MineConnect

Request for Quotation

MineOpportunity Challenge Visual Brand Elements & Application Guidelines

Cohesive visual system for the physical game and digital platform, existing logos remain unchanged

Procurement Number: MC-RFQ-001-2026

Issue Date	22 October, 2026
Questions Deadline	28 October, 2026
Submission Deadline	2 November, 2026
Submission Email	mineopportunity@mineconnect.com
Contact	Dorin Ugoh, Special Projects Officer | dorin@mineconnect.com

MineConnect | 1545 Maley Drive | Sudbury, Ontario P3A 4R7

1. Overview

MineConnect is requesting quotations from qualified graphic-design and visual-branding professionals to develop a cohesive set of supporting visual elements and practical application guidelines for the MineOpportunity Challenge. This assignment is not a logo redesign. The existing MineOpportunity logo(s), MineConnect logo, Laurentian University logo, Goodman School of Mines logo, partner/funder logos and other approved marks will remain unchanged. The purpose of this RFQ is to create the visual language around those existing assets so that the physical game board, digital platform and related materials look and feel like one coordinated MineOpportunity experience.

Procurement structure
This RFQ is intentionally separate from the physical game-design and printing/manufacturing procurements. The selected respondent will create the supporting visual language and reusable assets that will be handed to the physical game designer and digital-platform developer. Existing logos are fixed inputs and are not being redesigned. The visual-elements assignment and physical game-design assignment may proceed concurrently, with reasonable coordination where the work overlaps.

2. Background

The MineOpportunity Challenge is a bilingual, facilitator-led career exploration game that introduces students to careers within Ontario's mining and mining supply and services sectors. The program combines a physical board-game experience with a digital platform that supports gameplay administration, questions, missions, scoring and event-management functions. It is designed for both classroom delivery and larger events using multiple concurrent game boards.

As the physical game and digital platform are being modernized in parallel, MineConnect requires a consistent visual design system that can be handed to the separate game designer, digital-platform developer, printers/manufacturers and internal staff. The selected respondent will create the shared visual building blocks and application rules; the respondent will not redesign the logos, redesign gameplay, engineer the physical kit, build the software platform or manufacture the game.

3. Objectives

- Create a cohesive and recognizable MineOpportunity visual language that works across the physical game and digital platform while preserving all existing approved logos.
- Develop reusable supporting elements, such as colours, typography, icons, shapes, patterns, panels, badges and other visual motifs, that give MineOpportunity a consistent look.
- Provide a bilingual-ready system that works effectively in English, French and bilingual applications.
- Provide clear placement and usage guidance for existing MineConnect, Laurentian University/Goodman School of Mines, funder, sponsor and partner logos without altering, redrawing or replacing those marks.
- Ensure the visual system is accessible, legible and practical for both print and screen use, including game boards, game components, facilitator materials and digital interfaces.
- Deliver editable source assets and concise application guidelines that can be used independently by the physical game designer, digital-platform developer, future suppliers and MineConnect staff.

4. Scope of Services

4.1 Discovery and Visual Review

- Review the existing MineOpportunity logo(s), current game board and physical materials, available digital-platform designs/prototypes, and representative program materials supplied by MineConnect.
- Participate in a project kick-off/discovery meeting with MineConnect and Laurentian University representatives to understand the game, audiences, physical and digital applications, accessibility needs and production constraints.
- Identify where the current materials lack visual consistency and recommend a practical design direction that can unify the physical and digital experience without changing the existing logos.
- Confirm the priority applications, icon categories and reusable visual assets required for the initial rollout, and identify any assumptions that may affect scope or pricing.

4.2 Supporting Visual Brand Elements

- Existing logos: use the supplied approved logo files as-is. No redesign, redraw, replacement, new logo concept, new wordmark, logo recolouring or alteration of any MineConnect, partner, sponsor or funder logo is included in this assignment.
- Colour system: establish a coordinated primary/supporting colour palette that works with the existing MineOpportunity identity and follows the official Laurentian University color palette with CMYK, RGB and HEX values and Pantone references where appropriate. The palette will govern surrounding design elements and will not be used to alter supplied logos.
- Typography: establish recommended typefaces, hierarchy and accessible alternatives for game-board text, headings, labels, instructions, digital-interface text and common office applications.
- Iconography: develop a consistent icon style and a reusable core icon library for MineOpportunity gameplay and interface needs. Icons may include gameplay actions, mining/career themes, categories, status indicators and navigation functions. Respondents should identify the number of custom icons included in their quotation and their approach to future icon additions.
- Graphic language: develop reusable shapes, frames, panels, dividers, patterns, textures, badges, callouts, backgrounds and/or illustration treatments that can be applied consistently across the game board and digital platform.
- Accessibility: define contrast, readability, scale and non-colour cues so essential information is not communicated through colour alone and the visual system supports accessible print and digital use.
- Bilingual application: provide layout guidance for English, French and bilingual content, including text expansion, hierarchy and spacing considerations.
- Logo placement and co-branding: provide practical spacing, hierarchy, background and placement guidance for the existing supplied logos when they appear together. This is application guidance only and does not authorize modification of any logo or creation of new logo lock-ups unless MineConnect expressly approves a specific arrangement.

4.3 Application and Handoff Examples

- Physical game-board visual styling example showing how the approved palette, typography, icons and graphic elements could be applied to board spaces, category areas, labels or other game information. This is a visual-style example, not the final physical game-board design or engineering.

- Physical game-component styling examples, such as property/reference materials, markers, labels, case identification or facilitator materials, sufficient to guide the separate physical game designer.
- Digital-platform visual styling example showing representative interface elements such as buttons, cards/panels, status indicators, badges, icons, headings and backgrounds. This is visual styling only and does not include UX architecture, software development or platform build.
- A practical set of digital design tokens/specifications for colours, typography, spacing and reusable visual treatments that the platform developer can apply consistently.
- One representative document or event-material example demonstrating how the same visual system carries beyond the game board and platform.
- A concise handoff package suitable for use by the separate game designer and platform developer, with clear file naming, formats and usage notes.

4.4 Out of Scope

- Redesigning, replacing, redrawing, renaming or rebranding the MineOpportunity logo or any MineConnect, Laurentian University, partner, sponsor or funder logo.
- Designing the final physical game board layout, selecting physical materials, engineering the carrying case/storage system, prototyping the kit or preparing manufacturing specifications; these responsibilities belong to the separate physical game-design procurement.
- UX research, software architecture, coding, platform development or implementation; the selected respondent will provide visual styling assets/specifications for use by the platform developer.
- Printing, manufacturing, assembly, packaging or production of physical game kits.
- Translation of program content, unless separately quoted and authorized by MineConnect.

4.5 Optional Additional Services

- Respondents that have the demonstrated capacity and experience to provide any of the services identified above may submit a **separate optional quotation** for those services.
- Any optional quotation must:
  - be clearly identified as separate from the Respondent's quotation for the core scope of this RFQ;
  - include a separate description of services, deliverables, timeline and pricing;
  - identify any assumptions, dependencies or additional information required from MineConnect; and
  - not be included in the Respondent's core RFQ price.
- Submission of an optional quotation is **not mandatory** and will not disadvantage a Respondent that submits a quotation only for the core scope. MineConnect may consider, accept, reject or negotiate any optional services separately from the award of this RFQ.

5. Required Deliverables

Deliverable	Minimum requirement
Approved visual direction	A cohesive visual direction built around the existing approved MineOpportunity logo(s), with no logo redesign or alteration.
Colour + typography system	Print and digital colour specifications, typography hierarchy, accessibility considerations and practical usage rules.

Deliverable	Minimum requirement
Icon library	Custom reusable icon set in a consistent style; respondent to state the number included. Final icons supplied in editable vector and common digital/print export formats.
Supporting graphic asset package	Reusable shapes, patterns, textures, frames, panels, badges, backgrounds, dividers, illustration treatments and other approved visual elements developed for the system.
Physical game application example	Representative board/component styling showing how the visual system should be applied by the separate physical game designer; not a final engineered board design.
Digital platform application example	Representative examples showing how the visual identity should be applied to the platform by the developer together with the specifications needed to apply the design consistently. This does not include UX design, software development or platform architecture.
Visual Application Guidelines	A concise, practical PDF guide covering colours, typography, icons, buttons, cards/panels graphic elements, accessibility, bilingual use, logo placement and physical/digital application.
Source-file handoff	Editable/native files and organized SVG/EPS/PDF/PNG or other appropriate exports for all custom visual assets and guideline documents.

6. Review and Revision Process

The quotation must include a minimum of four (4) consolidated revision rounds across the assignment. The four rounds are intended to refine the approved visual direction, supporting graphic elements, iconography, application examples and guideline document. Respondents should clearly state what is included in a revision round, the number of concepts/options included at each stage, and the hourly or fixed rate for any additional revisions requested after the included rounds are exhausted.

MineConnect will coordinate internal review and provide consolidated written feedback. Because the physical game design and digital-platform work may proceed at the same time, the selected respondent must be available for reasonable coordination with the separate game designer and platform developer to ensure that the approved visual system is practical to implement across both environments.

7. Proposed Schedule

Milestone	Target
RFQ issued	22 October, 2026
Questions deadline	28 October, 2026
Quotation deadline	2 November, 2026
Selection / kick-off	9 November, 2026
Initial brand direction	Within 5 business days of kick-off
Draft brand guideline	Within 5 business days of direction approval
Final files	27 November, 2026

8. Quotation Requirements

1. Company/consultant profile and primary contact information.
2. Brief understanding of the assignment, including confirmation that existing logos will remain unchanged, and the proposed process for developing the supporting visual system.
3. Relevant portfolio examples demonstrating cohesive visual systems, iconography and/or design systems applied across both print and digital environments.
4. Proposed team and identification of any subcontractors.
5. Work plan and schedule.
6. Detailed fixed-fee quotation with separate pricing for discovery, visual direction, supporting elements, iconography, application examples, guidelines and source-file handoff; optional items should be shown separately.
7. Confirmation that at least four (4) consolidated revision rounds are included.
8. Hourly rate for approved out-of-scope or additional revision work.
9. At least two (2) relevant client references.
10. Any assumptions, exclusions, number of custom icons included, licensing costs, third-party asset costs or recurring fees.

9. Evaluation

Criterion	Weight
Understanding and proposed approach	20%
Relevant visual-system, iconography and print/digital design experience	25%
Quality, practicality and cross-platform usability of proposed deliverables	20%
Schedule, responsiveness and collaboration approach	10%
Price and overall value	25%
Total	100%

10. Submission Instructions

- **Format:** Submit electronically in PDF format only, as one complete attachment. Do not submit links in place of the required submission file.
- **Email:** mineopportunity@mineconnect.com
- **Subject line:** MC-RFQ-001-2026 - MineOpportunity Challenge Visual Brand Elements & Application Guidelines
- **Confirmation:** An automatic email will confirm receipt. If you do not receive confirmation before the submission deadline, contact MineConnect at mineopportunity@mineconnect.com.
- **Deadline:** Monday, November 2, 2026, at 11:59 p.m. local time. Late submissions may not be accepted.
- **Validity:** Quotes/Proposals should remain valid for at least sixty (60) calendar days from the submission deadline.

10.1 Questions and Clarifications

Questions regarding this procurement are to be directed in writing to: **Dorin Ugoh, Special Projects Officer, MineConnect, dorin@mineconnect.com.** Questions must be received by the deadline shown on the cover page. MineConnect may issue written clarifications to all invited or registered respondents where a response could materially affect submissions.

11. Ownership, Intellectual Property and Source Files

Unless otherwise agreed in writing, ownership of final custom visual elements, iconography, patterns, templates, application examples, design-system specifications, guidelines and other custom deliverables created specifically for this assignment and paid for by MineConnect will transfer to MineConnect, or their respective rights holders, upon payment. The Successful Respondent must provide editable/native source files as well as final export formats suitable for print and digital use.

The existing MineOpportunity logo(s) and all supplied MineConnect, Laurentian University, partner, sponsor and funder logos remain the property of their respective owners and are not being commissioned, redesigned or transferred under this RFQ. The Successful Respondent is responsible for ensuring that any third-party fonts, icons, stock assets, software or other licensed materials incorporated into the new supporting visual system are properly licensed for MineConnect's intended ongoing use and are clearly disclosed before approval.

12. Confidentiality and Use of Information

Materials supplied by MineConnect for quotation or project delivery are to be used only for this assignment. Respondents must identify any confidential or proprietary material contained in their quotation. MineConnect may retain submissions for procurement and audit purposes.

Appendix A - Quotation Form

Pricing Component	Price (CAD, before HST)
Discovery and visual review	$
Creative direction / supporting visual system	$
Colour and typography specifications	$
Custom iconography - state number of icons included	$
Supporting graphic asset package	$
Physical game + digital platform application examples	$
Visual Application Guidelines	$
Four included revision rounds	$
Source-file preparation and handoff	$
Optional services / additional icon packages	$
Total before HST	$
Total after HST	$

Number of custom icons included in quoted price: _____

Confirmation that all existing supplied logos will remain unchanged: ☐ Yes

Additional revision / out-of-scope hourly rate: $_____ / hour

Proposed completion date: _____

Quotation valid for sixty (60) calendar days: ☐ Yes

Authorized representative: _____ Title: _____

Signature: _____ Date: _____