



Branding Expert RFI

About the RFI

[Seattle Jobs Initiative \(SJI\)](#) is seeking information about an experienced branding expert and consultant to update the SJI brand identity to make it more in line with our current strategic plan. This project will be foundational work in preparation for a full website redesign later this year. We are not looking for full proposals but rather set informational meetings and potential pricing.

Desired Scope of Work

The current SJI logo has been in use since our inception 25 years ago. We would like to retire it and reimagine a new logo for 2023 and beyond. This work as well as other branding considerations outlined below is what we believe SJI will need. We look to the consultant to let us know what, if anything, we're missing.

Evaluate current branding and present solutions for the following changes:

- New logo and color palette
- New tagline
- Brand positioning information and description
- Branded templates for internal and external communications collateral
- Alignment of segmented lines of business: national consulting, policy research, and local programmatic initiatives.

About SJI

As federal policy in the 1990's reduced opportunities for job training for low-income individuals, Mayor Norm Rice was looking for ways to do things differently. He created a partnership with Annie E. Casey Foundation and Seattle's Office of Economic Development (OED) to create Seattle Jobs Initiative, which would combine job-skills training, wraparound services, and business involvement to connect low-income individuals with living-wage jobs. A year-long planning effort by OED in conjunction with low-income residents, businesses, foundations, community colleges, and community-based organizations produced the blueprint for SJI's approach. In 1997, SJI was officially launched. In January 2003, SJI spun off from OED and established itself as an independent 501(c)(3) nonprofit organization.

Today, SJI continues to function as a workforce development intermediary invested in providing long-term solutions for a diverse workforce that serves the needs of both industry and the residents of Washington. This work is achieved through SJI's three teams: Partnerships and Career Pathways; Policy, Research and Evaluation; and Consulting and Technical Assistance.

SJI's purpose is driven by the following:

Our Mission: SJI supports people from under-invested communities to build careers. By creating equitable workforce systems and developing impactful partnerships, we address structural racism.

Our Vision: Every worker has a career that allows them, their family, and community to thrive.

Contact Information

To discuss this RFI and project, please contact SJI's Director of Communications & Technology, Hanna Welch: hwelch@seattlejobsinit.com