

Austin African American Cultural Heritage District

REQUEST FOR PROPOSAL
LOGO DESIGN AND STYLE GUIDE DEVELOPMENT

MAY 21, 2014

TABLE OF CONTENTS

1. Summary

2. Proposal Guidelines and Requirements

3. Contract Terms.....

4. Purpose, Description and Objectives.....

5. Timeline

6. Budget

7. About the District

8. Format for Proposals.....

1. SUMMARY

Austin's African American Cultural Heritage District (AACHD) is accepting proposals to design the organization's logo and develop the brand/style guide. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with evaluation criteria and submission requirements.

There is currently no existing AACHD logo or brand identity. The current website serves merely as a content container and information platform (a similar use of Facebook has been developed, as a quick information dispenser). AACHD is looking to create an identifiable logo and brand aesthetic to carry the mission and work of the organization forward.

2. PURPOSE, OBJECTIVES

Community engagement, cultivation and enrichment are extremely important to the AACHD and as such the Legacy Logo competition was created to provide an opportunity for the community to help shape AACHD's identity. Through this effort of transparency and accessibility with the community, AACHD was able to gather information about the community's understanding of AACHD's work and focus the organization's own branding vision. After the conclusion of the Logo competition, AACHD decided to issue an RFP to commission a logo design and a style guide from a highly experienced design professional to ensure AACHD's brand identity reflected innovation, quality and vibrancy. Finalists from the competition were invited to take part in the RFP bid.

AACHD's executive staff with the support of the Board of Directors seeks to hire a designer (or firm) that demonstrates great understanding of identity, branding, history, cultural relevance and mission.

3. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms/agencies.

Proposals received after 4:00 p.m. CST, Thursday, June 12, 2014 will not be considered and will be returned unopened. The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and EIN of the sub-contractor. AACHD will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

The proposal should include the following information:

- Proof of qualifications (resume, client recommendations, etc.)
- Case studies/examples of work

- 2-3 logo design outlines/proofs/examples
- Written explanation of design proofs and interpretation of the AACHD's vision
- Budget breakdown (demonstration of how time/budget will be spent on various aspects of scope - design, production and consultation)

4. CONTRACT TERMS

AACHD will not negotiate contract terms upon selection. The terms of selection/hiring are to be subjected to the following terms. All contracts are subject to review by AACHD's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

- Design scope to include:
 - logo
 - style guide
 - color treatments
 - approved fonts
 - templates
- Designer to provide 2-3 concepts for review of executive team
- Designer to be available for brand consultation for up to 24 months.
- Designer to assist with initial printing necessities
- Designer to be credited for all brand development
- Designer to receive payment by July 15, 2014

5. TIMELINE

- Submissions will be accepted **May 21 through June 12, 2014**
- AACHD will make final hiring decisions before **June 18, 2014**
- Designer will be expected to meet with District executive staff for first consultation by **June , 2014**

6. BUDGET

AACHD has allocated \$7,500 for the initial design and production of the organization's logo and style guide. The \$7,500 also includes 24 months of ongoing brand consultation. Additional design work/production beyond those items outlined above are subject to additional negotiations/compensation.

7. BACKGROUND, MISSION

AACHD represents the legacy of Austin's 1928 city plan and efforts to institutionalize racial segregation through forced migration of African Americans to the East side of the city. The launch of the District marks a decade-long effort to create as space that honors the great contributions, strife and triumphs of East Austin community members. The city of Austin represents all things innovative, unique and aspirational and we hope to bring those same sensibilities to AACHD's efforts of preservation and

programming, so that the history of East Austin becomes an intrinsic and critical part of the Austin historical narrative. AACHD serves to introduce much of the Austin community to some of the city's most iconic landmarks and unrecognized spaces of historical significance to both the African American Austin narrative and Austin's narrative at large.

Statement of Purpose: Austin's African American Cultural Heritage District is a non-profit organization created to serve as a catalyst for projects and activities that are dedicated to enhancing the quality of life for residents and small businesses of Central East Austin while preserving and protecting the cultural legacy of this historically Black community.

Mission: AACHD organization is dedicated to contributing to the quality of life for residents of central east Austin by preserving the rich heritage and cultural contributions of Austin's African American community through historical interpretation, promoting cultural and artistic productions and by serving as a catalyst for social, cultural and economic development.

Vision: AACHD comprises residents and businesses that respect and celebrate the rich cultural heritage of African Americans in central east Austin. It is highly regarded as a vibrant section of Austin, known as a center for artistic production, preserved interpretation of its history, and active engagement of its residents in all aspects of the District's activities.

8. FORMATING OF PROPOSALS

- All proposals should be bound in one singular folder, binder or spiral.
- Please produce/submit 2 copies of each proposal booklet.
- All proposal elements should be produced in color.
- All proposals must be mailed or delivered to the District offices by June 9, 2014 at 4 p.m.
- Please address proposals to:

**Austin's African American Cultural Heritage District
1009 East 11th Street, 2nd Floor
Austin, Texas 78702**