International Institute of Islamic Thought

Request for Proposals

for

Graphic design services for the development of a new Visual Identity for the International Institute of Islamic Thought (IIIT)

Date posted:

January 18, 2019

Deadline for submission of proposals:

February 1, 2019

1. Introduction

The International Institute of Islamic Thought (IIIT) is a private, non-profit organization established in 1981 with the mission of advancing knowledge and education in Muslim societies worldwide. IIIT is based in Herndon, VA, and has offices and affiliates in over 20 countries. The Institute promotes and supports evidence-based research, organizes intellectual and cultural roundtables and events, publishes scholarly works, and develops and offers learning programs for various audiences, with particular focus on the Islamic intellectual tradition. The Institute conducts its educational and training activities and courses through its training division, The Fairfax Institute.

2. Purpose and Objective

The International Institute of Islamic Thought (IIIT) is undergoing a process of organizational refocus and expansion. New programs and partnerships are being developed, new departments are being established, and the organization's internal capabilities are being augmented and reorganized to cater to the new developments. As part of this organizational change effort, IIIT's visual identity is being revisited with a view to modernizing and professionalizing it, albeit within the boundaries of IIIT's legacy as a leading institution of Islamic thought and education.

In this context, IIIT is seeking proposals from an experienced graphic designer to advise the organization on its visual identity and provide design/ redesign services for its logo, website, social media, and organizational reports and presentation templates. In developing IIIT's new visual identity, the graphic designer will follow the guidelines outlined below.

Visual identity/ logo design guidelines:
- IIIT's visual identity; including logo, website, templates for social media and annual reports and presentations, etc., must reflect IIIT's unique identity, rooted in the Islamic tradition, building on academic and scholarly work, and focusing on education and dissemination of knowledge.
- IIIT's new logo must reflect the organization's 30-year history of engaging in scholarly work and supporting education and learning in Muslim societies in over 40 countries.
- IIIT's new logo may incorporate artistic/ design elements inspired by Islamic art.

- IIIT's new logo will be incorporated into the website and social media platforms, corporate reports and presentations, as well as on IIIT's letterhead, business cards, brochures, banners, and other print materials.

- IIIT's new logo should work in color and in Black and White.

3. Required Expertise and Proposal Guidelines

<u>Required expertise</u>

The graphic designer should have demonstrable expertise in the following areas:

- Visual identity development.

- Logo, website and interactive media design.

- Print design including brochures and sell sheets, corporate presentations, annual reports, advertisements, business cards, etc.

<u>Proposal Guidelines</u>

The proposal should include the following information:

- Experience working with non-profit organizations, clients serviced, notable projects, technical skills, and ability to meet deadlines.

- Examples of work, including logo designs, web page designs, stationary packages, etc. created for other clients that demonstrate technical and creative execution, particularly for similar projects.

- Budget breakdown (demonstration of how time/budget will be spent on various aspects of scope: consultation, design, and production).

4. Project scope

<u>IIIT Logo</u>

In implementing the assignment, the graphic designer will conduct the following (may be refined in agreement with IIIT):

- Audit existing IIIT brand and marketing materials

- Create 3-5 black and white unique logo designs for review by IIIT

- Create 3-5 color unique logo concepts for review by IIIT
- Allow for two rounds of refinement on the original selection

In addition, the graphic designer will provide the following:

- A logo that can be enlarged to any size or shrunk down to the size of an app icon without losing image quality
- Logo design (color and black & white) in vector format
- Vertical logo lockup
- Horizontal logo lockup
- Square lockup (for social profile images)
- Different department lockups to stay true to IIIT brand
- Different file formats (ideally JPG, PNG, EPS)
- Brand/Style Guide (outlining fonts, colors, etc.)
- Completed electronic logo file for the black and white and colored logos
- Print
  - Stationary Package
  - Basic Ad Template

IIIT Website, social media, and other organizational templates

The expert will review IIIT website at www.iiit.org and provide recommendations on how to enhance its professional look and feel in a manner that reflects IIIT's mission and vision and helps create a hub for repeat users. The expert will also review IIIT's existing newsletter, social media, and other corporate document templates and advise on enhancements and/or redesign. The expert will then:

- Design a new Home page for www.iiit.org
- Design a new Sub-page for www.iiit.org
- Design a Power Point template
- Design an Annual Report template
- Design an e-Newsletter template
- Design social media templates (Facebook, Instagram, Twitter, LinkedIn)

5. Timeline

- The proposal must be emailed to salwa@iiit.org and ellen@iiit.org by February 1, 2019

- All proposals must be sent in either Microsoft Word or PDF format.

- Graphic materials may be embedded in the document or sent as web links

- IIIT will make the final hiring decision by February 8, 2019

- Designer will be expected to meet with IIIT for first consultation by February 15, 2019

- Final draft deliverables (below) to be submitted to IIIT by April 8, 2019

- IIIT will provide feedback within 5 business days.

- The following final deliverables to be submitted to IIIT by April 19, 2019
    - New Logo and style guide
    - New Home page
    - New Sub-page
    - Power Point template
    - Annual Report template
    - e-Newsletter template
    - Social media templates (Facebook, Instagram, Twitter, LinkedIn)