



Initiative: NIRB Rebranding Services

Proposals Received until: September 15th, 2025

The Nunavut Impact Review Board (NIRB) is seeking proposals from qualified firms or individuals to provide comprehensive rebranding services. Preference will be given to Inuit-owned organizations.

The selected vendor will work with the NIRB to develop a refreshed brand identity that reflects our mission, values, and cultural and environmental context of Nunavut.

The NIRB is an institution established under the *Nunavut Agreement* to assess the potential environmental and socio-economic impacts of proposed development project in Nunavut. Our current brand identity has served us for over a decade, and we recognize the need to modernize our visual and narrative presence to better engage our stakeholders, including Inuit communities, government, industry, and the public.

Objectives:

- Develop a new visual identity (logo, colour palette, typography, etc.) that reflects NIRB's mandate and values.
- Update brand messaging and narrative to align with NIRB's current and future direction.
- Deliver comprehensive brand guidelines for consistent application across all platforms.
- Ensure the rebrand is culturally respectful and inclusive of Inuit perspectives.

Scope of work:

The successful proponent will be expected to:

- Conduct Discovery and research
- Brand strategy development
- Visual identity design
- Brand Guidelines
- Implementation support

Deliverables

- Brand strategy document
- At least three initial logo concepts and one final logo
- Complete visual identity suite
- Brand guidelines manual
- Presentation to NIRB board and staff

Proposal requirements:

Please include the following in your proposal:

- Company Profile
- Relevant experience
- Project team and bios
- Approach and methodology
- Workplan and timeline
- Examples of previous rebranding work
- Fee structure and total project cost (including expenses)
- References (2 minimum)

Evaluation criteria:

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Quality of proposed approach and methodology
- Cultural competency and experience working with Inuit or Inuit organizations
- Cost/value for money
- References and past performance

Submissions instructions:

Please submit your proposal in PDF format to:

Email: mhadlari@nirb.ca

Subject line: NIRB rebrand RFP submission [your company]

Deadline: September 15th, 2025 5:00pm MDT

Questions:

All questions regarding this RFP must be submitted in writing to mhadlari@nirb.ca no later than August 18th, 2025. Answers will be provided to all interested parties by August 31st.

We look forward to receiving your proposal.