

Call for Proposal: Logo Design & Branding Guidelines

Issued by: The Environment Council of Rhode Island (ECRI)

Deadline: Friday, July 18, 2025

Overview

The Environment Council of Rhode Island (ECRI) is seeking a skilled graphic designer or creative agency to create a refreshed visual identity—centered on a new logo and a concise set of branding guidelines to ensure consistent, effective use across platforms. This project is part of ECRI's broader effort to modernize its communications, unify its public presence, and better reflect our mission, values, and growing coalition of environmental justice, climate action, and community advocacy partners across the state.

ECRI is a statewide coalition that unites advocates, organizations, and communities to advance science-based, justice-centered environmental policies that protect people and nature. We're amplifying grassroots leadership, holding decision-makers accountable, and pushing for bold, equitable solutions to the climate and ecological crises.

Project Goals

- Design a new logo that is modern, memorable, and aligned with ECRI's tone, brand personality, and mission
- Develop a complementary visual identity system (colors, typography, graphic elements)
- Deliver a brand guidelines document for consistent use across digital and print platforms
- Ensure the brand reflects our identity as an inclusive, justice-forward, and policy-savvy coalition

Audience

ECRI's audiences include:

- Rhode Island residents passionate about environmental justice
- Grassroots and community-based organizations
- Environmental nonprofits, coalitions, and academic partners
- State and local policymakers
- Media and the general public

Scope of Work

The selected designer/agency will:

- Facilitate a brief discovery session with ECRI leadership to gather input

- Work closely with the VP of Communications throughout the design and revision process
- Propose 2–3 initial logo concepts and iterate based on feedback
- Develop a basic brand guidelines document covering:
 - Logo use and variations
 - Color palette and usage
 - Typography standards
 - Visual tone and imagery recommendations

Deliverables:

- Final logo files in multiple formats (print, web, monochrome, icon)
- Brand guidelines

Budget

We anticipate a project budget of **\$500–\$1,000**, depending on experience and deliverables. We welcome proposals from both freelancers and agencies and encourage submissions from BIPOC, LGBTQ+, and women-led creatives.

Proposal Requirements

Please include:

- A short description of your background and design philosophy
- 2–3 examples of relevant work (esp. nonprofit, advocacy, or movement-building branding)
- A short statement of how you would approach this project
- Timeline and estimated cost
- Contact information

Timeline

- CFP Released: Monday, June 30, 2025
- Proposals Due: Friday, July 18, 2025
- Designer Selected: Friday, August 1, 2025
- Project Completion Target: September 5, 2025
 - Approximately ~5-6 weeks from selection

Submission Instructions

Please send proposals as a single PDF to info@environmentcouncilri.org with the subject line “Proposal: ECRI Logo + Brand Guidelines”.