



## **Request for Proposals (RFP)**

### **Brand Strategy & Identity Development National Association of Career Colleges (NACC)**

#### **1. Introduction**

The National Association of Career Colleges (NACC) invites qualified branding and design agencies and career colleges and their students to submit proposals to support a comprehensive brand strategy and identity development initiative.

This work represents a significant opportunity to define and articulate a clear, unified national identity for NACC and the career college sector in Canada. NACC is seeking a partner that can operate at both a strategic and creative level, translating a complex, multi-stakeholder environment into a clear, credible, and compelling brand system.

#### **2. Organizational Overview**

NACC is the national voice of Canada's career college sector, representing over 550 regulated institutions across the country.

Member institutions provide practical, skills-based training aligned with labour market needs, supporting workforce development in essential sectors such as healthcare, technology, trades, and business.

NACC plays a central role in advocacy, sector leadership, curriculum licensing, and quality assurance, working in partnership with provincial associations and governments.

#### **3. Context & Opportunity**

NACC operates within a connected national structure, with membership linked through provincial associations. However, provincial bodies maintain their own governance, branding, and communications.

The career college sector plays a critical role in supporting Canada's workforce and economic development. However, its value is not always clearly understood or consistently represented across jurisdictions.

At the same time, NACC is advancing a new strategic plan that emphasizes stronger national alignment, enhanced advocacy, and increased visibility.

This initiative is not simply a visual refresh. It is an opportunity to:

- Establish a clear and differentiated national positioning for NACC and the sector



- Strengthen credibility with government, policymakers, and institutional partners
- Create a consistent and compelling brand across Canada
- Support advocacy efforts by clearly articulating the sector's impact
- Build a modern, scalable, bilingual brand system that reflects NACC's leadership role

#### **4. Project Objectives**

The selected agency will support NACC in achieving the following objectives:

- Define a clear and differentiated brand positioning for NACC
- Develop a cohesive and modern visual identity system
- Strengthen credibility and clarity across key stakeholder audiences
- Ensure full bilingual (English/French) functionality and usability
- Create a flexible brand system that can be applied across all communications and platforms
- Reinforce NACC's role as the national voice of the sector within a connected but independently branded ecosystem

#### **5. Key Audiences**

The brand must resonate across a diverse set of audiences, including:

- Member institutions (career colleges)
- Provincial associations
- Federal and provincial government stakeholders
- Industry and employer partners
- Prospective students and the broader public (indirect audience)

#### **6. Current Challenges**

NACC is seeking to address several key challenges through this initiative:

- Inconsistent messaging and brand expression across jurisdictions
- Limited public understanding of the sector's value and impact
- Credibility and perception challenges in certain policy environments
- The need to better align communications with strategic priorities

#### **7. Scope of Work**

NACC is open to a phased approach, with priority placed on brand positioning and core identity development. In addition, our association has existing advocacy messaging and communications support in place; this work is intended to complement and strengthen, not



replace, those efforts.

### **7.1 Discovery, Research & Positioning**

- Targeted stakeholder input sessions (to be scoped in collaboration with NACC)
- Brand audit and competitive landscape analysis
- Development of a clear brand positioning foundation, designed to complement and support existing communications and advocacy messaging

### **7.2 Brand Identity Development**

- Development of 2–3 distinct creative directions aligned to the positioning
- Iterative refinement of selected direction

### **7.3 Logo System**

- Primary logo (English and French)
- Bilingual and stacked variations
- Icon/mark for flexible application

### **7.4 Visual Identity System**

- Colour palette
- Typography system
- Graphic elements and visual language
- Image direction/style guidance

### **7.5 Brand Guidelines**

- Comprehensive brand guidelines document
- Clear usage rules for bilingual applications
- Examples across key formats

### **7.6 Applications & Templates**

- Website design direction (no build required but will accept proposals)
- Report and publication templates
- Presentation templates
- Social media and digital applications
- Event and signage applications

### **7.7 Deliverables**

- All final design files (source + production-ready)
- Brand guidelines and supporting documentation

The selected agency will be expected to demonstrate how strategic insights from the discovery phase directly inform the final brand and identity system.



## 8. Project Timeline

- **RFP Issued:** April 20, 2026
- **Questions Deadline:** May 15, 2026 – 5:00 PM ET
- **Submission Deadline:** May 22, 2026 – 5:00 PM ET

## 9. Proposal Requirements

Proposals should include:

- Agency overview and relevant experience
- Approach and methodology
- Examples of comparable work
- Proposed timeline and team structure
- Pricing and fee structure
  - Proponents are encouraged to clearly identify optional components or phased enhancements that could be added beyond the core scope.
- References

## 10. Evaluation Criteria

Proposals will be evaluated based on:

- Strategic approach and understanding (25%)
- Creative capability (25%)
- Relevant experience (20%)
- Bilingual execution capability (10%)
- Project management approach (10%)
- Cost (10%)

## 11. Submission Instructions

Proposals must be submitted in PDF format by: **May 22, 2026 at 5:00 PM ET**

Submission Email: [vventura@nacc.ca](mailto:vventura@nacc.ca)

## 12. Questions

Questions regarding this RFP must be submitted by:

**May 15, 2026 at 5:00 PM ET**

## 13. Terms & Conditions

- NACC reserves the right to accept or reject any proposal

**National Association of Career Colleges**  
**Association nationale des collèges de carrières**

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- All costs associated with proposal preparation are the responsibility of the proponent
- Final scope and contract terms will be negotiated with the selected agency

#### **14. Contact**

Victoria Ventura  
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## **Appendix A: What Success Looks Like**

NACC will consider this initiative successful when the following outcomes are achieved:

### **1. Clear and Credible National Positioning**

- NACC is understood as the authoritative national voice of the career college sector, distinct from but complementary to provincial associations and member organizations.
- Stakeholders (government, partners, members) can clearly articulate what NACC represents and why it matters

### **2. Stronger Advocacy Alignment**

- The brand supports and strengthens NACC's advocacy efforts
- Messaging clearly communicates the sector's role in workforce development and economic impact
- Materials feel credible and aligned in policy and government-facing contexts

### **3. Internal Adoption and Usability**

- The brand system is intuitive and practical for internal teams to apply consistently across communications
- Tools and guidelines support consistent application without requiring ongoing external support

### **4. Bilingual Excellence by Design**

- English and French applications are equally strong and integrated from the outset
- The brand functions seamlessly across both languages

### **5. Modern, Scalable Identity**

- The brand reflects a contemporary, professional, credible and authoritative national organization
- The system is flexible and adaptable across digital, print, events, and future initiatives