



## **Graphic Designer Request for Proposals Due March 25th, 2025**

### ***WHO WE ARE***

Construction Trades Workforce Initiative (CTWI), is the nonprofit partner of the Alameda, Contra Costa, Napa/Solano, and Baltimore-DC Building Trades Councils. Founded in 2018, CTWI works to strengthen policies and workforce systems to expand opportunities for underrepresented populations in union construction careers. We bridge the gap between organized labor and key community stakeholders through authorizing and overseeing Multi-Craft Core Curriculum (MC3) pre-apprenticeship programs, providing educational services and technical assistance and conducting research, all aligned around our goal of creating a more inclusive, highly trained and safe workforce.

### ***WHAT WE ARE LOOKING FOR***

We are seeking a qualified graphic designer to support our marketing and communication efforts. Using CTWI's branding and style guide, the selected contractor will work with our team to create engaging and visually appealing design materials for both print and digital platforms. This will include the creation of branding materials, marketing collateral, presentations, and social media assets to be shared externally.

The contractor will work with our staff throughout the project. Our team will help curate content and provide feedback to support the redesign process. The consultant needs to be available during standard business hours and have a proven track record of working collaboratively on similar projects.

This is a paid, short-term project that we hope to start by April 1, 2025 and complete by September 30, 2025. There may be an opportunity for the consultant to be contracted on an ongoing basis for updates and maintenance, depending on mutual interest.

### ***CONTRACT DELIVERABLES***

The contractor will be responsible for the following tasks and deliverables, which are centered around 4 major events and organizational priorities:

#### **Fundraiser Event (event date: May 2)**

- Fundraiser collateral (4 posters, 1 slideshow, and 1 program)
- Organizational brochure (1 brochure)

#### **Gender Equity in Construction Initiative (due date: May 30)**

- Fliers and social media templates (up to 10 templates)

#### **Construction Workforce Conference (event date: September 4)**

- Save the date flier (1 flier and 1 online banner)
- Social media posts (up to 4 posts)
- Conference collateral (2 posters and 1 program)
- Digital presentation (up to 2 presentations)
- Posterboards (up to 2 posters)

**Organizational Resources (rolling due dates through September 30)**

- Slide deck template and style guide (1 template and 1 style guide)
- Up to 6 Info Sheets for various CTWI events/engagements
- Canva Brand Kit: Set up brand guidelines in Canva including: logo, color palette, typography, imagery, design elements

Throughout the contract period, the contractor will provide design files in editable formats (e.g., Canva, Google Workspace, Adobe Indesign, Adobe Photoshop, or Adobe Illustrator) and participate in weekly review meetings

Preferred qualifications:

- Professional graphic design experience
- Strong design aesthetic with the ability to explain design decisions to staff without a design background
- Strong written and verbal communication skills
- Strong organizational skills
- Ability to meet deadlines and work collaboratively with our team

***TO APPLY:***

To apply, please send the following to Jamie Mather at [jamie@ctwi-btca.org](mailto:jamie@ctwi-btca.org) no later than March 25, 2025. Questions can be directed to Megan Nazareno at [megan@ctwi-btca.org](mailto:megan@ctwi-btca.org).

- **Company/Individual Information:** Name, address, website (if applicable), and a brief background of your company or individual expertise.
- **Experience and Portfolio:** A portfolio of relevant design work (including samples of previous work that aligns with the needs mentioned in this RFP).
- **Work Plan:** A brief explanation of your work plan, design approach, processes, and how you will meet the project's goals.
- **Budget:** Provide a breakdown of costs for each aspect of the project (hourly rate or fixed rate, as applicable). Please include any additional costs for revisions, meetings, or extra services.
- **References:** Provide at least two client references with contact details.