Graphic Design Contractor

**Location:** Remote

**Reports to:** Director of Development, Communications Manager

**Timeline:** The deadline for proposals is Jan. 26 2024.

**Scope of Work**

**Purpose**
The Continental Divide Trail Coalition (CDTC) is seeking a graphic design contractor to design Passages Magazine, a non-profit online publication, and the CDTC Annual Report. The purpose of the publications is to generate widespread awareness of CDTC initiatives, projects, and partners across the Continental Divide and to boost reach and support through creative and engaging storytelling, imagery, and design.

**Project Deliverables**

- Produce two issues of Passages for the calendar year 2024, released in Spring (May 15) and Winter (Nov. 1).
  - Provide unique designs and creative layouts for each issue with provided content.
    - Each magazine will consist of approximately 50 pages. Examples: [Autumn 2022](#), [Winter 2022](#).
  - Optimize for digital display, although the publication is sometimes printed in small batches.
  - Deliver packaged Indesign files and PDFs optimized for print and digital display per publication timelines.
- Produce CDTC’s Annual Report, release date July 15, 2024
  - Provide unique and creative design, and incorporate existing elements from other CDTC’s resources. Examples: [2021 Annual Report](#), [2022 Annual Report](#)
  - Optimize for digital and print production.
  - Deliver packaged Indesign files and PDFs.
- Design in alignment with the CDTC style guides and examples provided.

**Company Overview**
The Continental Divide Trail Coalition is the lead non-profit in stewardship for the 3,100-mile Continental Divide National Scenic Trail. See more at: [continentaldividetrail.org](http://continentaldividetrail.org)
Objectives & Deliverables
The primary goal of this contract is to create an engaging design that displays CDTC’s work, fosters awareness of the Continental Divide National Scenic Trail, and highlights communities and surrounding landscapes. CDTC is seeking an individual experienced and successful in graphic design, and ideally one who is familiar with the outdoor/environmental sector.

A successful candidate will be able to do the following:
- Work in close communication with CDTC staff to develop engaging content and layout.
- Design and organize content to align with CDTC style while introducing fresh perspectives.
- Work autonomously to achieve goals general goals while maintaining an eye for detail.
- Highlight concepts that reinforce principles of justice, equity, diversity, and inclusion, and demonstrate CDTC’s commitment to helping ensure all individuals feel welcome and can identify with the CDT experience.
- Be proficient using Google Suite, Zoom, Adobe Creative Suite, and other digital products to produce high-quality information and collaborate with CDTC staff.

Administration and Time Commitment
The person in this position will work closely with the Communications Manager to maintain voice and branding consistency in all publications, as well as CDTC’s Development Team for the Annual Report content and priorities. The estimated hourly input per issue of Passages is 30-40 hours. The estimated hourly input for the Annual Report is 15-20 hours.

Timelines
Vendor selection is anticipated by February 16, 2024. Project kick-off will begin ASAP after vendor selection, whereupon content timelines will be set. Scheduled publication release dates for 2024 are May 15, July 15, and Nov. 1.

To Apply
Interested individuals should send a proposal including a price quote, a written response explaining their ability to provide the services outlined above, and a portfolio of past work to Audra Labert at alabert@continentaldividetrail.org with the subject line “Graphic Design Contractor.”

Responses are due by Jan. 26, 2024.