

Request for Proposals

Graphic Designer and Web Developer

Issued by: Channel72

Project: Brand Identity and Website Enhancement

Portfolio Submission Deadline: August 13, 2026 (end of day)

Proposal Deadline (by invitation): August 21, 2026 (end of day)

Anticipated Start Date: August 31, 2026

Project Budget: \$5,000 to \$7,000

1. About Channel72

Channel72 is a fiscal sponsor and accelerator that supports community based ideas, projects, and organizations. We help emerging projects build the administrative, financial, technological, and organizational infrastructure they need to grow sustainably and create meaningful community impact.

As Channel72 expands its services and develops its client-facing software, we are seeking a graphic designer with web development experience to strengthen our visual identity, improve our public website, and establish a cohesive design system that can extend across our digital products.

2. Project Overview

Channel72 is seeking an independent contractor, studio, or small agency for a hybrid graphic design and web development engagement.

The anticipated scope is approximately:

- **75% graphic design and brand identity**
- **25% front-end web development and implementation**

The selected partner will help Channel72 develop a visual identity that clearly communicates our role as both a fiscal sponsor and an accelerator for community-based ideas.

The request is to refine or redesign our primary brand icon, improve the accessibility and usability of our website and web app, and create a visual style guide that can also inform our outward presence .

The selected contractor will collaborate primarily with Channel72's Marketing Lead and periodically with the Lead Product Developer. The Lead Product Developer will remain focused primarily on how the web design interacts with architecture, backend systems, and core functionality of the Channel72 software platform.

3. Project Goals

The goals of this engagement are to:

1. Create a clear, recognizable, and flexible visual identity for Channel72.
2. Redesign or refine the Channel72 icon so that it represents our work as a fiscal sponsor, organizational partner, and/or accelerator for community based initiatives.

- a. Include custommade icons or graphics to illustrate concepts for users to enhance comprehension of copy throughout the website.
3. Improve the design, accessibility, usability, and visual consistency of the Channel72 website.
4. Develop a design system that can be used across the public website, marketing materials, and client-facing software.
5. Establish consistent visual and interface standards that support future growth.
6. Translate the approved designs into a responsive and accessible front-end website implementation.

4. Scope of Work

A. Brand Discovery and Visual Direction

The selected contractor will:

- Review Channel72's current website, logo, iconography, messaging, and visual materials.
- Meet with the Marketing Lead and relevant Channel72 staff to understand the organization's mission, audiences, values, and future direction.
- Explore visual concepts that communicate community leadership, acceleration, fiscal sponsorship, infrastructure, trust, and growth.
- Recommend an overall creative direction for the Channel72 brand.
- Ensure the visual direction feels credible and professional while remaining welcoming and accessible to community-based organizations.

B. Icon and Brand Identity Design

The selected contractor will:

- Design a Channel72 brand icon.
- Ensure the icon works independently and alongside the Channel72 name.
- Create variations appropriate for websites, software interfaces, social media, presentations, printed materials, and small digital formats.
- Establish an accessible and cohesive color palette, typography system, iconography approach, and supporting graphic language.
- Provide accessible color combinations that meet appropriate contrast standards.
- Deliver final brand assets in editable and production-ready formats.

AI tools can be used to support your work, however we do not want AI originated icons.

The new identity should position Channel72 as:

- A trusted fiscal sponsor.
- An accelerator for community-based ideas.
- An educational resource
- A provider of strong operational and technological infrastructure.
- A collaborative partner rather than a traditional top-down institution.
- A modern, accessible, and mission-driven organization.

C. Website User Experience and Interface Design

The selected contractor will:

- Review the current Channel72 website structure and identify opportunities to improve clarity, accessibility, navigation, and visual hierarchy.
- Develop a responsive design direction for desktop, tablet, and mobile experiences.
- Create page layouts and reusable website components.
- Improve the presentation of Channel72's services, programs, organizational identity, and calls to action.
- Ensure that the website clearly explains fiscal sponsorship and acceleration services to prospective clients, partners, funders, and community stakeholders, working with approved copy.
- Design accessible forms, menus, content sections, and interactive elements.
- Incorporate plain-language and user-centered design principles.

Priority pages may include:

- Homepage
- About Channel72
- Fiscal Sponsorship
- Accelerator or Programs
- Projects
- Contact or Application Page
- Blog

The final list of pages will be confirmed during project discovery.

D. Design System and Style Guide

The selected contractor will create a practical style guide that can be applied to both the public website and Channel72's client-facing software.

The style guide should include:

- Logo and icon usage.
- Color palette and accessible color combinations.
- Spacing and layout standards.
- Buttons, links, forms, alerts, cards, navigation, and other common interface components.
- Iconography and illustration guidance.
- Photography or image direction.
- Accessibility requirements.
- Examples of approved and unapproved usage.
- Guidance for extending the visual system into the Channel72 software platform.

The design system should be flexible enough to support future features without requiring Channel72 to redesign its interface for every new product release.

E. Front-End Website Implementation

Working with the Lead Product Developer, the selected contractor will:

- Implement approved designs within Channel72's existing website environment.
- Build or refine responsive front-end components.
- Ensure consistency between approved design files and the live website.

- Support appropriate integration with the existing content management system, codebase, or hosting environment.
- Test the website across common screen sizes and modern browsers.
- Address accessibility issues related to visual design and front-end implementation.
- Provide clean, documented, and maintainable front-end code.
- Coordinate with the Lead Product Developer when implementation affects technical architecture, data, authentication, integrations, or backend functionality.

The selected contractor will not be primarily responsible for backend software development, database architecture, or the core functionality of Channel72's client platform.

5. Accessibility Expectations

Accessibility is a central requirement of this project rather than an optional final review.

The selected contractor should demonstrate an understanding of:

- WCAG accessibility principles.
- Color contrast and visual readability.
- Keyboard-accessible navigation.
- Clear focus states.
- Semantic page structure.
- Accessible forms and error messages.
- Responsive text sizing.
- Screen-reader considerations.
- Reduced-motion preferences where appropriate.
- Designing for users with varying levels of technical familiarity.

Channel72 expects the final design and implementation to target **WCAG 2.2 Level AA** conformance wherever reasonably applicable.

6. Collaboration and Project Management

The selected contractor will work primarily with:

Marketing Lead

The Marketing Lead will guide brand strategy, public messaging, content priorities, and creative review.

Lead Product Developer

The Lead Product Developer will provide guidance related to front-end implementation, technical feasibility, reusable software components, and alignment between the website and Channel72's client platform.

The contractor may also meet with Channel72 leadership or other stakeholders at key review stages.

The selected contractor should be comfortable:

- Presenting concepts and explaining design decisions.
- Receiving and incorporating structured feedback.
- Working collaboratively across marketing and product development.

- Maintaining clear documentation.
- Participating in regular project check-ins.
- Managing work through agreed-upon milestones.

7. Anticipated Deliverables

Expected deliverables include:

1. Brand and website discovery findings.
2. Creative direction or visual mood boards.
3. Redesigned Channel72 icon.
4. Primary and secondary logo configurations.
5. Final color and typography systems.
6. Brand asset package in editable and production-ready formats.
7. Website sitemap or recommended information architecture.
8. Responsive website mockups.
9. Reusable interface components.
10. Accessible front-end website implementation.
11. Website and cross-browser testing.
12. Brand and digital style guide.
13. Design system documentation for future client software.
14. Final source files and implementation documentation.
15. A handoff session with Channel72 staff.

8. Preferred Qualifications

Channel72 is particularly interested in candidates or teams with experience in:

- Graphic design and brand identity development.
- Responsive website design and front-end development.
- Accessible and inclusive design.
- Design systems and reusable interface components.
- Mission-driven organizations, nonprofits, community organizations, accelerators, or fiscal sponsors.
- Translating organizational values into clear visual systems.
- Collaborating with marketing and software development teams.
- Designing for audiences with different levels of technical knowledge.
- Frontend Dev + Designer experience

Experience working with community-based, minority-led, culturally specific, grassroots, or early-stage organizations is strongly valued.

9. Proposal Requirements

Proposals should include:

1. A brief introduction to the individual, studio, or agency.
2. A summary of your understanding of Channel72's goals.
3. Your proposed approach to the project.
4. A proposed project schedule with major phases and milestones.

5. A detailed fee structure or fixed project cost.
6. A description of what is included and excluded from the proposed fee.
7. Two to four relevant examples of branding, website, or design-system work.
8. A description of your experience with accessibility.
9. A description of your front-end development capabilities.
10. The names and roles of individuals who would work on the project.
11. Two professional references or client contacts.
12. Any anticipated needs, dependencies, or risks.
13. Your availability during the anticipated project period.

10. Evaluation Criteria

Proposals will be evaluated based on:

- Quality and relevance of previous work.
- Strength of visual design and brand identity experience.
- Understanding of Channel72's mission and audiences.
- Demonstrated accessibility knowledge.
- Ability to create a design system that extends from the website into client software.
- Front-end implementation experience.
- Proposed process and project management approach.
- Ability to collaborate with marketing and product development staff.
- Proposed schedule.
- Overall cost and value.
- Reading RFP in its entirety.

Please re-name all submission files to include the last song you listened to.

Channel72 may invite selected candidates to participate in a brief interview or portfolio conversation before making a final decision.

11. Selection & Project Deadline

The following schedule is preliminary and may be adjusted with the selected contractor:

- **RFP issued:** 8/10/26
- **Portfolios due:** 8/13/2026 (end of day)
- **Candidate interviews due:** 8/19/2026
- **Proposals due:** 8/21/2026 (end of day)
- **Project begins:** (Firm) 8/31/2026
- **Final handoff:** (Target) 10/16/2026

12. Budget

Channel72 has established a project budget of **\$5,000-\$7,000**.

Proposals should clearly identify:

- Design fees.

- Development fees.
- Project management fees.
- Any anticipated software, font, licensing, hosting, or third-party expenses.
- The number of revision rounds included.
- The hourly rate for work requested outside the approved scope.
- The proposed payment schedule.

13. Ownership and Usage

Upon final payment, Channel72 will receive ownership of the approved final designs, website code developed specifically for the project, brand assets, and related documentation.

The selected contractor should identify any third-party assets, fonts, plugins, libraries, templates, or licenses that will remain subject to separate terms.

The contractor may request permission to display the completed work in a portfolio after the project has been publicly launched.

14. Submission Instructions

Please submit portfolios electronically to:

Contact: Victor Jackson

Email: victor@channel72.org

Subject Line: Channel72 Brand and Website RFP

Deadline: August 13, 2026 (end of day)

Questions about the RFP may be submitted to the same contact by **August 12, 2026**

15. Equal Opportunity and Community Alignment

Channel72 welcomes proposals from independent designers, small studios, and agencies. We especially encourage submissions from people and teams whose work reflects an understanding of community based development, cultural responsiveness, accessibility, and equitable collaboration.

Channel72 reserves the right to revise the project scope, request additional information, negotiate with one or more candidates, reject any or all proposals, or discontinue the selection process.