, from climate change to rural economic health and development, to forest health and productivity, we must ensure we can attract, retain, and sustain a diverse workforce that can bring all of their talents to the table. We have developed an initial National Action Plan that includes a focus on mobilization. The visual identity and website will help invite the broader sector into this critical work.

3. Proposed Scope of Services

We are looking for a partner to:

1. Create a visual identity for the Inclusion Council, inclusive of all fonts, files, color selections, and logo formats (for web, for print, vector, .ai, .png, .jpg, etc.)
2. Build a navigable website to further our objectives as a council.

We invite flexibility in the specific scope that is proposed. Upon selection of a proposal, the Inclusion Council will work with the consultant to refine and update the final scope of work to be included in the contract.

4. Outcome and Performance Standards and Deliverables

In terms of outcomes, we are looking for (1) a brand guidelines booklet outlining the various aspects of the visual identity along with how to apply them, (2) the specific logo files, font files, and color codes (Hex, RGB, CYMK, etc.) for various forms of adaptation (emails, the website, social media, promotional materials) and (3) a website that seamlessly conveys who the Inclusion Council is and makes it easy for the broader forest and wood products sector to get involved, and (4) creative direction for photography to be owned by the Inclusion Council.

5. Method of Work Arrangement

The services agreement will be by written contract between the Endowment and the consultant/organization.

6. Budget and Timeline

The budget is dependent on proposed methodology and time commitment. The Endowment will consider all budget ranges for this application yet anticipate being able to commit to projects within the range of \$3,000-\$12,000. We anticipate this process to be complete in 6-8 weeks.

7. Who May Apply

This application is open to applicants from government agencies, non-profit organizations, academic institutions, freelancers, and for-profit companies and consultants.

The U.S. Endowment for Forestry and Communities is an equal opportunity employer. All applicants will be considered without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability or genetic information or any other characteristic protected by applicable federal, state, or local law.

8. Application Instructions

Please follow the directions closely and fill out all mandatory fields and attachments in the portal. An additional link to an online portfolio of previous work must be submitted in the online application portal.

Key Information to be completed in the Online Application Portal:

- Title
 - Design and Web Development Experience (please include related work experience and reference projects)
 - Qualifications of Team and Partners
 - Link to your portfolio
 - Budget (please upload the budget to the Financial Information section in the online application, there is a link to a budget template for your use in the Financial Information tab)
 - Workplan Activities (please include expected timeline, strategy, and deliverables)
- Contact information

For any portal/application issues please contact subawards@usendowment.org.

For proposal technical questions please contact Delie Wilkens at delie@usendowment.org.

To view or complete the application go to the Endowment's grantee portal:

<https://usendowment.my.site.com/grantee>

If you already have an account on the portal from a previous Endowment project, please use those login credentials. If you are a new user, please click on "New User" and follow the instructions to create an account.