

# **Request for Proposal (RFP) for Graphic Design Services: Grid Catalyst Templates**

## **Introduction**

Grid Catalyst is looking for a skilled graphic designer to create a cohesive suite of branded design templates for presentations, social media graphics, and a limited set of website graphics.

These templates will be the foundation for all of Grid Catalyst's visual communications and will play an essential role in conveying our brand identity and overall mission to our key audiences. The templates should feel visually unified while being easy to customize, even by team members without a design background using a tool like Canva.

## **Project Scope**

- 1. Social media graphics & templates**
  - Create a suite of social media graphic templates for the following types of communications:
    - i. company news
    - ii. cohort/startup profiles
    - iii. testimonials/quote cards
    - iv. events/registration
  - Use the content for an upcoming campaign as the basis/test case for these templates.
- 2. Presentation templates**
  - Design a presentation template, including title, content, and concluding slides.
- 3. Web graphics**
  - Review the website and recommend graphic upgrades (audit only)
  - A second phase would depend on the initial review and capabilities of the current web designer.

## **Timeline:**

Social graphics & templates completed by **Friday, February 28.**

## **Target Audiences**

- Startups and entrepreneurs in energy and cleantech.
- Professionals and experts in the energy sector.
- Investors who are interested in funding clean technology startups.
- Students and researchers that are passionate about sustainability and innovation.

## **Asset List**

To assist in the design process, we will provide the following assets:

- Current logo (in vector format)
- Brand color palette
- Typography guidelines
- High-quality images and icons (if applicable)
- Examples of previous campaigns
- Copy and image asset for the upcoming campaign

### **Proposal Requirements**

Please submit the following by **Thursday, February 13**:

- A brief overview of your design experience (1-2 paragraphs)
- A portfolio showcasing relevant work
- Estimated project cost, broken down by deliverable.
- Your availability and proposed timeline.

### **Submission Contact**

Please send your proposals and any questions to [becky@gridcatalyst.org](mailto:becky@gridcatalyst.org)

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## **The Grid Catalyst Brand**

Grid Catalyst accelerates clean energy innovation and deployment by connecting entrepreneurs to project demonstration, mentorship and development, and investments to grow their business.

We're technical experts with deep industry relationships and a long track record of shepherding complex clean energy projects to success.

1. **Technical experts:** We bring deep expertise in energy technology, including grid modernization, renewable energy, storage, and other advanced solutions. Our team has utility, corporate, science, and construction experience that helps us understand the intricate challenges of early technology adoption and implementation and can navigate complex industries.
2. **Trusted partners:** We've built a curated network of partners across utility, industry, academic, government, and nonprofit sectors in Minnesota that want to be early adopters of technology. Our reputation for anticipating operational needs and delivering tangible results makes us a go-to partner for bringing diverse groups together and aligning interests around energy and business goals.
3. **Pragmatic problem-solvers:** We focus on practical solutions that work in the real world. By combining technical knowledge with business and operations acumen, we help our partners

overcome barriers, find creative approaches to complex challenges, and turn innovative ideas into implementable projects.

### **Brand personality**

Our brand personality strikes a balance between technical expertise and practical implementation, with a style that's professional without being stiff and dynamic without being exaggerated. It's all about rolling up our sleeves and getting things done.

### **Design Aesthetic:**

- Clean/uncluttered
- Professional but not corporate
- Forward-looking without being futuristic
- Grounded/practical
- Technical but accessible to non-technical audiences
- Dynamic but not chaotic
- Industrial meets innovative

### **Voice/Tone:**

- Direct/straightforward
- Knowledgeable but approachable
- Confident without being boastful
- Action-oriented
- Practical/solutions-focused
- Collaborative
- Clear and precise
- Trustworthy/credible

### **Other considerations**

- We want to include plenty of white space to keep things clean, easy-to-digest, and focused on what truly matters — the ideas, innovations, and people that are shaping the future of energy.
- For photography or iconography, include clean energy examples such as sustainable buildings, solar panels, energy batteries, electric vehicles, wind turbines, geothermal, and power distribution or grids, as well as photography of the people behind these groundbreaking innovations.