

# **ARTS SERVICES INITIATIVE OF WESTERN NEW YORK, INC. REQUEST FOR PROPOSAL (RFP) LOGO DESIGN**

## **ABOUT ARTS SERVICES INITIATIVE OF WESTERN NEW YORK, INC.**

Arts Services Initiative of Western New York, Inc. (ASI) empowers the region's artists and arts organizations with connections to funding, learning opportunities, and community access to the arts. ASI is a resource hub for the Western New York arts and cultural sector.

ASI envisions a region where inclusive creative communities are valued and visible, and where artists and arts organizations have access to the resources needed to advance and thrive.

Learn more about the nonprofit organization ASI and its programs at [asiwny.org](http://asiwny.org).

## **PROJECT OVERVIEW**

ASI is seeking a creative and qualified freelance graphic designer or design firm with whom to partner to create strong graphic logos as well as a secondary / sub-brand logo for its major program **Arts Access**. The logo for Arts Access should be strongly tied to the new ASI identity.

## **SCOPE OF WORK**

The scope of the project will extend from concept to completion, and the selected contractor will work with the ASI staff and marketing committee. Design scope to include:

Logos:

- Provide high resolution (600 dpi min) vector / 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 in print (reports, brochures, letterhead, business cards, etc.), web, banners and signage
- To be created in full color, single color and black and white

Process & Deliverables:

- Selected designer to provide three (3) logo concepts (for both ASI and Arts Access) within 15 business days after the contract is awarded for review and selection by ASI and before proceeding
- ASI may make up to five (5) revisions of the selected concepts
- ASI will retain copyrights to all images, logos, designs, color treatments, and fonts created by the designer and/or firm
- Designer will provide guidance related to typefaces and color palette for ASI staff to develop visual style guide

## **BUDGET**

ASI has allocated \$1,500 for the creation of the logos as described in the scope above and will be payable upon completion of the project. All work performed under this contract will be subject to approval of defined task orders not to exceed the approved budget. Additional design work or production beyond those items outlined above is subject to additional negotiation and compensation.

## **SCHEDULE**

- **December 16, 2019:** Proposal submissions open
- **January 17, 2020 at 5:00PM:** Proposal submissions close
- **February 3, 2020:** Contract awarded to winning submission
- **May 13, 2020:** Completion of logo rollout at Spark Awards, ASI's annual celebration where outstanding individuals and organizations in the Western New York arts community are recognized for their dedication, talent, and impact on the sector. This year's event will be hosted at the Forbes Theater at 500 Pearl in downtown Buffalo. ASI seeks to acknowledge and showcase the designer or firm at this year's awards event, offering an opportunity for exposure to several hundred of the area's most prominent figures in the arts, business, and philanthropy.

## **CONTRACT TERMS**

ASI will negotiate contract terms upon selection. The terms of selection/award are to be subjected to the following terms. All contracts are subject to review by ASI's legal counsel and a project will be awarded upon the signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

## **PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms located or headquartered in ASI's primary service areas of Erie and Niagara Counties in New York State. Proposals will be evaluated and an award made to the respondent submitting the proposal most advantageous to ASI. ASI reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of ASI.

Proposals must include the following information:

- Resume or bio listing education, experience, and qualifications
- Three (3) examples of previous logo design work
- Two (2) client recommendations

- Written explanation of one (1) logo design sample and/or how the derived design was executed, from conception to completion

By accepting the invitation to consider this RFP, interested parties have agreed to hold the contents of any subsequent interactions and information shared with/by Arts Services Initiative as privileged and confidential.

## **REVIEW CRITERIA**

Proposals will be reviewed by ASI based on the following review criteria:

**Skills / Creativity:** Candidates demonstrate technical and creative execution, particularly for similar projects, through the submission of portfolio samples

**Resources / Capability:** Candidates demonstrate an ability to complete the project by providing prior experience, clients serviced, similar projects of note, and ability to adhere to deadlines

**References / Referrals:** Candidates provide a resume or bio with education, experience, and qualifications as well as two (2) client recommendations

## **SUBMISSION OF PROPOSAL**

All proposals must be received by ASI no later than the date and time specified. Email all proposal materials (with the subject line 'ASI Logo RFP') to [info@asiwny.org](mailto:info@asiwny.org). PDF and file sharing links are acceptable.

## **CONTACT**

If you have questions regarding this solicitation, please contact ASI at (716) 833-3004 x510 or email [info@asiwny.org](mailto:info@asiwny.org).