



GRAPHIC DESIGN SERVICES FOR THE BC OIL AND GAS COMMISSION

SCOPE OF WORK – TEMPLATE(S) DESIGN

APRIL 2021

All enquiries related to this request for services, including any requests for information and clarification, are to be submitted by **April 30, 2021** and directed, in writing, to procurement@bcogc.ca, who will respond if time permits. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents at the Commission's option.

[A] COMMISSION BRIEF

The [BC Oil and Gas Commission](#) (Commission) is a provincial Crown Agency whose purpose is to regulate oil and gas activity in B.C. Commission employees are 'hands on' in several communities, liaising and sharing insight into oil and gas activities in order that stakeholders have a better understanding of how we work to protect public safety, safeguard the environment, and respect those affected. Much of this information sharing is conducted by way of publications and other guidance housed on the Commission website.

In 2019/20, the Commission replaced its external website to revitalize its branding and content. Based on the new design, a Commission Brand/Style Guide (the Guide) was created to be used as the standard when applying the new visual identity to Commission publications.

[B] SCOPE OF PROPOSED WORK

The Commission is seeking graphic design services for the creation of new, consistently styled, contemporary templates (for internal use and external publications) based on its website and Guide. The provider must have experience in the field of graphic design with proven expertise in designing print and web content for communications products and corporate publications. It is expected the provider is aware of industry trends and able to provide creative and innovative designs and solutions.

[C] BACKGROUND

All desktop publishing and use of Adobe InDesign/Illustrator is performed by the Commission's Communications team (Comms team). To allow for ease of editing by other Commission employees (without Adobe licences) draft materials are developed in Microsoft Word. Once finalized, the Comms team transfers the content into Adobe software to complete the layout and design.

[D] DELIVERABLES

The Graphic Designer will conceptualize, design, and produce new templates in alignment with the Guide, ensuring branding is consistently incorporated across the range of new materials.

Descriptions of existing Commission publications are provided (see links), with the requirements expected of each new Adobe InDesign template:

Publication	Purpose	ADOBE Design Requirements* Standardized look and feel consistent with the new website and Guide.
Technical Reports 8.5" x 11" landscape. Multi-page. (click for current examples)	Quarterly, annual, and on an as-needed basis. Provide updated info on initiatives, statistics, performance, and findings from incident investigations. Subjects vary from reservoir and pipeline engineering to environmental stewardship (water, air, land use), and Indigenous Nations considerations, etc.	Cover page must have room for: <ul style="list-style-type: none">• Multi-line titles.• Logo/graphics/image. Intro pages must include: <ul style="list-style-type: none">• Table of contents.• Commission office locations (map) and contact information.• 'About the Commission' introductory message.• Vision, Mission, Values statement.• Stylized header/footer option.• Overview page (introducing report content). Selection of page layouts allowing for the flexibility to include (and move): <ul style="list-style-type: none">• Images, graphs, illustrations, etc.• Side panels/breakout areas to highlight quotes, lists, fast facts, or small graphics.• Glossary layout.• Closing page.

		Seeking design concepts/pages that would highlight regularly occurring, specific topics (E.g., water, air, land, site restoration, Indigenous Nations). Could be through use of colour or icons.
Fact Sheets 8.5" x 14" portrait. One to two pages. (click for current examples)	Updated annually. Q&A style documents with infographic content. Each is topic-specific, with related materials included for context.	<ul style="list-style-type: none"> Header and footer, with room for Commission logo¹ and contact information. Room for assets like illustrations, vectors, and images. However – these Fact Sheets are generally 'info heavy', so considerable room is required for text.
Newsletters 8.5" x 11" portrait. Multi-page. Comms team to provide sample of 'Regulatory Affairs Quarterly' and click for current examples of the 'Community Connector'.	Quarterly and bi-annual. Refer to the sample and link provided to gain insight into the diversity and volume of regularly updated content.	<ul style="list-style-type: none"> Title page, or opening pages, with room for title, image/s, contact information, table of contents. Stylized header/footer option. Selection of page layouts allowing for the flexibility to include (and move): <ul style="list-style-type: none"> Images, graphs, illustrations, etc. Side panels/breakout areas to highlight quotes, bullet lists, fast facts, or small graphics.
Brochures 8.5" x 11" landscape. Two-sided, tri-folding. Comms team to provide sample.	Created as needed. Distributed at trade shows or walk-in offices as handouts. Provides info on specific topics or events.	<ul style="list-style-type: none"> Room for multi-line titles, images, contact information, 'break-out' sidebars to highlight content, space to include a stylized quote and/or employee picture, bullet lists, etc.
<p>*Required File Formats: Adobe InDesign (with linked Illustrator graphics as necessary).</p> <p>Method of Distribution: PDF – posted to web. Physical hardcopies printed and distributed (in-person or via email).</p>		

¹ The Commission logo is rectangular (landscape), but a circular logo is also used internally. It would be beneficial to ensure any placement of the logo allows for either version.

The following publications are the longest documents maintained by the Commission and are updated weekly by non-Comms employees using Microsoft Word. Samples are provided (see links), with the requirements expected of new Microsoft Word templates:

Publication	Purpose	MICROSOFT WORD Design Requirements* Standardized look and feel consistent with the new website and Guide.
Industry Manuals 8.5" x 11" portrait. Multi-page. (click for current examples)	These comprehensive instructional manuals provide complete overviews of the multi-step processes required of operators when applying for oil and gas permits, and the conditions for subsequent construction, operation, and reclamation of oil and gas activities. Refer to the link provided to gain insight into the range and significant volume of regularly updated content.	Part 1 – Opening Pages Cover page must have room for: <ul style="list-style-type: none"> • Multi-line titles. • Logo/graphics/image. Intro pages must include: <ul style="list-style-type: none"> • Table of contents (link to chapters). • Commission office locations (map) and contact information. • 'About the Commission' introductory message. • Vision, Mission, Values statement. • Header. Footer with room for multiple links (see samples) • Overview page (introducing report content). Part 2 – Chapter(s) <ul style="list-style-type: none"> • Chapter cover page (editable - for use on multiple chapters). Selection of page layouts allowing for the flexibility to include (and move): <ul style="list-style-type: none"> • Images, graphs, illustrations, etc. • Side panels/breakout areas to highlight quotes, lists, fast facts, or small graphics. • Separate glossary template. • Closing page.
<p>*Required File Formats: Microsoft Word.</p> <p>Method of Distribution: PDF – posted to web. Physical hardcopies printed and distributed (in-person or via email).</p>		




[E] COMMISSION STYLE STANDARDS. The Commission will provide the graphic designer with its style Guide and logo.

Commission fonts include:

Museo Sans 100	And in bold: Museo Sans 100
Museo Sans 300	And in bold: Museo Sans 300
Museo Sans 500	And in bold: Museo Sans 500

While not listed in the Guide, the Comms team uses Museo Sans 700 and 900 when bolder headings are required.

Commission colours include:

								
green 719949	blue 003D4C	metallic seaweed 087F8C	munsell 048BA8	light blue 4EA0C7	grayish green 74AB6F	polished pine 5AAA95	dark gray 606060	quick silver A0A2A5
R: 113 G: 153 B: 73	R: 0 G: 61 B: 76	R: 8 G: 127 B: 140	R: 4 G: 139 B: 168	R: 78 G: 160 B: 199	R: 116 G: 171 B: 111	R: 90 G: 170 B: 149	R: 96 G: 96 B: 96	R: 160 G: 162 B: 165
C: 61% M: 22% Y: 92% K: 4%	C: 96% M: 65% Y: 51% K: 42%	C: 86% M: 35% Y: 40% K: 6%	C: 83% M: 31% Y: 26% K: 1%	C: 67% M: 23% Y: 11% K: 0%	C: 59% M: 14% Y: 72% K: 1%	C: 66% M: 14% Y: 49% K: 0%	C: 61% M: 53% Y: 52% K: 24%	C: 40% M: 31% Y: 30% K: 0%

REFER TO THE GUIDE for additional fonts, branding and style standards.

[F] WORK EXPECTATIONS and TIMELINES

- **Software/hardware use.** The graphic designer must acquire and use their own Adobe licences and hardware for the design work.
- **Progress report(s).** The graphic designer will discuss their design progress with a Comms team member(s), provide a weekly written update on progress/challenges, and revise and finalize templates based on feedback from the Comms team. Final designs must meet the specifications as described unless alternative design solutions are agreed upon by both the graphic designer and the Comms team.
- **Work Location.** The graphic designer is expected to work off-site of Commission offices. They must be available for in-person, telephone, and/or virtual conversations with members of the Comms team throughout the completion of the work outlined above.
- **Commission images.** The Comms team can provide high-res oil and gas related images upon request, if required.
- **Royalty free images.** The graphic designer may source free images online as necessary, as long as the images are within British Columbia.
- **Timeline.** All templates/products substantially completed and delivered within three months of contract start date. Ideally, the graphic designer will be available on an ad-hoc basis for the remainder of the year (at an accepted rate) for possible changes or alterations of the templates or other graphic-related projects requiring their expertise and familiarity.

[G] INTELLECTUAL PROPERTY and ACCESS TO MATERIAL

- The Commission exclusively owns:
 - All template designs and files created by the graphic designer as described in this document.
 - Materials received by the graphic designer from the Commission (e.g., Commission logo, Commission Brand/Style Guide, etc.)
- If the graphic designer receives a request for access to any templates, or suggests edits to templates, from a person other than the Comms team, they must advise the person to make the request to the Comms team.

[H] BUDGET

- All contract deliverables to be provided within a budget up to and not exceeding \$12,000 including GST and materials.