



## IPLO Logo – Request for Proposals

### Organization Overview:

The Indigenous Professional Learning Opportunities (IPLO) Program with FIREFLY supports the delivery of high quality and culturally relevant services in child care & child and family programs in First Nation communities across Ontario. Working with leaders, early childhood educators and nutrition planners and cooks, the benefits include promoting the Indigenous culture through professional learning experiences, access to new resources, skill development including building relationships with children, families, and the community and networking opportunities between service providers.

### Project Goals:

IPLO is seeking an Indigenous artist or graphic designer to create a new logo for the program. The design should reflect the values of community and sharing, and be grounded in Indigenous culture, history, and identity. This new logo will serve as a powerful symbol of pride, connection, and purpose as IPLO continues its meaningful work throughout Ontario.

### Scope of Work:

The following will be completed by the selected designer:

- The provision of a minimum of two initial logo concepts.
- Revisions as requested by the IPLO team.
- Once revisions are finalized the new primary logo will be provided in:
  - Full Colour
  - All Black
  - All White
- The logo will be shared with the Manager of Communications at FIREFLY in the following formats:
  - .AI, .EPS, .SVG, .PNG, and .JPG
- The logo will be accompanied by a brand guide that includes colours (with hex/RGB/CMYK codes) and fonts used.

### Design Requirements:

- Contain the four colours below: (hex codes provided are colours previously chosen by the IPLO team, that said variations will be considered, especially if they enhance the design.)
  - Red (#b24132)
  - Yellow (#ffdf75)
  - Blue (#334f91)
  - Green (#25956b)
- Have obvious design elements that reflect Indigenous culture, history or identity.
- Include the wording “Indigenous Professional Learning Opportunities”
- Use an accessible font, must be sans-serif.



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### Proposal Requirements:

Please fill out the form below and submit the following:

- Examples of relevant work
- Experience or resume

Name

Name of company (if applicable)

Phone

Email

Timeline: Please tell us about your proposed timeline and availability for this project.

Budget: Please include below a cost estimate or breakdown of your pricing. This will be factored into the selection process.

### Deadline:

**Please email this completed form along with all other relevant information to [communication@fireflynw.ca](mailto:communication@fireflynw.ca) by Thursday, August 21.**

We thank all applicants for their interest in this project, only those selected for further conversation will be contacted. If you have any questions please reach out to our Manager of Communications, Grace Dunford at [communication@fireflynw.ca](mailto:communication@fireflynw.ca).