



REDESIGN OF TWO CORPORATE LOGOS

The **Canadian Institute for Research on Linguistic Minorities (CIRLM)** is seeking proposals for the redesign of its logo and as well as of its academic journal, **Minorités linguistiques et société/Linguistic Minorities and Society (MLS-LMS)**.

Background

The CIRLM is a research organization dedicated to the study of Official Language Minority Communities in Canada. The journal *Minorités linguistiques et société/Linguistic Minorities and Society* is an academic publication created by the Institute.

The current logos of the Institute and the journal share a common visual identity. We wish to modernize these graphic identities while preserving the visual and conceptual connection between the two.

Scope of Work

The selected firm will be expected to:

- Review the current logos and their usage;
- Propose a new visual identity for the CIRLM;
- Develop a logo for the MLS-LMS journal that is consistent with the Institute's identity;
- Present several creative concepts;
- Make revisions based on feedback received;
- Deliver the final approved versions.

Expected Deliverables

Proponents should include the following deliverables:

- CIRLM main logo;
- MLS-LMS journal main logo;
- Colour, black-and-white, and monochrome versions;
- Formats adapted for both web and print use;
- Editable source files (AI, EPS, or equivalent);
- PNG, JPG, and SVG formats;
- A concise brand guide outlining colours, typography, and usage guidelines.

Evaluation Criteria

Proposals will be evaluated based on, but not limited to:

- Understanding of the project requirements;
- Relevant experience in branding and logo design;
- Quality of the portfolio provided;
- Proposed methodology;
- Project timeline;
- Total cost of the project.

Proposal Requirements

Please include:

1. An overview of your company;
2. Examples of similar projects completed;
3. A description of your approach;
4. A preliminary project schedule;
5. A detailed cost breakdown, including the number of revisions provided;
6. Any relevant information regarding copyright and transfer of usage rights.

Timeline

- Proposal submission deadline: **October 31, 2026**
- Selection of the successful firm: **November 9, 2026**
- Start of the contract: **late November 2026**
- Desired final delivery date: **March 31, 2027**

To facilitate consultations, project discussions, content review, and deliverable validation, the successful proponent must demonstrate the ability to provide services in both French and English.

Contact Person

For any questions or to submit your proposal, please contact:

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