



Request for Proposals (RFP)

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

Revised timelines issued via Addendum No. 1 dated May 21, 2026.

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:** June 5, 2026 – 5:00 PM ET
- **Submission Deadline:** June 19, 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: **June 19, 2026 at 5:00 PM ET**
Submission Email: yventura@nacc.ca

12. Questions

Questions regarding this RFP must be submitted by:
June 5, 2026 at 5:00 PM ET

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13. Terms & Conditions

- NACC reserves the right to accept or reject any proposal
- 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

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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