



Coalition for Pay Equity
Coalition pour l'équité salariale
New Brunswick • Nouveau-Brunswick

Call for Proposals: Visual Identity for the Project “Fair Pay and Just Conditions of Work in the Community Non-Profit Sector”

The New Brunswick Coalition for Pay Equity is seeking proposals for the design of a logo and brand image for their project “Fair pay and just conditions of work in the community non-profit sector”, financed by Women and Gender Equality Canada.

The Coalition

The New Brunswick Coalition for Pay Equity is a group of individuals and organizations that promotes the right to pay equity and to just conditions of work for women. To that end, the Coalition engages in communication, education, research, advocacy for the adoption and the implementation of adequate legislation, as well as public policy dialogue and development.

Project Description

Through this project, the New Brunswick Coalition for Pay Equity and its partners aim to reinforce women’s economic security and prosperity in community non-profit organizations. More specifically, the project focuses on promoting pay equity and improving working conditions by advocating for policies and practices within the sector, with funders, and government bodies. The project’s objectives and activities are divided into three components:

- A:** Analyze the community non-profit sector through an intersectional lens to understand the root causes of low wages in the sector and propose solutions tailored to the barriers to fair pay and just conditions of work faced by women employed in the sector, especially those who belong to minorities.
- B:** Develop and share tools to inform and mobilize community non-profit organizations to adopt policies and practices to ensure fair pay and just conditions of work.
- C:** Advocate for fair pay and just conditions of work in the community non-profit sector.

The Community Non-Profit Sector

The community non-profit sector provides social services and support for vulnerable populations and advocacy. It is a women-dominated and disproportionately racialized sector. As in many women-dominated sectors, it is marked by low wages and precarious working conditions. These realities make it difficult for women to reconcile their own economic needs with those of the populations they serve, particularly for women from minority groups.

Women-dominated jobs are often doubly devalued. The sector, deeply rooted in a charitable model, relies on volunteer work and low wages—an expectation often reinforced by funders and governments. This precariousness limits employers’ ability to offer better wages and working conditions for their staff.

Context for branding

The Coalition is seeking proposals for the creation of a logo and brand identity to promote the project “*Fair Wages and Just Conditions of Work in the Community Non-Profit Sector*”. These graphic elements will be used for education and advocacy campaigns. These visual tools will support education and advocacy campaigns. The logo and branding will give the project a strong, professional, and action-oriented identity.

Requirements

1. Applicants must respect the following criteria:

- a. Develop a modern, versatile logo that reflects the value of women-dominated jobs and the importance of the community sector in the economy and society;
- b. Develop a brand image in line with the new logo.

2. The proposal must contain the following elements:

- a. Professional profile and applicable skills;
- b. Vision of the project's brand image, based on their knowledge of the sector;
- c. A detailed invoice outlining the costs, including for the following items:
 - i. Logo in several versions (color, black and white, light background, dark background), provided in all appropriate formats (eps, ai, jpg, png, others);
 - ii. Design of promotional tools and graphic elements:
 - Promotional posters for the project
 - Template for PowerPoint presentation
 - Template for Word document (including cover page and header)
 - Template for social media posts
 - Letterhead
 - Stickers
 - Buttons
 - iii. Graphic guidelines:
 - User guide for the visual identity to respect brand image
 - Color codes for visual identity
 - Fonts (open source)
 - iv. Timeline for project implementation.
 - v. Your portfolio containing at least two project examples.

Timeline

Date	Description
April 22 nd , 2025	Deadline to respond to the call for proposals
April 30 th , 2025	Project awarded
May 30 th , 2025	Delivery of first draft
July 14 th , 2025	Delivery of all requested graphic elements

Terms

All submissions will be reviewed by the Coalition's team. We reserve the right to select the proposal that best aligns with the project's vision and budget. Preference will be given to bilingual applicants. The selected proposal will be approved based on the submitted quote.

Proposals must be sent to Cecilia Pérez Plancarte, Community Engagement Officer: cecilia.perez-plancarte@equite-equity.com.

The deadline to submit proposals is April 22, 2025

