

REQUEST FOR PROPOSAL

Functional Area: Independent Consulting for Graphic Design of CRI LEP Program Guide

Issued: April 9, 2009

Deadline for Receipt of Proposals: April 13, 2009

Description of Organization

Canyon Ranch Institute (CRI) is a 501(c)3 non-profit organization. CRI catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.

General Description of the RFP

The intention of this RFP is to identify a qualified person who will work remotely for one week in order to design layout and artwork for a Program Guide.

CRI is creating this Program Guide for participants of a multi-week experiential health and wellness program called the Canyon Ranch Institute Life Enhancement Program (CRI LEP). CRI LEP will serve low-literacy, underserved populations in urban and rural settings, and will be offered in multiple languages.

The person selected for this one-week project will be an independent contractor with CRI. As this is not an employer-employee relationship (but rather an independent contractor-client relationship), this project does not offer employment benefits to the person selected.

The four graphic design elements for this job are:

1. Icon and Treatment Development
2. Page Layout
3. Cover and Chapter Pages
4. Font Selection

All design elements will be inserted into Microsoft Word 2003 for final layout of the Program Guide, so all work delivered must be compatible with MS Word 2003 or newer.

The first three design elements include text, and will need to be prepared in both English and Spanish. CRI will provide the text in both languages.

1. Icon Development and Treatment:

There are five icons to be developed, each in English and Spanish, and each in color and black-and-white, for a total of 20 icons. The icons will be used throughout the Program Guide with accompanying text. For example: a **Story** icon will appear followed by one paragraph of text. The layout phase of developing the Program Guide, which will be done in-house at CRI, and take place following the completion of the Graphic Design work. CRI must be able to drop the text into the treatment prepared by the designer.

2. Page Layout

CRI requires a standardized page for the Program Guide that will include page numbers and may include logo(s). The Program Guide will be printed double-sided and bound, so attention to margins will be important.

3. Cover and Chapter Dividers

The Program Guide has one outside cover (front only) and an introduction page at the front of each chapter (nine chapters). The designer will develop these elements, each in English and Spanish, for a total of two covers and 18 chapter pages. These will be color (four-color or two-color) designs, with titles and images.

4. Font Selection

The Program Guide may require three or four different fonts, depending on the designer's recommendations. Different categories of text include chapter headings, sub-headings, main body of text, and text followed by bulleted items. A sample is available.

Project requirements

By this RFP, CRI wishes to identify a person who has:

- Experience with logo design; and
- The ability to work professionally under a tight deadline.

Cost/Budget Structure

The contract will be between \$500 and \$1,000 (U.S. currency) depending on experience and specified time needed for the project. Applicants are asked to specify the amount of time needed and the proposed fee for service rendered.

Responders to this RFP are asked to acknowledge the non-profit nature of CRI and its partners.

Length of commitment

This RFP requests proposals for a time-limited (April 14, 2009 through April 21, 2009) project with CRI.

Components of the Proposal

Proposals should include the following:

1. Your qualifications and experience;
2. An example of icon and treatment design; and
3. An example of a document layout.

Reply instructions and deadline

To respond to this RFP, please send a proposal that is no longer than two letter-sized pages, excluding work samples and photographs, résumé, and/or biographical information.

Proposals must be received via email or mail on or before Monday, April 13, 2009.

Please address proposals to:

Email: david@canyonranchinstitute.org

OR

Mail: David Bornstein, M.S.W.

Program Manager, Canyon Ranch Institute Life Enhancement Program

Canyon Ranch Institute

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