Rainforest Festival Logo Design and Style Guide Development

Call for Proposals

Issue Date: September 15, 2022
Submission Deadline: October 31, 2022
Call To: Southeast Alaska visual artists

The Rainforest Festival in Petersburg seeks a freelance graphic designer or design firm to create a strong graphic logo and style guide to be used in promotional activities and materials.

This CFP is intended for Southeast Alaska residents.

About the Rainforest Festival
The Rainforest Festival celebrates the beautiful surroundings of Petersburg and the "back- to-nature" activities our residents and visitors enjoy. Our goal is to "bring participants closer to the natural world through education, exploration and the arts." In addition to admiring and studying the natural world around us, we also interact with it in a practical way, through hunting, fishing, mushroom gathering, berry picking, using wood products, etc. The Rainforest Festival began in 2008 with a dedicated group of volunteers, including individuals and representatives from many Petersburg organizations. Each year, the steering committee has invited local artists to create artwork for use in advertising and on merchandising for the festival. Subject matter, through a variety of mediums, has ranged from individual mushrooms, plants, and animals to broader representations of the entire rainforest ecosystem. For 2022 and beyond, we will also host the festival throughout the year, rather than in a single weekend in September. Effectively promoting this more spread-out nature of the festival will require using easily-identifiable visual components across all our digital and print products throughout the year.

Project Overview
We are seeking a creative qualified freelance graphic designer or design firm to partner with to create a strong graphic logo and style guide. We intend to use our new style and logo for years to come, sometimes as the only visual component to a poster or merchandise item, and sometimes in conjunction with additional "annual" artwork celebrating each year's festival theme.

This CFP is intended for Southeast Alaska residents.

Scope of Work
The scope of the project will extend from concept to completion. Design scope to include:

Logo:
Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo.

To be used on print and web posters and promotional merchandise. To be created in full color, single-color and black & white.

The Rainforest Festival branding committee will work with the selected contractor to determine possible logo elements that will complement the festival.

Style Guide:

A set of standards for the design of printed posters, social media posts, promotional merchandise, thank you cards, and other applications, including:

- Color Treatments

- Preferred fonts: Print and Web
- Sample templates for print and social media posters for the full festival and individual festival events
- Design for thank you cards and other correspondence

Expectations:

- Designer to provide 2 logo and 2 Style Guide design concepts 30 working days after contract award for review and selection of steering committee and before proceeding.
- The steering committee may make up to 5 revisions of the selected concept.
- Designer to be available for brand consultation for up to 12 months (meaning, responding to questions of usage or clarification on style guide).
- The Rainforest Festival will retain copyrights to all images, logos, style guides, designs, color treatments, fonts and templates created by the designer and/or firm.

Budget
Up to $1000 has been allocated for artwork for this project.

Proposal Requirements

1. **Name**, e-mail, telephone, any specific instructions for how to best contact you between October 31 and November 30

2. **Statement of Interest** (no more than 1 paragraph)

   Why are you interested in this project?

3. **Designer Background**

   This should include:

   - A professional artist *curriculum vitae* (CV) and/or an artist biography outlining artistic career, including achievements and interests
   - List of any public works viewable in Petersburg
   - Evidence of successful completion of work in time for set deadlines

4. **Description of your logo and style sheet development process**

5. **Visual Support Materials**

   Please submit 2 examples of your logo design work and 2 examples of your style sheet design work.

6. Proposed Budget

Please submit a project budget that outlines all costs necessary for a completed work.

7.   **Client recommendations (optional)**

Selection Process

Proposals will be assessed by the Rainforest Festival steering committee. Selection criteria include:

- demonstrated ability of the designer/firm to complete works on a designated timeline,
- skills and creativity as demonstrated through example projects and visual support materials, and
- suitability of proposed project and budget for festival needs.

Timetable

Deadline for proposal submission: 5:00 pm, October 31, 2022

How to Submit a Proposal

Include all items requested in the "Proposal" section below and submit electronically to akrainforest@gmail.com by 5:00 pm on October 31, 2022.

Submission Deadline

Proposals are due on 5:00 pm October 31, 2022

Confidentiality

Names and the nature of all submissions will be kept confidential within the confines of the Rainforest Festival Steering Committee.