



Request for Quote

REQUEST TITLE:

Redesign of the Aged Care Workforce Industry Council's brand and development of corresponding Branding Guidelines

ISSUED BY:

Aged Care Workforce Industry Council

CONTACT:

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DUE DATE:

14 July 2021

1.	Background
	<p>The Aged Care Workforce Industry Council (the Council) is seeking a Request for Quote (RFQ) from graphic design agencies to develop the organisations branding and create a comprehensive set of branding guidelines.</p> <p>The Council is the first leadership group of its kind in Australia's aged care industry. As a unified leadership group, we are implementing Australia's Aged Care Workforce Strategy – A Matter of Care.</p> <p>The Council is committed to reforming the aged care system across Australia with a clear focus on older Australians. We are working with industry, Government, employees and older Australians to ensure the workforce is suitably skilled and able to deliver safe, consistent and high-quality care services to older Australians, irrespective of setting.</p>
2.	Purpose

The Council is a workforce planning thought leadership group and we want this to be reflected through our visual identity and branding. The Council is driven, bold, collaborative and engaged. The Council's vision is: to develop a world-class, workforce that can provide quality and skilled aged care services which meets the care needs of older Australians now and into the future. Our branding should relate to our target audience including providers, aged care workforce and consumers.

Our branding should consist of a brandmark (logo) and colour palate that speaks to the above and distinguishes the Council as a leader in the sector. To achieve professionalism and consistency across our external publications and platforms a comprehensive set of branding guidelines is also required. The branding guidelines will provide design rules and parameters to ensure that The Councils visual identity is in line with the high-level written content produced and circulated.

3. Requirement

Our current logo and colour palate that has been drawn from it, is restrictive in its creative application and exclusive in its accessibility. It is required that the two visual branding concepts are created, one that expands on the current branding (utilising existing colour and logo) and another that is reimagined considering the background provided above.

Branding samples are expected, inclusive of logo, colour palate (primary and secondary swatch options) and typeface library for standard literature. Additionally, the Council requires a logo created with the updated branding for the Voluntary Industry Code of Practice. This image will be sent to providers who can upload this to their website and be reflective of their commitment to the Voluntary Industry Code of Practice.

Once the successful concept is selected, branding guidelines should be developed inclusive of:

- Logo (+ versions)
 - Developed for digital application (scalability/resolution)
 - Reverse usage
 - Exclusion zones
 - Spacing and sizing rules
 - Misuse guides (Do's and Don'ts)
- Colour Palate
 - Primary and Secondary swatches (RGB, CMYK etc)
- Typeface
 - Headings, subheadings and body text
 - Digital/print/safe font/direct mail font
- Photography
 - Image style and photographs for branding
- Iconography – Icons for
 - Leadership
 - Workforce
 - Fit
 - Future
 - Collaboration
 - Care
 - Data
 - Report

	<ul style="list-style-type: none"> ○ Partners ● Imagery Logo <ul style="list-style-type: none"> ○ For the Voluntary industry Code of Practice 										
4.	Scope										
	The scope of work is confined to the Councils brand, potential rebrand and branding guidelines.										
5.	Timeline										
	<p>These are not static and can be updated as advised by supplier.</p> <table border="1"> <thead> <tr> <th>Deliverables</th> <th>Due date</th> </tr> </thead> <tbody> <tr> <td>Logo version, colour palate, typeface, photography and iconography review of Council</td> <td>Mid-July</td> </tr> <tr> <td>Draft examples of branding design</td> <td>Early-August</td> </tr> <tr> <td>Draft of all branding guidelines</td> <td>Late-August</td> </tr> <tr> <td>Deliver final branding guidelines</td> <td>Mid-September</td> </tr> </tbody> </table>	Deliverables	Due date	Logo version, colour palate, typeface, photography and iconography review of Council	Mid-July	Draft examples of branding design	Early-August	Draft of all branding guidelines	Late-August	Deliver final branding guidelines	Mid-September
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6.	QUOTATION										
	<ul style="list-style-type: none"> ● In Australian Dollars and exclude GST, ● Firm and capped (all items including time and materials). Prices to be laid out in stages and mapped to prospective deliverables ● Valid at least until close of business 12 months from closing date of this RFQ, ● Itemised to outline costs for development of each deliverable. 										