

Project: Organization Visual Identity + Website Redesign

Client: Kounkuey Design Initiative

Project Duration: 5-6 months

Anticipated Timeline: March – August 2017

Who We Are:

Kounkuey Design Initiative (KDI is a non-profit design and community development organization, that partners with underserved communities in the US, Africa, and Latin America to physically transform communities and in the process, improve environmental, economic, and social quality of life. KDI has offices in Los Angeles, Stockholm, Sweden, and Nairobi, Kenya. KDI works at the intersection of design, community, public space, and resiliency.

Who we are Looking For:

Graphic Designer who:

- Specializes in logo design, visual identity, and web design
- Has experience working with design firms
- Is a creative thinker with a passion for producing beautiful, clean, and unique designs
- Has a nuanced understanding and appreciation of composition, color, layout, & typography
- Understands “user-centered” design principles & design as a medium of communication
- Is collaborative and open-minded, receptive to feedback

Scope of Work:

1. Logo / Visual Identity SOW

Since its founding in 2006, KDI has undergone 2 logo iterations. We are currently looking to develop a new visual identity for our organization that represents the mission, ambition, innovation, and creativity of our organization. The visual identity should encompass a new logo, stylebook, and design guidelines for the organization.

- **Logo:** Design a new logo for KDI that is reflective of our organization and the design field. Logo files to be prepared for print and web output.
- **Visual Identity Design:** Develop a KDI color palette, typefaces, logo refinements, and illustration styles for use in print materials (forms, reports, marketing, brochures) and web (website, social media, presentations, newsletter)
- **Brand Style Guide:** Develop style guide document specifying how to use logo, visual identity, language style, in various communications.
- **Templates:** Design templates for letterhead, business cards, and email signatures using new visual identity.
- **Timeline:** Visual Identity and accompanying materials to be finalized by early June 2017.
- **KDI Involvement:** KDI will be active participants in brainstorming and offering feedback on potential designs. Designer should expect 3 - 5 rounds of development and revisions.

Deliverables: Logo, style guide, and templates as described above.

Timeline: 3 months (March - May 2017)

Anticipated Meetings or Conference Calls: 6

2. Website Re-design SOW

KDI’s website was developed in 2010. Currently, the website is managed by KDI using Dreamweaver and CyberDuck and the domain is hosted by GoDaddy.com. We are looking to redesign the website so that it has responsive design, highlights important project and organization information, and can be updated by multiple staff members through a user-friendly

content management system (ex: Wordpress, Squarespace). The new website should be interesting, interactive, and beautiful. The website should adapt an existing open-source platform for KDI site needs.

- **Interface:** Design should be intuitive, interactive, and image-focused.
- **Coaching/Planning:** KDI staff to assist with brainstorming of content and layout concepts, but will look to designer for guidance based on experience.
- **Sitemap:** Home page with an additional 10-20 pages (approximately). Pages will be image heavy (KDI produced images) without slowing down site loading. Some of the pages to be included are KDI about and services, project pages, donation page, blog, calendar, news/updates, contact us. Website will have some additional function including site search and social media integration.
- **Content:** KDI staff to produce copy for website.
- **Images:** Provided by KDI, may need resizing based on design of website.
- **Domain Hosting and Content Management:** We require that the site is designed so that KDI staff members with rudimentary website development skills can update without technical assistance. We are interest in moving to a domain and content management site that is more user friendly such as WordPress or Square Space. KDI will be responsible for updating content after website is live.
- **Access:** At least three KDI staff will require editor access.
- **Data Backups:** Would like guidance on frequency of backups for the website.
- **Search Engine Optimization:** Would like to integrate SEO, with some direction from designer.
- **Analytics:** Would like to incorporate analytics, open to recommendations from designer.
- **Timeline:** Website will need to be live by beginning of August 2017.
- **KDI Involvement:** KDI will be active participants in helping to shape website design, content, etc.

Required Deliverables: Evaluation of web platform options, Coordination of website content, Creation of website.

Timeline: 3 months (June-August 2017)

Anticipated Meetings or Conference Calls: 6

How to Apply:

Submit resume, work samples, and proposal to mail@kounkuey.org. Please submit any questions via email.

Please breakdown your proposal by the following*:

1. Logo / Visual Identity SOW
2. Website Re-design SOW

** Please separate out by line item key services within each scope of work.*