

# Request for Proposal Logo and Style Guide Development

## About the Intercommunity Justice and Peace Center (IJPC)

Founded in 1985, IJPC educates and advocates for peace, challenges unjust systems, and promotes the creation of a nonviolent society. IJPC is supported by faith-based organizations and individuals who work together to educate around justice issues, take collaborative action and do public witness. We work through frameworks of nonviolence and anti-racism on the issues of immigration justice and criminal justice.

## Project Overview

IJPC is changing the name of the organization and will have a new name selected by the end of March 2023. We seek someone to help evolve the visual identity of the organization including development of a new logo and other visual assets.

## Scope of Work

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

### 1. *New logo*

-Provide high resolution EPS file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo, including:

-Square and horizontal versions

-Black, white, grayscale, and transparent versions

-Extratable brand unit(s) - (version of logo suitable for social media, if primary logo does not translate well to thumbnail)

### 2. *Style Guide*

A set of standards for the design of documents and promotional materials.

-Review existing color palette and evolve as needed. We like the existing color palette and are open to suggestions to include an additional color or two for accent or special event use.

-Approved fonts for print and web. We currently use Swansea (similar to helvetica) and would like to switch to something new.

Current style for reference:



#26a9e1, #0a1e63, Font: Swansea

## **Contract Terms**

We greatly value the creative vision, training, and experience designers bring and wish we were in a position to pay a designer what they're worth. However, since we aren't able to do that with our current budget, we can offer a \$300.00 stipend toward this work.

- Designer to provide 5 new logo options by 4/21 for review and selection by the IJPC team before proceeding.
- The IJPC team may make up to 3 revisions of the selected concept.
- The selected concept will be translated by the designer into a brief style guide so that it can be used consistently and correctly.
- IJPC will retain copyrights to all images, logos, style guides, designs, color treatments, fonts and templates created by the designer and/or firm.
- Designer and IJPC commit to responding to emails within 2 business days.

## **Proposal Guidelines and Requirements**

The proposal shall include the following information:

- Resumé of your education, experience, and qualifications
- One (1) Client Recommendation or Recommendation from a Professor if still in school
- Two (2) Examples of your Logo Design Work

## **Projected Timeline**

2/21 - 3/17	Accepting Proposals
3/20	Interviews with candidates
3/27	Final candidate selected and contract signed
Week of 4/3	Initial Meeting to introduce new organization name and answer any questions
By 4/21	Designer to provide 5 new logo options
By 6/2	Final logo and style guide completed and shared with IJPC.

**All proposals should be emailed to Allison Reynolds-Berry at [allison@IJPCcincinnati.org](mailto:allison@IJPCcincinnati.org) no later than 3/19/2023.**