CA Bridge is building the capacity of hospitals and emergency rooms to serve as primary access points for the treatment of substance use disorders. Our goal is to make treatment accessible, without judgment, to anyone who needs it while reducing stigma and promoting recovery for people who use drugs.

Objectives

CA Bridge is launching a brand refresh with a new logo and updated brand guidelines so we are updating materials to support resources and outreach with the new branding (see deliverables outlined below). Example of New Brand and all other deliverable examples available upon request and can be found at www.bridgetotreatment.org/resources

Two Design Projects with Deliverables:

1. TOOLKIT
   One toolkit template – must be designed in Google Docs, using brand guidelines to integrate appropriate colors, fonts, headers, updated tables, cover pages, and page breaks. Examples of Toolkit content available upon request.

2. CULTURE PIECES
   One program model flyer and an overview flyer (2) needed for digital viewing and print:
   - 1 - Core Elements Flyer
   - 2- Ca Bridge General Flyer

Timeline

Kick-off: direction and files to be provided to vendor July 31, 2020 (or sooner)
Delivery of first round of all deliverables August 15, 2020 (or sooner)
Delivery of final materials, including up to 2 rounds of review September 1, 2020 (or sooner)

Process

Designers may apply to one or both jobs (1 and/or 2).

Please reply to skye@bridgetotreatment.org outlining:
- A brief statement of purpose (i.e., what makes you a good fit for this project),
- Related experience including cited applications and programs (e.g., Google docs, etc.) with a link to a portfolio and/or work samples. If you are interested in the Toolkit project please demonstrate previous experience with complex guidebooks
- Confirmed timeline
- Estimated cost

The selection will be made by considering proposed costs, expertise, as well as aesthetic principals that support our new branding. We strongly encourage proposals from women, black, indigenous, and people of color, and people who identify as LGBTQIA.