

CRKN Brand Strategy – Request for Proposals

Introduction

The Canadian Research Knowledge Network (CRKN), a not-for-profit partnership of Canadian universities and stakeholders in the gallery, library, archive, and museum community, is in the process of a strategic review. As part of this review, an updated five-year strategy will be defined that will include an updated mission, vision, and values. In April 2018, CRKN merged with Canadiana.org to create a combined organization under the leadership of CRKN. This merger has expanded strategic opportunities and broadened the CRKN stakeholder community. To complement and support new strategic directions, CRKN will be updating its visual identity and positioning statements. A significant component of this brand update will include developing a brand strategy and hierarchy of CRKN's two brands: CRKN and Canadiana, that integrates visual identities while providing structure and guidelines for when to use each brand. The assumption is that this brand strategy review would extend the existing CRKN brand with updates and refinements rather than a full re-brand.

Scope of Work

- Visual Identity
 - Update CRKN's visual identity and style guide, integrating the Canadiana brand. This could result in an updated logo for CRKN and Canadiana, and refined colour palettes
- Brand Hierarchy
 - Develop a system that supports the primary CRKN brand while identifying sub and supporting brands
- Template and Material Development
 - Update key templates (for example, business cards, presentation slide decks, letterhead, newsletter template (sent by email), annual report, posters)
 - Develop promotional material for CRKN to use at its annual conference (for example pull up banners, name tags, postcards, promotional items such as screen wipes, coasters, USBs, etc.)
 - Create material to support the launch of CRKN's 2019-2024 strategic plan, including but not limited to the production of the strategic plan report, and a video.
- Brand Positioning and Messaging:
 - Develop positioning statements and messaging to assist in describing a combined organization of CRKN and Canadiana that speaks to members and user communities, such as researchers
 - Develop a brand and positioning strategy that includes guidelines on when to use the CRKN brand and when to use the Canadiana brand
 - Create a brand character and brand promise with the goal of using these documents to refine CRKN's written style and tone
 - Provide feedback and refinement on CRKN's mission, vision, and values

Timeline

- May 2019: Project kick-off
- June-July 2019: Development of brand and positioning strategy

- August 2019: Execution
- September 2019: Final strategic plan report
- October 2019: Launch of updated branding

Selection Criteria

CRKN is looking to engage an experienced and innovative branding and strategy consultant or team with expertise in:

- Developing brand hierarchies that support legacy brands
- Creating brand and positioning systems that can be expanded
- Exceptional visual design and refinement of well-established brands and style guides
- Contextualizing mission and vision and drafting positioning statements
- Positioning of not-for-profit, member-driven organizations in a shifting digital environment

Submitting Your Proposal

To be considered for this opportunity, please submit a proposal that includes:

- A cover letter with a brief description of the consultant's work experience and expertise as it relates to the opportunity
- A summary of past branding projects with links to the outcome (when applicable)
- A list of three references from organizations for which the consultant has provided branding and strategy services
- A list of key personnel who will be involved in the project and brief descriptions of their experience and expertise
- A work plan that includes a timeline, description of activities, and estimates of hours to be worked
- A schedule of costs

Please submit proposals, by email to Rebecca Ross at ross@crkn.ca by April 26, 2019, at 5 pm E.T.