



REQUEST FOR QUALIFICATIONS: NEIGHBORHOOD IDENTITY KIT DESIGNERS August 2020

DEADLINE: October 1, 2020

BUDGET: \$3,500 – \$5,000

CONTACT: Energize Our Neighborhoods, energize@cityofboise.org

SCOPE OF WORK

The City of Boise seeks experienced designers or design firms to create a neighborhood identification logo for the neighborhoods that have received funding through the Neighborhood Investment Program. The project scope includes the design of a “Neighborhood Identity Kit,” which will include an adaptive, scalable logo that will serve as the identifier for the neighborhood, including but not limited to: a color palette, typeface, and adaptations of the logo in color and black and white to be used on stationary, websites, social media, stand-alone sign poles, sign toppers, etc.

The neighborhood associations are looking for imagery that features and promotes the character and identity of their specific areas. The logo will help to build a sense of community, ownership, and pride in the neighborhood. It will give residents a sense of inclusion and act as a “branded” identity upon which to develop in the future.

The selected designer/firm should expect to develop three rough design directions and refine the identity kit to a final and approved product while engaging and collaborating with the identified neighborhood representatives.

All content developed as part of the “Neighborhood Identity Kit” will be owned by the respective neighborhood association and the City of Boise. The selected designer/firm is expected to deliver all of the creative content and digital files to the neighborhood and City Project Manager at the close of the contract.

BACKGROUND INFORMATION

The Neighborhood Investment Program funds comprehensive neighborhood plans and capital construction projects to help enrich the lives of our citizens, enhance the identity and quality of life in our neighborhoods and encourage a strong sense of community. In FY21, funding has been allocated to three of the city’s neighborhood associations to develop a logo package for their neighborhoods (Veterans Park, West End, and Winstead). The City of Boise is soliciting a call for experienced designers or firms to create a Neighborhood Identification Kit for these neighborhoods.

APPLICATION REQUIREMENTS

The Proposal package shall contain the following information:

Letter of Interest

Include a one-page letter addressing why you’re interested in this opportunity and your related experience or qualifications. Describe how you are able to provide responsive services for a neighborhood logo, meeting the needs of the neighborhood association and City of Boise for this project.



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Resume

Include a resume and/or brief summary of your qualifications and/or past experience.

Two References

Provide two (2) current references who are familiar with the quality of your work, including the following: name and full contact information, affiliation, and years known.

Portfolio

- **Images of past work:** Provide up to ten (10) images of your current or past completed work. These works should demonstrate your ability to meet the defined scope of services.
- **Image list:** Provide a list of the information for each submitted image, including title, type of work (painting, sculpture, installation), material(s), date finished, and any additional information/comments.

How to Submit

All required information, documents, and portfolio images should be combined into one single PDF file. This complete proposal package should be submitted to energize@cityofboise.org no later than October 1, 2020.

Please address any questions to energize@cityofboise.org.

SELECTION PROCESS

Neighborhood associations will review proposals and select their preferred designer or firm.

The selected designer/firm can anticipate being contacted by the City Project Manager by November 20, 2020. Please note that this date is subject to change.