



MEOPAR

MARINE ENVIRONMENTAL OBSERVATION
PREDICTION & RESPONSE NETWORK

Request for Proposals (RFP):

Brand Architecture Development for MEOPAR and Rebrand for MORI

I. About MEOPAR and MORI

Founded in 2012, MEOPAR is an independent, national not-for-profit that strengthens Canada's ocean research, resilience, and innovation by connecting people, science, and data. Through funding interdisciplinary research, mobilizing knowledge, supporting emerging leaders, building cross-sector partnerships, and enhancing Canada's capacity to respond to ocean risks and opportunities, MEOPAR works across the full ocean ecosystem to drive meaningful impact.

Modular Ocean Research Infrastructure (MORI) is a national initiative of the Marine Environment Observation Prediction and Response Network, making science at sea accessible through portable, modular, easily deployable ocean science infrastructure for ships.

2. Purpose of this RFP

MEOPAR is seeking proposals from qualified individuals or firms to lead a comprehensive brand refresh and structural alignment of the MEOPAR brand and comprehensive brand development for MORI. The goal is to establish MEOPAR as a clear umbrella brand that houses MORI, CIOOS and future initiatives. Branding approach must be structured for a bilingual brand serving a national scope.

3. Objectives

FOR MEOPAR:

- Refresh and structurally align the MEOPAR brand to function as a clear umbrella brand that houses MORI, CIOOS and future initiatives.
- Clarify MEOPAR's role as the parent brand housing MORI, CIOOS and other initiatives.
- Develop a structured brand architecture and propose a logo for MEOPAR that reflects its visual message.

FOR MORI:

- Lead a comprehensive brand development (including potential renaming) of MORI; with the goal of:
 - Increasing interest and attention to the program, specifically potential users of the infrastructure.

- Positioning the program for success in future partnerships with academia, government, and defence, both in Canada and abroad.
- Communicating successfully the past and future value of the program.
- Maintaining the connection to the broader MEOPAR suite of brands.

4. Scope of Work

FOR MEOPAR:

Brand Refresh & System Integration

- Assess existing MEOPAR brand positioning and visual systems.
- Recommend a structured umbrella brand model, refreshing MEOPAR's brand while integrating MEOPAR's current brand guide with clear usage rules for parent + sub-brand relationships.
- Develop principles for future sub-brands under MEOPAR.
- Refresh of MEOPAR visual identity as required, including potential logo refinement
- Assess and align
 - Value proposition
 - Key messaging pillars
 - Tone and brand voice guidance
 - Visual Identity Development
 - Design logo, typography, and colour palette
 - Brand guidelines for consistent application

FOR MORI:

Brand Strategy & Naming

- Define the relationship between MEOPAR and MORI (visual, verbal, and strategic).
- Propose 3–5 potential names with rationale.
- Develop brand positioning and messaging framework with target audiences in mind (Canadian & International Academia, Canadian & International Governments, Canadian defence).
- Develop:
 - Value proposition
 - Key messaging pillars
 - Tone and brand voice guidance

Visual Identity Development

- Design logo, typography, and colour palette.
- Provide brand guidelines for consistent application.
- Define the relationship between MEOPAR and MORI (visual, verbal, and strategic).

Social Media

- Design a post strategy and general structure for LinkedIn posts.
- Provide 3-5 sample posts.
- Provide templates for ongoing editable versions in Canva and Adobe.

Pitch Decks

- Create 5 versions of a short presentation deck (7-15 slides) tailored to target markets listed above.

Conference Collateral

- Design a flyer, brochure, and banners for use at a conference.
- Provide templates for ongoing editable versions in Canva and Adobe.

5. Proposal Requirements

PROPOSALS SHOULD INCLUDE:

1. Company profile and relevant experience
2. Proposed methodology and timeline.
3. Budget breakdown.
4. Short summary of personnel who will contribute to the project
(minimum two team members)
5. Examples of similar branding or rebranding projects



6. Evaluation Criteria

Criteria	Description	Weight
Knowledge of Target Markets	Demonstrated understanding of Canadian academia, Canadian government, Canadian defence, international academia, and international government, including procurement environments and sector-specific communications considerations.	20%
Knowledge of the Ocean Research Ecosystem	Demonstrated understanding of the ocean research landscape in Canada and internationally, including networks, partnerships, and policy context.	15%
Strength of Brand Architecture Approach	Quality, clarity, and scalability of proposed umbrella brand structure (MEOPAR housing MORI, CIOOS, and future initiatives), including governance and alignment framework.	20%
Quality of Previous Work	Relevance, quality, and demonstrated outcomes of comparable brand development or rebranding projects.	20%
Cost-Effectiveness and Value	Alignment of proposed budget with scope, clarity of cost breakdown, and overall value relative to deliverables and expertise.	15%
Capacity to Deliver Within Timeline	Demonstrated ability to meet milestones and completion date, including resourcing and project management approach.	10%

*Preference will be given to Canadian suppliers.

7. Proposal Timeline

- RFP Release: February 25, 2026
- Proposal Submission Deadline: March 4, 2026
- Selection of Firm: March 13, 2026
- Project Kickoff: March 16, 2026

8. Project Milestones

MARCH 27, 2026 – REVIEW MEETING

Deliverables (submitted a minimum of 24 hours in advance):

- Brand architecture recommendation
- Preliminary naming direction (if applicable)
- Initial visual concepts for MORI and umbrella alignment approach

APRIL 10, 2026 – REVIEW MEETING

Deliverables (submitted a minimum of 24 hours in advance):

- Finalized new name (if applicable)
- Logo and brand identity package for MORI
- Messaging and positioning framework for the five target markets

APRIL 24, 2026 – REVIEW MEETING

Deliverables (submitted a minimum of 24 hours in advance):

- Five complete pitch decks (7–15 slides each), editable in Canva

MAY 8, 2026 – FINAL REVIEW MEETING

Deliverables (submitted a minimum of 24 hours in advance):

- Integrated MEOPAR umbrella brand guidelines
- Sub-brand lockup system and usage rules
- Print-ready design files (flyer, brochure, pop-up banner)
- Social media strategy, templates, and sample posts

9. Submission Instructions

Please submit proposals via the following [form](#).

For any questions, please contact communications@meopar.ca