



COLUMBIA LAW SCHOOL

HUMAN RIGHTS INSTITUTE

REQUEST FOR PROPOSALS: GRAPHIC DESIGN WORK

Project Overview

The Columbia Law School Human Rights Institute is seeking the services of a graphic designer to redesign our logo and produce a suite of electronic and print materials to unify our image and more effectively communicate our programs, activities, opportunities, and work product.

Timeline

RFP issued: November 30, 2016

Submissions due: December 16, 2016

Target project completion date: May 1, 2017

Organizational Background

The Columbia Law School Human Rights Institute advances international human rights through education, advocacy, fact-finding, research, scholarship, and critical reflection. We work in partnership with advocates, communities, and organizations pushing for social change to develop and strengthen the human rights legal framework and mechanisms, promote justice and accountability for human rights violations, and build and amplify collective power. Founded in 1998 by the late Professor Louis Henkin as the anchor for human rights within Columbia Law School, the Human Rights Institute promotes engagement and knowledge of human rights within the law school, throughout the University, and around world. Across the many substantive areas of its work, the Institute builds bridges between scholarship and activism, develops capacity within the legal community, engages governments, and models new strategies for progress.

Target Audience

The audience for the materials created through this project includes prospective and current students, alumni, human rights practitioners, scholars, policy makers, peer academic institutions, United Nations and government officials, and current and potential donors.

Project Goals and Objective

The Columbia Law School Human Rights Institute seeks a new logo to promote the Institute's unique identity and mission. We also seek new design for our promotional and advocacy materials, to ensure impact, consistency, and sophistication. The Human Rights Institute seeks the services of a graphic design

professional to create a dynamic, contemporary, inviting, and visually stimulating logo and design and produce a suite electronic and print materials to build and unify our identity, promote awareness of and interest in our work, and effectively communicate our programs, activities, opportunities, and work product.

Project Scope and Deliverables

The design work will include:

1. Style guide, establishing consistency in fonts and colors for all Institute documents and materials.
2. Redesign of the Human Rights Institute's logo, delivered in both Vector art (.eps) and web format (.jpeg and .png). The logo should work in both full color and black and white format.
3. Print design for a 12-16 page promotional booklet, delivered in both high-resolution and low-resolution .pdf. Language and photo images will be delivered to the designer. Fonts, colors, and any images used should be consistent with overall design established by the designer. Designer will deliver source file and editable template.
4. Electronic letterhead, formatted for Microsoft Word and .pdf. Designer will deliver source files and editable templates.
5. Podium banner design, delivered in 20''x30'' and 23.687x35.5'' format. Fonts, colors, and any images used should be consistent with overall design established by the designer. Designer will deliver source file and editable template.
6. Templates for event promotion poster, delivered in 24''x32'' and 11''x17'' formats, designed in a Microsoft product. Templates should include (1) text only design, and (2) design incorporating image. Poster templates should encompass the overall style established by the designer and include editable fonts and ability to swap out images.
7. Template for electronic newsletter, compatible with MailChimp, Emma, or Constant Contact.
8. Template for human rights reports. Fonts, colors, and any images used should be consistent with overall design established by the designer. Designer will deliver source file and editable template.

Budget

The budget for this project is up to a maximum of \$9,000. While we prefer the most cost-effective solution, all proposals that fall below this range will be considered and weighed based on their merits. Budget should itemize each deliverable, and must encompass all design and production necessary for project completion.

Proposal Requirement

1. Background: individual's/firm's name, address, contact information, biographies of key staff members, experience, and two references. Please include name, email, and phone number of the primary point of contact.

2. Project approach: a brief overview of how designer will approach this project, including a statement of design philosophy.
3. Experience/work samples: summary of completed projects of similar scale and/or for clients similar to the Human Rights Institute. Please include at least three relevant work samples.
4. Cost proposal: estimated cost for all work related to tasks and deliverables outlined in the proposal. Please itemize cost associated with each deliverable. This contract will be performance based.

Basis of Award for Contract

Criteria for proposal evaluation will include:

1. Suitability of the proposal: proposed solution meets the needs and criteria set forth in the RFP.
2. Aesthetic capabilities and portfolio review: designer's work reflects responsiveness and ability to communicate message, as well as creativity and quality in function and form.
3. Candidate experience: candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
4. Cost: price is commensurate with the value offered by the proposer.
5. Proposal presentation: information is presented in clear, logical manner and is well organized.

Timeline

All proposals are due by December 16, 2016. Submissions will be reviewed immediately following the deadline. Target completion date for this project is May 1, 2017.

Submit to/Contact

Please send your proposal to:

Randi Aho, Program Manager, Human Rights Institute
Randi.Aho@law.columbia.edu

If applicable, send hard copies to:

Human Rights Institute
Attn.: Randi Aho
435 W. 116th Street
New York, New York 10023