



Request for Proposal for Graphic Design Work

ABOUT US

Founded in 2010, [Kids' Orchestra](#) (KO) is a 501(c)(3) nonprofit organization based in Baton Rouge, Louisiana that is on a mission to build a community of creative, confident, and socially engaged students through music education. We serve 350 elementary-age children across East Baton Rouge Parish (EBR) and give students the opportunity to study music, learn an instrument, and perform in an ensemble. We traditionally run an in-person afterschool program at six program sites across EBR, however given COVID-19, we are in the process of switching to a fully virtual afterschool model for the upcoming program year (2020-2021).

We are currently looking for a graphic design professional, team, or agency to design our annual report and can adapt/update our logo to a new iteration that will commemorate our 10th anniversary.

DESCRIPTION OF WORK

- Update/adapt our current logo to a new iteration that will commemorate our 10th anniversary and that can be used on web and print materials from 2020-2022.
- Create a compelling annual report design for digital and print distribution that incorporates written and photo content to be provided by KO's Communications Team.
- Maintain a consistent look and feel in relation to KO's overall brand style.

GENERAL REQUIREMENTS

- All final print materials will be owned by KO (including digital files). KO needs the ability to update and maintain files for future use.
- All artwork will be owned by KO, including the ability to use artwork in



additional materials (print, web, t-shirt designs, electronic media, etc.) if we so choose.

- The logo will need to be provided in several formats: JPG, PNG, PDF, and EPS/AI, and come with its own style guide if any elements are different from our current logo style.
- The annual report will likely be a 2-4 page 8.5" x 11" document that can be well represented online and in print. If you would like to propose an alternative document dimension, please feel free to indicate that in your proposal.

PREFERRED QUALIFICATIONS

- Copywriting experience helpful, but not required. Copy will exist for all pieces, but recommendations or suggestions are appreciated.
- Nonprofit design experience helpful but not required. Please highlight any nonprofit design work you have done in your introductory letter and portfolio, if available.

DELIVERABLES: (1) 10th anniversary logo; (2) Annual report

TENTATIVE BUDGET RANGE: \$800 - \$1,500 total for both deliverables

TENTATIVE TIMELINE: Upon accepted work agreement, design work to begin immediately on the 10th anniversary logo with a tentative deadline of August 21, 2020. Design work for the annual report to begin simultaneously, if possible, and end on tentative deadline of September 11, 2020, or earlier.

SUBMISSION INFORMATION

If you are interested in replying to this RFP, please email the following proposal elements to Kristina Pepelko, Associate Director of Marketing and Communications, at kpepelko@kidsorchestra.org:

- An introductory letter providing an overview of your work, style, and



personality as a graphic design professional and why you would be a good fit for this project. Please feel free to be creative in how you choose to present your introductory letter!

- A copy of your resume/CV
- Samples of your work and/or a link to your online portfolio
- An overview of the amount of time required for this project, projected start and end dates, and projected costs, including your project rate, associated with this project. For associated costs, please note if you offer a nonprofit discount/rate

The deadline to submit your proposal is by 5:00 pm CT on Friday, August 7, 2020.

FUTURE PROJECTS

After successful completion of this project, we may seek additional design work (such as for donor materials). Please feel free to take this into consideration when presenting your proposal to us. However, at this time, we are only seeking RFP replies for the work described above.

PLEASE NOTE

KO reserves the right to reject any or all bids, to waive or not waive informalities or irregularities in bids or bidding procedures, and to accept or further negotiate cost, terms, or conditions of any bid determined by KO to be in our best interests even if not the lowest bid.