



Request for Proposals:

The [Center for Civic Innovation](#) is celebrating its 10-year anniversary. We are accepting proposals for one or both of these projects:

- Project 1: Reimagine our brand, including but not limited to our logo, color palette, and typography.
- Project 2: Redesign and relaunch our website.

The goal of both projects is to more accurately tell the story of our work, expand our reach, and effectively disseminate content about what people want and need to know about what's happening in Atlanta.

Background: The Center for Civic Innovation is a democracy lab in Atlanta with the vision of reimagining the design, development, and delivery of local public policy. We ground ourselves in data and research with the goals of strengthening civic engagement, advocating for political accountability, and investing in community-design interventions that improve the social and economic wellbeing of Atlanta's people and places.

Project 1: Rebrand

- Refresh logo and create new color palette, typography, photography style, illustration style, patterns, and icons
- Create brand style guide, including guidelines for the distribution of various forms of content via newsletter, social media, and other avenues
- Design graphic templates for events, programs, fact sheets, etc.

Project 2: Website redesign

- Determine best platform for website to meet organization's needs
- Redesign current website to reflect new brand identity and goals of organization

Attributes:

- Deep understanding of movement work, ideally within Atlanta
- Understanding of Atlanta's history and culture preferred
- Strong attention to accessibility and equity
- Experience designing for social impact work, non-profit organizations, or campaigns

Timeline: Start date as soon as possible.

Proposal Format: Please submit your resume, portfolio, and proposal for this project to clara@civicalatlanta.org. Proposals do not have to be extensive - we are mostly looking for a sense of cost and capacity.