Request for Proposals

ICE Rebranding Brief

About Indigenous Clean Energy

Indigenous Clean Energy (ICE) is a not-for-profit organization that advances Indigenous-led capacity building and collective action in Canada's clean energy transition. We do this by fostering Indigenous leadership and facilitating collaboration among communities, energy companies, utilities, governments, development firms, cleantech innovators, the academic sector, and capital markets.

Founded in 2016 with our flagship initiative—the 20/20 Catalysts Program—ICE began by supporting 20 Indigenous leaders in hands-on clean-energy capacity-building.

Since then, ICE has grown significantly, expanding into a full suite of initiatives that support Indigenous leadership across the clean energy spectrum. Today, we deliver seven programs focused on building capacity, strengthening connections, and accelerating Indigenous-led clean energy solutions.

You can watch this video to learn more about our story.

Current branding challenges

Over the years, multiple logos have been created for our various programs, resulting in a collection of visual identities that are not fully aligned. This inconsistency has led to brand confusion and makes it difficult to present ICE as a cohesive organization with a unified purpose.

As we approach ICE's 10th anniversary in 2026, we aim to refresh and strengthen our visual identity to better reflect who we are today: an organization rooted in Indigenous leadership, collaboration, and innovation, with a decade of impact behind us and a strong vision for the future.

Project Details

About this RFP

ICE is seeking a design partner to lead a comprehensive brand refresh that reflects our organizational growth, our commitment to Indigenous clean energy leadership, and the values that guide our work.

Goals and scope of work

- Refresh ICE's visual identity to better reflect our work advancing capacity building, mentorship, and project support for Indigenous clean energy leaders.
- Ensure the updated brand authentically incorporates Indigenous culture, identity, and values, reflecting the diversity of Nations across Turtle Island.
- Modernize ICE's visual presence to reflect our growth and future direction.
- Develop a brand package that unifies ICE's organizational identity while giving each program a distinctive touch.

Timeline

Ideal start date: March 2026
Estimated completion: 14-16 weeks (subject to change)

Deliverables

- Custom-designed primary ICE logo with refreshed colour palette and typography
- Wordmarks and colour variations for all seven ICE programs
- Comprehensive brand guidelines (usage rules, colour systems, typography, imagery direction, spacing, tone, accessibility guidance)
- Graphic and design asset package (icons, background textures, patterns, etc. in SVG, PNG, EPS formats)
- Brand collateral (letterhead, PowerPoint, social media templates)
- Updated visual styling for the ICE website (no redevelopment required)

Proposed budget

$30,000 - $40,000

RFP Requirements

- **Submission Deadline:** Sunday, January 18, 2026
  Submission Method: communications@indigenouscleanenergy.com
- **Subject line:** ***Proposal – ICE Brand Refresh – [Company Name]***
  - Along with your submission, please send examples of past branding or visual identity projects
  - Please provide a detailed quote with a cost breakdown (including optional add-ons)
  - A brief company profile and bios of key team members
  - A proposed work plan, including methodology, milestones, and timeline
  - Please let us know about any relevant experience working with Indigenous organizations or communities (optional, not required)

Note: We welcome submissions from all interested design companies. In alignment with ICE's social action commitments, priority will be given to Indigenous-led businesses.