

# Request for Proposals: Creative Logo Package

## High Point Arts Council



For release November 1, 2023

### **I. Due Dates & Timeline:**

*All prospective vendors must follow this timeline; late proposals will not be accepted.*

- Questions are due by November 10, 2023, via email to [director@highpointarts.org](mailto:director@highpointarts.org)
- Final proposals are due via email by 5 PM November 20, 2023.

Please email your proposal in one PDF document to [director@highpointarts.org](mailto:director@highpointarts.org), attn: Alexandra Arpajian, Executive Director, High Point Arts Council, with the Subject Line: HPAC Creative Logo Package RFP.

- Final decisions will be made in December 2023, and project completion must be by January 19, 2024.

### **II. History & Background:**

Founded in 1962, the Arts Council is a local nonprofit that has served the arts needs of the community by improving the cultural life and boosting arts initiatives. In addition to its own arts programming, the High Point Arts Council supports the local arts scene by giving in-kind space to the HP Ballet, HP Community Theatre, and the Titan Civic Band. In 2023, HPAC awarded \$130,000 in grants to arts organizations such as the MIND Group, Gantt School of Jazz, Poetry Cafe, and more. Together, these arts organizations contribute to the quality of life where we live, work, and play.

### **III. Project Overview:**

The High Point Arts Council (“HPAC”) is requesting proposals for a Creative Logo Package as it goes through a rebrand to accurately identify and expand its work within the High Point area.

We have recently updated our brand statements to encompass our work and are looking for a designer or firm (“Vendor”) to create a custom branding logo package to bring the vision to life.

### **2023 Updated Language:**

- **Mission Statement:** Enriching lives through the arts.
- **Pillar Language:** Unite, Excite, Ignite.

*Unite* refers to uniting the creative community on multiple fronts – nurturing bonds between artists, creators, artistic disciplines, and fostering an environment of collaboration and cross-pollination. *Excite* refers to bringing engaging art in the community and highlighting artistic excellence in a myriad of forms. *Ignite* refers to our commitment to unwavering advocacy for recognition and support at local, state, and national levels, including sparking the arts through grants and resources.

- **Vision Statement:** Our vision is to create a community where art unites people from all walks of life.

### **IV. Scope of Work:**

The purpose of this initiative is to develop a custom brand logo to market the HPAC to the area’s residents and visitors, community partners, artists, and the greater community.

The vendor must create a custom logo package that can be utilized easily and effectively across multiple platforms and mediums, including signage, print collateral, digital marketing materials, and the website. We want a design with accessibility and diversity in mind.

We are looking to maintain the consistency of the brand image while providing unique and timeliness recognition for target audiences that will provide:

- Uniformity of identity
- Visual consistency & clarity
- Brand flexibility & adaptability

The vendor will have the opportunity to meet with the Executive Director and the Marketing Committee of the HPAC to understand ideation and feedback throughout the process. Final approval will be by this committee and the HPAC board.

Associated final files will remain under the ownership of HPAC upon project completion, *Please note:* the vendor should not include their name or branding on any final files.

### **The package will include the following:**

- Primary Logo design concept(s)

- Primary Logos (in varying file forms and color palettes)
  - Fonts and typography (Google Fonts for usability)
  - Primary and secondary color palette
  - Full-color logos (2-4 variations will include varying words, but the logo itself will be the same - we would like to have the potential of co-branding with other orgs)
  - One-color logos
- Secondary mark / small logo/icon
- All associated high-quality final files for use (vector, JPG, PNG, SVG)

## V. Proposal Contents:

Please prepare your RFP in the following order:

1. **Basic Information:** Name of vendor (individual contractor or firm), address, telephone number, name & email address of contact person
2. **Vendor Summary:** Background, experience, and any other relevant information.
3. **Approach:** provide a summary of your creative approach and management approach, along with how it would be an ideal fit for the High Point Arts Council and this project.
4. **Relevant Experience:** Please provide portfolio examples and/or case studies of prior creative work, specifically logo design.
5. **Cost:** Fees and estimated timeline for completion based upon guidelines. The estimated budget will be between \$500-\$1500. Please provide a cost breakdown, including a low and high budget if possible with what would be included in each package.
6. **Format:** The response should be provided in one (1) electronic format in Adobe PDF format.

**Thank you – we look forward to your proposal response.**