

Request for Proposals: Branding, Website & Digital Learning Platform

February 2026

Introduction

The First Nations Technology Council (Technology Council) is seeking proposals from qualified vendors to design and deliver a refreshed brand identity, a new organizational website, and a separate digital learning platform for First Nations communities across British Columbia.

Mandated by the First Nations Leadership Council, the Technology Council is the designated organization responsible for advancing digital literacy, improving internet connectivity, and guiding data and digital technology strategy for all 204 First Nations in British Columbia. This project supports that mandate by strengthening how we present our work and by enabling access to practical digital learning resources.

We are seeking vendors capable of delivering three interconnected deliverables as part of this RFP:

- A refreshed visual identity and brand system
- A new organizational website to showcase research, programs, and initiatives
- A separate digital learning platform (microsite) focused on digital transformation and AI, including educational resources, interactive courses, practical tools, and a prompt library. (Content for the learning platform will be developed separately and is not part of this RFP.)

Project Objectives

The objectives of this project are to strengthen the First Nations Technology Council's digital presence and improve access to practical, user-centred digital resources for First Nations across British Columbia.

Specifically, this project aims to:

- Deliver a cohesive visual identity and digital experience across the Technology Council's platforms

- Improve how the Technology Council communicates its role, programs, and impact
- Provide accessible learning opportunities related to digital transformation and emerging technologies
- Establish a scalable digital platform that can grow and evolve as new resources and tools are developed over the next few years

Branding and Visual Identity

The First Nations Technology Council has an established logo that will be retained. The selected vendor will be responsible for leading a structured brand development process to refresh and expand the Council's visual identity system.

The Technology Council intends for the refreshed visual identity to include original illustrations and/or digital artwork created by an Indigenous artist selected by the Technology Council. The vendor will be responsible for working collaboratively with the selected artist to integrate the artwork into the overall visual identity and digital interfaces.

The scope of work includes:

- Refinement or evolution of existing brand colours
- Development of a typography system
- Design of iconography and graphic elements
- Definition of photography and imagery direction
- Integration of original Indigenous illustration and/or digital artwork into the visual system
- Development of a visual style guide and brand guidelines document
- Application of the refreshed brand across digital interface deliverables outlined in this RFP

The refreshed visual identity must be:

- Scalable and adaptable for use across the organizational website, digital learning platform, and future digital properties
- Professional and appropriate for engagement with government, industry, and Indigenous Peoples
- Accessible and functional across digital and print applications

The vendor will lead a brand development process that includes:

- Initial brand exploration with two to three visual direction options
- Up to two rounds of revisions informed by feedback
- Delivery of final brand guidelines and digital assets

Organizational Website

The organizational website will serve as the First Nations Technology Council's primary digital presence and central point of access to information about its research, programs, and initiatives.

The scope of work includes:

- Information architecture and site structure design
- User experience and user interface design aligned with the refreshed visual identity
- Design and development of templates for key page types
- Development of the website using a flexible, maintainable content management system
- Implementation of accessibility, performance, and security best practices appropriate for a public-facing website

The website must be designed to:

- Clearly communicate the Technology Council's role, mandate, and body of work
- Support multiple audiences including First Nations, partners, funders, and the public
- Enable internal staff to manage and update content efficiently
- Scale over time as programs, research, and digital initiatives evolve

Digital Learning Platform

The digital learning platform will be developed as a separate microsite that provides a practical and accessible learning environment focused on digital transformation and emerging technologies.

The scope of work includes:

- Design and development of the platform aligned with the refreshed visual identity
- Development of modular templates and navigation structures for learning resources and tools
- Support for interactive and self-guided learning content
- Design of a flexible architecture that supports ongoing expansion of content and functionality
- Implementation of accessibility best practices for users with varying levels of technical experience

The platform must be designed to:

- Provide practical, actionable resources related to AI and digital transformation
- Support both individual learning and broader community capacity building
- Remain adaptable as new learning materials, tools, and guidance are developed over the next three years

Content for the digital learning platform will be developed separately and is not included in this RFP.

Design System and Technical Considerations

The visual design system and technical approach across all deliverables must support long-term scalability and future expansion.

Vendors must ensure that:

- Design components are documented and reusable across the organizational website and digital learning platform
- Technical decisions, including CMS selection, hosting approach, and development frameworks, support maintainability and long-term sustainability
- The digital learning platform is clearly connected to the organizational website through consistent navigation, user experience, and linking
- The overall technical architecture supports future growth in content, functionality, and additional digital properties

Proposals must describe:

- The vendor's approach to developing a scalable design system
How technical and platform decisions made through this project support future digital expansion
- Key considerations for integration and alignment between the organizational website and the digital learning platform

Project Phases

Phase 1: Discovery

To inform design and development, the Technology Council will support the selected vendor to undertake a Discovery Phase to validate assumptions, identify user needs, and inform technical decisions.

The vendor will be responsible for:

- Conducting five to eight interviews with Technology Council staff, alumni, and potential users
- Developing up to three to five audience personas reflecting the motivations, behaviours, and learning contexts of primary users
- Producing a Development Roadmap outlining recommended platform structure, user experience approach, a prioritized feature list, and functional and technical requirements
- Providing CMS and plugin recommendations that balance usability, accessibility, scalability, and long-term sustainability

Phase 2: Design and Development

Building on insights from the Discovery Phase, this phase will focus on designing and developing the refreshed brand system, organizational website, and digital learning platform.

The vendor will be responsible for:

- Designing user experience and user interface elements across both platforms aligned with the refreshed visual identity
- Finalizing and delivering brand guidelines including fonts, colour palette, typography, and digital interface standards
- Developing front-end and back-end components required to deliver the website and learning platform
- Implementing core platform functionality such as structured navigation and resource organization
- Ensuring compliance with WCAG 2.1 AA accessibility standards
- Conducting quality assurance testing across browsers and devices
- Integrating analytics to support ongoing evaluation and continuous improvement
- Delivering documentation and training to support internal management and long-term sustainability

Phase 3: Launch and Post-Launch Support

Following completion of design and development, the vendor will support the Technology Council through launch and transition to long-term internal management.

The vendor will be responsible for:

- Supporting final content population and launch readiness for both platforms
- Conducting final pre-launch testing to confirm functionality, accessibility, and performance
- Supporting deployment and go-live for the organizational website and digital learning platform
- Providing final documentation and staff training for ongoing content management and administration
- Addressing any critical issues identified during the initial post-launch period

Vendors should include in their proposals:

- A recommended approach to launch planning and risk management
- A proposed post-launch support period and support model
- Options for ongoing maintenance, enhancements, and technical support beyond launch

Timeline and Budget

The project is expected to commence in April 2026, with final deliverables due by July 31, 2026. The total maximum available budget for this project is \$130,000 CAD, inclusive of all fees, taxes, and subcontracting costs.

The First Nations Technology Council reserves the right to adjust the timeline as needed.

Proposal Requirements

Proposals should not exceed six pages, excluding resumes and appendices. Please use a minimum 11-point font and standard margins.

Submit your proposal as a PDF to natiea@technologycouncil.ca by March 6, 2026 at 5PM PST.

Proposals must include:

1. A clear understanding of the project objectives and how the vendor will support the First Nations Technology Council in achieving them
2. A detailed description of services, methodology, and proposed timeline, including key milestones
3. An itemized budget specifying daily or hourly rates, estimated hours or days per phase or activity, and total costs
4. Case studies or descriptions of three relevant projects demonstrating experience with similar work
5. Proposed project team composition, including roles, relevant skills, and experience. Resumes may be included as appendices and do not count toward the page limit

Proposal Evaluation

Contracts will be awarded to the vendor whose proposal demonstrates the strongest combination of capability, approach, and value.

Proposals will be assessed based on:

- Alignment with project goals and understanding of context, including demonstrated understanding of the needs of First Nations communities
- Quality and relevance of past work, including evidence of successful delivery on similar projects
- Technical capability and team qualifications, including experience delivering both Discovery and Design and Development phases
- Value for money, including the appropriateness of the proposed budget, resourcing, and level of effort relative to the scope of work

Shortlisted vendors may be invited to participate in a virtual interview or presentation to discuss their proposal, approach, and team.

The First Nations Technology Council reserves the right to negotiate final terms, timelines, and budgets with the selected vendor.

Additional Terms

- The First Nations Technology Council reserves the right to accept or reject any or all proposals.



First Nations Technology Council

- The First Nations Technology Council is not obligated to award a contract and may cancel this RFP at any time.
- Vendors are responsible for all costs associated with proposal preparation and presentation.
- All intellectual property created specifically for this project, including final brand assets, design files, documentation, and custom website and platform code, will be owned by the First Nations Technology Council.
- The vendor will retain ownership of any pre-existing tools, frameworks, code libraries, or proprietary materials used in the delivery of the project.
- All proposals will be treated as confidential. Vendors should clearly mark any proprietary or commercially sensitive information in their submissions.
- By submitting a proposal, vendors agree to these terms and conditions.