

REBUILD BY DESIGN

REQUEST FOR BRAND IDENTITY

Client: REBUILD BY DESIGN, NYS ADAPTATION PRACTITIONERS NETWORK AT NEW YORK UNIVERSITY

RFP Response Date: Friday November 17th

Final deliverables expected by: Friday January 26, 2024

Contact: Neeyati Johnson

Email: njohnson@rebuildbydesign.org

Project Overview:

The New York State Adaptation Practitioners Network, housed at [Rebuild by Design](#), seeks the expertise of a qualified graphic designer to create a comprehensive logo and brand identity kit. This initiative is driven by our mission to foster collaboration and effective climate mitigation and adaptation strategies. We aim to connect NGOs, academic institutions, and community groups and build the professional practice of climate adaptation across the state.

Background:

Rebuild By Design began in 2013 as an international design-driven competition that utilized a truly inclusive and collaborative process to create implementable large-scale infrastructure projects to address the physical and social vulnerabilities exposed by Hurricane Sandy in the Northeast United States. The process resulted in \$930 Million in awards from the US Department of Housing and Urban Development to implement the winning designs, and subsequently spurred over \$4.2 Billion of infrastructure investments. Since then, Rebuild by Design transformed the competition's collaborative approach into an organization that helps governments and communities replicate its success for a variety of scales in locations around the world to address challenges such as climate change, transportation, housing, community collaboration and equity. The organization is responsible for the research and strategic direction that led to New York State's \$4 Billion Environmental Bond Act for climate resilience and ecological restoration. The NYS Adaptation Practitioners Network was founded in 2019 in partnership with Cornell University's Water Resources Institute and Syracuse University's Environmental Finance Center for local adaptation professionals to share best practices.

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Network Goals:

[The New York State Adaptation Practitioners Network](#) seeks to:

- Foster connections among non-profit organizations providing guidance to local governments on climate adaptation.
- Promote knowledge sharing and professional development across various contexts, from rural to urban.
- Identify and discuss processes, models, and tools for conducting high-quality vulnerability assessments and adaptation projects with the potential for scalability and replication.

Graphic Identity Project Objectives:

- Develop a distinctive brand that is representative of the collaborative network of practitioners
- Reflect the diverse collection of professional skill sets from various organizations ranging from academic institutions to grassroots environmental groups across the State of NY
- Ensure legible typography
- Easy integration into a forthcoming website, and other mediums
- Consider the types of images to be used primarily (maps and photos) within the branding

Deliverables:

- Brand Identity Kit: Including logo, color palettes, typography recommendations, and style guidelines.
- Templates: Letterhead, Presentation (Powerpoint & Google Slides), graphics/logos for future website integration

Budget:

Our allocated budget for this project is set at \$7,000-8,000

To apply:

Interested parties are requested to submit the following for review:

- **Branding Project Examples:** A portfolio demonstrating at least three similar projects involving full brand identity development.

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- **Project Descriptions:** A paragraph for each project (above) outlining your design and development process. Include specifics such as timelines and and your role in the creation of the brand (e.g., team member, sole developer).
- **Proposal:** A high-level outline describing how you intend to approach this project, including estimated meeting schedule, timeline, opportunities for client input, and your process for completing deliverables.
- **Budget Breakdown:** Provide a budget breakdown detailing individual and total project costs.

Submissions will be assessed on the following criteria:

1. Quality of portfolio
2. Creativity of portfolio
3. Relevance of previous work
4. Clarity of budget and project plan
5. Alignment of timeline and budget

Please submit your proposal by November 17th to Neeyati Johnson at njohnson@rebuildbydesign.org as one combined file. Only responses who meet the criteria above will be answered. Questions can be submitted to njohnson@rebuildbydesign before Nov 12th.

Sincerely,
Neeyati Johnson
New York State Climate Adaptation Practitioner's Network Manager
Rebuild By Design

Questions:

- 1. When is the expected project kick off?** We are hoping to kick off the last week of November or early December but we have some flexibility to develop a timeline with the selected designer.
- 2. What is the size of the team working on this and approving the design?** Neeyati + colleagues at Rebuild by Design and 1-3 other network members. Overall it will be a pretty small group with Neeyati as project manager.
- 3. What will the primary uses for the logo be?** Primary uses for the logo are "professionalizing" the network and building an identity amongst organizations working on climate adaptation particularly in the state of New York. We aim to develop recognition amongst potential members, state agencies, coalitions working on similar issues, potential funders, etc. We will use this graphic identity as we develop a new website (which will be hosted on the [Rebuild By Design](#) site), materials (press releases, letters to agencies, "Guiding documents", slide decks) and other documents.
- 4. Who is the primary audience for the NYS Adaptation Practitioners Network—will this be part of a public facing campaign?** The network is most similar to a professional association in the private sector, however, functions differently due to the collaborative nature of our work.
- 5. Are there any other NYS organizations from which you want to differentiate the new branding?** We would want to differentiation from the NYS State Agencies ([NYSERDA](#), [NYSDEC](#), etc)
- 6. What is your relationship with Rebuild by Design?** We do not have much brand identity yet. Rebuild by Design is a founding member of the Adaptation Practitioner's Network, but we are not looking for any brand identity updates for Rebuild by Design though we would like to discuss the pros and cons for similarities. .We are looking for a graphic identity for the [NYS Adaptation Practitioners Network](#) which is a statewide network of practitioners working on climate change that is hosted by Rebuild by Design, the Water Resources Institute at Cornell University and the Environmental Finance Center at Syracuse University.
- 7. Is there a desire for ongoing work with the chosen graphic designer for future updates or related projects?** We are definitely open to a continued relationship for new

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Network needs. Additionally, we will keep the selected designer in mind for future projects throughout Rebuild By Design's work.