

# **Request for Proposal (RFP): Branding Consultation for the Black Health and Social Services Hub**

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# 1. Organizational Background

The Black Health and Social Services (BHSS) Hub is a collaborative initiative offering a range of Afrocentric programs and activities in primary care, mental health and addictions, and social services. This partnership between Roots Community Services, LAMP Community Health Centre, and the Canadian Mental Health Association (CMHA) Peel Dufferin is designed with the holistic health of the individual as the primary focus. Our mission is to ensure that services are easily accessible and closer to home for Black, African, and Caribbean (BAC) communities in Peel.

[Black Health and Social Services Hub Peel](#)

## 2. The Challenge

As a newly established collaboration, the Black Health and Social Services (BHSS) Hub faces the unique challenge of creating a brand identity that authentically represents the diversity, culture, and aspirations of the Black, African, and Caribbean (BAC) communities in Peel.

This initiative is more than just developing a logo or tagline—it is about establishing a visual and emotional connection with the communities the Hub serves. The brand must reflect the cultural heritage and lived experiences of these communities while positioning the Hub as a trusted, accessible, and inclusive space for holistic health and social services.

Compounding this challenge is the need to engage a wide range of stakeholders, including individuals from different sub-communities, ages, and gender identities within the BAC population in Peel. The branding process must:

- **Resonate Broadly:** Create a sense of pride and ownership among diverse community members while maintaining a cohesive identity.
- **Facilitate Collaboration:** Work within a committee-led decision-making framework that values input from both community members and organizational leaders.
- **Bridge Tradition and Modernity:** Balance the rich cultural heritage of the BAC communities with forward-looking, contemporary design elements that ensure relevance over time.
- **Foster Authenticity:** Avoid superficial or tokenistic representations by grounding the brand in deep community engagement and co-creation.

Additionally, the naming process will be conducted internally by the Hub with support from the consultant, requiring seamless collaboration to ensure the name and visual identity align cohesively.

This project represents a unique opportunity to set the foundation for the BHSS Hub's public presence and build a brand that becomes a source of pride and empowerment for the BAC communities in Peel. The consultant must not only bring creative and technical expertise but also demonstrate cultural sensitivity, adaptability, and a collaborative spirit to meet this challenge effectively.

### 3. Project Scope

We are seeking a consultant to lead a comprehensive branding process, including:

Activity	Description
<b>Community Engagement</b>	Facilitate extensive consultations with the diverse community members and stakeholders the Hub aims to serve through focus groups, interviews, and designs to be submitted from the community through a competitive process.
<b>Naming Support</b>	Assist the internal team in developing a meaningful and resonant name for the Hub, providing research, feedback, and facilitation.
<b>Visual Identity Development</b>	Create a cohesive visual identity encompassing: <ul style="list-style-type: none"><li>• Logo design</li><li>• Tagline</li><li>• Color palette</li><li>• Typography</li><li>• Messaging and visual guidelines</li></ul>
<b>Brand Implementation Strategy</b>	Develop guidelines for applying the brand across various platforms and mediums to ensure consistency and effectiveness.

## 4. Key Deliverables

- **Comprehensive Branding Strategy:** A document detailing the brand's visual and messaging elements, along with the rationale behind design choices. The chosen proponent should provide at least two choices for consideration.
- **Community Consultation Report:** Documentation of engagement activities, including summaries of focus group and interview findings.
- **Final Branding Package:** All necessary digital and print assets, including logo files, color codes, typography specifications, and usage guidelines.
- **Implementation Guidelines:** Instructions for applying the brand across different platforms and materials.

## 5. Brand Objectives and Tenets

- **Cultural Resonance:** Ensure the brand authentically reflects the cultural identities and values of the BAC communities in Peel.
- **Community Ownership:** Engage community members in the branding process to foster a sense of ownership and alignment with the Hub's mission.
- **Inclusivity:** Develop a brand that is inclusive and accessible, resonating with diverse demographics within the BAC communities.
- **Timelessness:** Create a brand identity that remains relevant and impactful over time.

## 6. Timelines and Key Milestones

- **RFP Issuance:** March 3, 2025
- **Proposal Submission Deadline:** March 21, 2025 at 5:00pm EST
- **Consultant Selection:** March 31, 2025
- **Project Kickoff:** April 2025
- **Community Consultations:** April – May 2025
- **Naming Finalization:** June 2025
- **Visual Identity Development:** May – July 2025
- **Brand Implementation Strategy Completion:** August 2025

## 7. Proposal Next Steps

Interested parties are invited to submit a proposal **by March 21, 2025 at 5:00pm EST** that includes:

- **Company Overview:** Background, relevant experience, and examples of previous branding projects, especially those involving community-focused or culturally sensitive initiatives.
- **Approach and Methodology:** Proposed strategy for engaging community members, facilitating the naming process, and developing the visual identity.
- **Work Plan:** Detailed timeline, including key milestones and deliverables.
- **Team Composition:** Roles and qualifications of team members involved in the project.
- **Budget:** Itemized breakdown of costs.
- **References:** Contact information for at least three clients with similar project scopes.

Please submit proposals by email to Kristin Jones, Manager, Communications and Stakeholder Engagement at [kristin@rootscs.org](mailto:kristin@rootscs.org) before the submission deadline.

## 8. Criteria for Selection

Proposals will be evaluated based on:

- Demonstrated understanding of the project goals and community needs.
- Approach to community engagement and stakeholder input.
- Relevant experience with community-driven and culturally responsive branding.
- Quality of past work and creativity in branding projects.
- Ability to meet deadlines and work within budget constraints.
- An alignment between the goals of the hub and the business goals of the chosen proponent.

## 9. Additional Details

- **Ownership of Deliverables:** All deliverables, including intellectual property, will be owned by the BHSS Hub.
- **Confidentiality:** The consultant must maintain confidentiality of all project-related information.
- **Contract Terms:** Detailed terms will be negotiated upon selection.

## 10. Ownership of Intellectual Property

All intellectual property developed during this project will be the exclusive property of the BHSS Hub. The consultant will transfer all rights, titles, and interests to the BHSS Hub upon completion of the project.

## 11. Contact Information

For questions or clarifications regarding this RFP, please contact:

Kristin Jones

Manager, Communications and Stakeholder Engagement

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We look forward to receiving your proposal and collaborating to create a brand that truly represents and resonates with the Black, African, and Caribbean communities in Peel.