



February 2020

## GRAPHIC DESIGN RFP

### PROJECT OVERVIEW

Austin Parks Foundation seeks a graphic designer to produce visually compelling print and digital designs and assets for our annual Parks Summit. The final products should offer APF's summit audience clear information about the summit while enticing them to RSVP.

An especially critical part of the deliverables is an overall look and feel for the conference-style event that aligns with APF's overall brand, and can be easily applied to any print or digital piece needed for the event. Deliverables should highlight the vibrant spirit of APF and Austin's parks, and feature enjoyment of these green spaces by racially, age- and ability-diverse people.

With this RFP, APF is looking for a designer to build upon the work done in the past five years on this event, and expand the event reach and scope to encompass the wider parks and open space community. Designs, materials and templates should confirm and enhance APF's current brand identity and expression across print and online platforms.

This contract would establish a temporary relationship with the vendor chosen, from February 2020 until the Summit takes place in September 2020. The contract would be evaluated post-event and is eligible for renewal on new projects as they arise. Individual projects will still be subject to negotiation throughout the term of the contract. Awarding of this contract does not guarantee or constitute prior agreement to any fixed prices for deliverables.

### ORGANIZATIONAL BACKGROUND

Founded in 1992, Austin Parks Foundation (APF) is dedicated to partnering with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

APF is focused on creating equitable access to great parks for all Austinites, and helps fill the City's funding and resource gap in order to develop and maintain Austin's nearly 300 parks. APF fosters unique public/private partnerships, and has given over \$3 million in community-initiated grants since 2006. In partnership with neighbors all over the city APF is engaging the greater Austin community in creating a parks system that serves their needs. APF is known for its annual flagship volunteer event, It's My Park Day, and is a presenting partner and beneficiary of the popular Austin City Limits Music Festival at Zilker Metropolitan Park. For more information, please visit [www.austinparks.org](http://www.austinparks.org).



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## **BACKGROUND**

APF strives to be a nimble organization serving the community and working daily to respond to the unique needs of each of Austin's parks. With the wide gap between what our parks need and what our parks department can afford, APF must be quick to respond to challenges as well as spot and take advantage of opportunities. Like the hummingbird, we are nimble, active and energetic. Our brand is bright and positive, and our tagline "People Plus Parks," perfectly summarizes the APF mission. With nearly 300 parks, Austin Parks Foundation's job is not always easy, but each year, with the help of our community, we are able to generate millions of dollars in volunteer time, donations and support for the places that make Austin, Austin - our parks.

The chosen designer will be able to synthesize the APF brand, using our brand book at [austinparks.org/brand-book](http://austinparks.org/brand-book), and assets available from APF to create a suite of conference collaterals for the Parks Summit.

## **Audience**

The Parks Summit audience includes both past participants in our Adopt-A-Park Summit (previously geared toward a specific set of volunteers) as well as a wide range of place-makers and parks advocates, including conservancies, eco organizations, urban designers, pedestrian and bike advocates, urban planners, historic preservationists, real estate developers, health professionals, government officials, and everyday people who care about how their communities and parks are designed and built. This new, combined audience is a highly visual group with varying degrees of familiarity with APF and our brand. Communications should be clear while maintaining APF's high visual standards.

## **Challenge**

The challenge of this event is integrating new learning tracks for a wider audience while keeping collaterals consistent to our brand. Each track should have a visual identifier while also staying true to the APF brand and the look and feel of the event as a whole.

## **Opportunity**

Our visuals are critical to communicating APF's mission and the important educational information presented at the summit. This new event will combine the full range of parks advocates and users into one space, and we believe there is great opportunity to build community around the event and its visuals.



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If done correctly, articulating the full breadth of our presenters' work and the influence in the parks space will help to engage former, current and future APF volunteers, donors and partners and create new allies. The opportunity exists for our design approaches to convey the dynamic, vital, and diverse range and impact of our work.

## **PROJECT SCOPE**

The following section covers the areas of need for graphic design services.

### **Parks Summit**

APF has re-vamped the branding and look of our annual Adopt-A-Park Summit each year. The opportunity this year is to build a strong visual identity for this larger event. Visual materials for the summit should be an effective tool not only for promoting the event, but for strengthening APF's brand and identifying the different educational tracks within the event.

There are three main educational tracks, public-facing names still pending, that need to be clearly distinguished when designing Parks Summit materials:

- 1) Adopt-A-Park (for existing Adopt-A-Park volunteers who are key stakeholders in their local parks, and some of our most dedicated park advocates. These sessions will be more tactical and detailed.)
- 2) Park partners (for those interested in broad parks issues. These are larger parks organizations and green space partners.)
- 3) Youth leadership (for organizations focused on youth in the outdoors as well as youth participants in these programs)

Some helpful summit design tips include:

- This new direction for the summit will be a highly visible event with a parks and outdoor industry audience.
- Keep a clear hierarchy of information, image and color. All of the main points (event name, year, and images/graphical elements that communicate educational tracks) should be able to be read separately.
- While special colors can be used to communicate the track or year of the summit, using APF brand colors and their variations adds to the clarity of the information.
- We overwhelmingly prefer to use APF's brand fonts and low- or no-cost fonts such as Google fonts; we wish to make sure that any fonts we use or purchase will translate easily to recipients' desktops in Word, or our online email and member management system



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- Select a main visual that clearly communicates the brand (see recent summit pieces for examples).
- Choose strong, recognizable elements that will carry across all of the materials relating to the summit (to provide variety and consistency).
- Keep way-finding in mind when designing supportive elements such as icons and mini-logos (example, we have used small icons in past APF collaterals that could be re-used for educational tracks, directions, etc.)

## EXPECTATIONS

1. Designer is conscious of APF's image and keeps that image in mind when designing materials. (This doesn't mean that creativity is restricted, just that certain things remain consistent).
  - a. Designer uses APF brand fonts, colors, graphic elements, etc.
  - b. Designer creates materials that are contemporary in feel and conducive to new media sensibility and use, while suited to print in key cases specified by the client.
2. Designer uses photos that exemplify APF's people + parks sensibility, with people and well-designed places, in marketing materials (in most cases, APF will provide photos).
3. Designer creates a logo/logotype for the Parks Summit that can remain consistent, but be adaptable from year to year.
4. Designer is comfortable with large amounts of text that are subject to changes during design phases (APF will provide the editing, but projects sometimes must be designed with editorial changes embedded in the process).
5. Designer is able to set and meet deadlines.
6. Designer is responsive, flexible, and available. Certain times of year are busier than others. APF will try to clearly identify those times beforehand.
7. Designer has knowledge of website and print design and can show examples of work.
8. Designer has experience with event marketing or sales and can show examples of work.
9. Designer has some experience with nonprofits and working on a nonprofit budget.
10. Designer has a willingness to use sustainable products when possible (e.g., to recommend recycled papers, sustainable ink choices, and other environmentally aware production choices).
11. Designer delivers materials as outlined in the Scope of Work below.
12. Designer clarifies policies with regard to predicting and fulfilling timelines for projects, including clear information about the procedures for handling time and cost overruns, should they arise.

Please refer to APF's website for ideas about our design identity: [austinparks.org/brand-book](http://austinparks.org/brand-book)

## SCOPE OF WORK: MATERIALS CALLED FOR AS DELIVERABLES

In order of importance:

1. Logo/logotype and color palette (suitable for updates each year), to include files that are scalable to small and oversize uses, plus source files that will include AI and InDesign files, .eps, .jpg, .png, and the like
2. Summit Program (usually 8.5x11 booklet folded and printed in house)
  - a. Narrative program of all sessions and activities, including session descriptions and speaker lists (text-heavy and iterative; we go through several weeks of updates during which the designer must both design and, to a point, edit incoming text).
  - b. Approximately 2 to 4 pages of front and back matter that may include, but not be limited to, lists of supporters and sponsors, staff list and the like)
3. Signage
  - a. Directional – Welcome, sponsor thank you's, this way to X (usually 24x36 foam core)
  - b. Classroom schedules – session times, titles and speakers X (usually 24x36 foam core)
  - c. Table Tops – sponsors, check-in, food options, etc. (usually 8.5 x 11 or 5x7 printed in-house)
  - d. Templates for any misc. signage needs
4. Digital Pieces & Marketing
  - a. Facebook event header
  - b. Social media graphics or templates (suitable for facebook, Instagram and twitter)
  - c. 8.5x11 flyer suitable for digital sending or printing in-house
  - d. Email header (1000x400px or similar)

APF is open to new concepts and formats. The “typical” size and format information is merely given as reference.

## PROPOSAL REQUIREMENT

### Information & Philosophy

Please include name, address, contact information, biographies/resumes of key staff members, Experience/Work Samples and history. Please also include who will serve as primary point of contact.

Please include a statement of your design philosophy and approach to working with clients. As part of this statement, we would like to hear how your firm approaches diversity and inclusion, in its design sensibility and hiring practices.

**Project Approach**

Please provide a brief overview of how you will approach this project, and a recent example of how you communicate design expectations and instructions to your clients.

**Cost Proposal**

Proposals must include an estimated cost for all work related to tasks and deliverables outlined in the proposal, specifically materials outlined in the scope of work. A total estimate for all deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer alerts the client and negotiates unanticipated changes or delays.

**DEADLINE/TIMELINE**

March 18, 2020

5:00 PM Central Time

Note: Submissions will be reviewed immediately following the deadline. Applicants will be notified of selection by the week of April 1, 2020.

**SUBMIT TO / CONTACT**

Please send your proposal to:

Rachel Vallejo Carneglia  
(Project Leader)  
Sr. Marketing Manager  
[rachel@austinparks.org](mailto:rachel@austinparks.org)