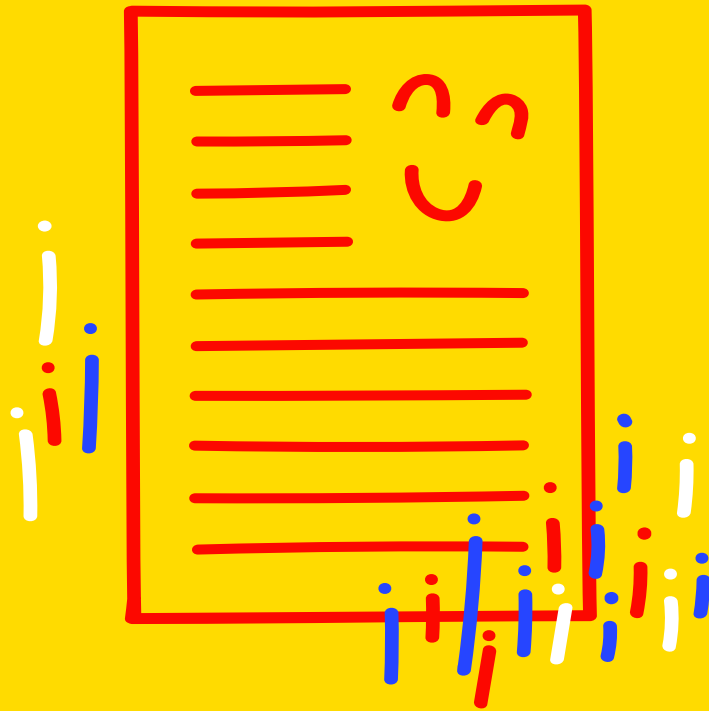




# Graphic Design Grant for Local Impact



# Hello There!

We are **Equal Parts Studio**—a contemporary graphic design studio in downtown Toronto. Thank you for your interest in our studio and our grant!

# Introduction

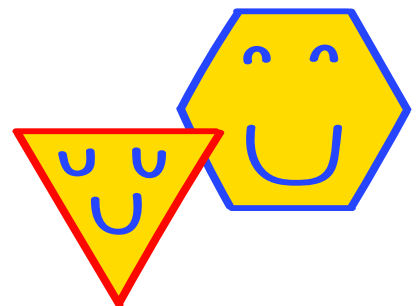
The Equal Parts Studio Graphic Design Grant for Local Impact is an initiative by Equal Parts Studio which offers graphic design services worth up to \$12,000 pro-bono to one non-profit organization in Toronto within one calendar year.

Design is a key component of organizational operations, and we are lucky to participate in the growth processes of many local businesses. However, we recognize that the people who need our help the most, might be the ones pouring most of their resources into their programming and not their communication.

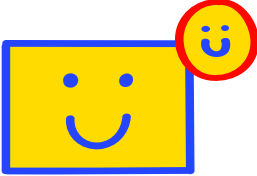
While we have worked pro-bono to support local organizations before, we want to take our commitment for social and environmental improvement to the next level. We decided to create a formal process to partner with a nonprofit organization for one year, and offer our services and support consistently.

This is why we created the Graphic Design Grant for Local Impact, to support organizations that are changing the world and improving life for Torontonians. The goal is to learn about our partner's cause, and create solutions that can be sustainable long term. We are willing to work on projects that range from branding and identity design, to digital platforms and communication campaigns.

We will also do our best to coach board members and employees on making decisions that align with the organization's vision, manage their creative projects, and advise on what to expect from future working relationships with designers.



# Grant Specifications



**Our grant will give the selected non-profit one year’s worth of design from Equal Parts Studio:**

We are donating up to \$12,000 of services and have allocated time equivalent to \$1,000 per month to provide any of the services from the list below. As soon as the organization awarded the grant is announced, the team will be asked to participate in a brainstorm and discovery meeting, to set expectations, define goals and timelines.

**The donation of our services will start in January 2020 and last until December 2020.**

**Strategy**

- Business Strategy
- Concept Development
- Content Strategy
- Marketing Strategy
- Communication Strategy
- Brand Strategy

**Branding**

- Naming
- Creative Direction
- Research
- Logo & Identity Design
- Brand Presentations
- Brand Guides

**Digital**

- Landing Pages & Banners
- Holding Pages
- Microsites
- Social Media Content
- Social Media Ads
- Experimental Campaigns
- Website Design
- Wireframes

**Experience**

- E-commerce
- Content Development
- Prototyping
- Blog/Digital Publishing
- Accessibility Audits
- User Experience
- Testing

**Print Design**

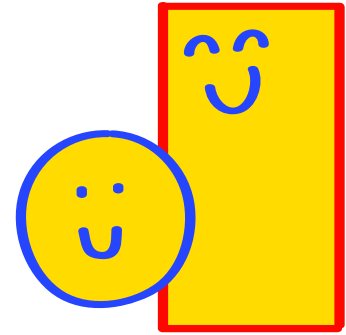
- Editorial Layout
- Brochure
- Poster
- Packaging
- Label Design
- Signage
- Environmental Graphics
- Promotional Materials
- Invitation & Correspondence
- Publications

**Creative Services**

- Illustration
- Creative Direction
- Art Direction

**Some examples of services and expenses that are not included in our grant are advertising budgets, printing or production costs, web hosting and sponsored content budgets.**

# Eligibility



## Applicants must meet the following criteria:

1. Must be an incorporated non-profit or registered charitable organization
2. Must operate in Toronto
3. Must be in operation for minimum of one (1) year
4. Must have tangible local social or environmental impact through their work
5. Cannot be under a contract to work with a similar design studio or agency
6. Must not currently be receiving government or private funding for design projects

**The successful organization must be able to provide some financial capital for projects and available staff for the execution of the projects.**

### Available Staff

The successful applicant must have staff members who can dedicate time to meetings, make decisions, and also have the ability and skills to support our team as needed.

The organization must be able to provide us with the necessary information for each project.

### Production Costs

Equal Parts Studio will donate time and expertise for your cause, however production costs like development, print production and media buys cannot be covered.

These are all hard costs that applicants must be prepared to cover.

# Application Process

**Applicants must follow the following process and comply with the dates outlined:**

1. Eligible applicants must download and complete the application form (below)
2. Applicants must include supporting documents to prove they are a legitimate non-profit organization operating in Toronto.
3. Organizations must send application form and documents via email to [local.impact@equalparts.studio](mailto:local.impact@equalparts.studio) by 5pm January 10<sup>th</sup>.
4. Equal Parts will select 3 eligible applicants as finalists to interview. Only selected applicants will be notified.
5. Interviews with finalists will occur from January 13<sup>nd</sup> to January 17<sup>th</sup>
6. The successful applicant will be selected and announced on January 20<sup>th</sup>

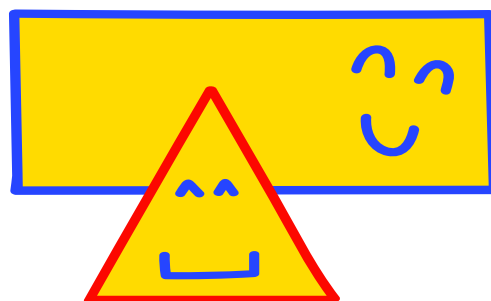
**Upon selection for an interview you will be asked to share information about your organization such as:**

- The articles of incorporation or registration of your organization
- Samples of existing branding or marketing materials
- Your financial budget from 2019

**Applications must be submitted by January 10<sup>th</sup> 5pm. Late applications will not be accepted.**

**Applications may only be submitted through email at [local.impact@equalparts.studio](mailto:local.impact@equalparts.studio)**

**Please email us if you have any questions. Phone calls or studio visits cannot be accommodated.**



# Application Form

Date of Application

## Part 1 - Information

Name of Organization

Executive Director

Type of Organization

Date of Incorporation/Registration

Address

Postal Code

# of Directors

# of Staff

Annual Marketing  
Budget

Contact Name

Position

Email

Phone number

Website

Social Network Profile

# Application Form

## Part 2 - Mission

Please tell us about your mission, the problems you are trying to solve and the type of programs and actions you are taking to have tangible impact in our community.

A large, empty rectangular box with a thin blue border, intended for the applicant to write their mission statement and describe their programs and actions.



# Application Form

## Part 3 - Need

Please tell us about the services you need, why you need them, and how our work can contribute positively to your mission.

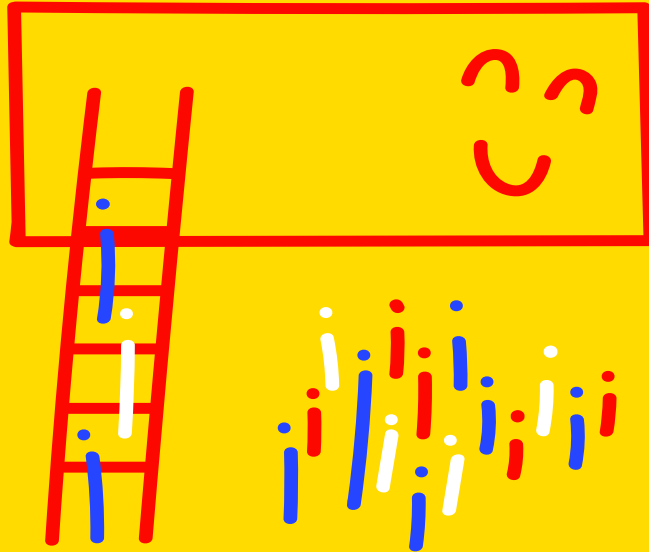
A large, empty rectangular box with a thin blue border, intended for the applicant to provide details about their needs and how the organization's work can contribute to their mission.

# Application Form

## Part 4 - Background

Please describe successful and unsuccessful projects and initiatives your organization has spearheaded in the past year.





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