



## MN EJ Table Logo RFP

### Open Call for Organizational Logo

**Organizational Background:** The MN EJ Table's mission is to build power to guarantee environmental justice across Minnesota. We do this through campaigns to fight against the systemic harm of frontline communities, by developing solutions that build the world we need, and through transformative education. We seek to bring resources and sustainability to our movement.

**Project Overview & Scope:** The Minnesota Environmental Justice Table is sending a Request for Proposal for an organizational Logo. The Logo will work as a point of identification; a unique symbol that our audience uses to recognize our brand

- Provide high-resolution (600 dpi min) EPS file format layered images of the
- final approved logos as well as flattened jpeg, png, and pdf formats of the final
- approved logo
- • Full-color version on white background
- • Grayscale version with white background
- • Outline Only version with transparent background
- • Full-color version on dark background
- • Full-color version with transparent background
- • Grayscale version with transparent background
- • Black and white versions with transparent background

**Project Draft:** The designer is to provide a minimum of three (3) logo concepts 15 (fifteen) working days after the contract award for review and selection by the Leadership Team.

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

### RFP Requirements:

- Tell us about your work, your experience in web design and production for projects similar to ours, and your experience working with BIPOC-led organizations or other Environmental organizations.
- Provide links to your website, online portfolios, and/or social media.
- Provide a list of three references (ideally, at least one from a BIPOC-led organization) who can speak to services requested in this RFP.
- Please include contact information and a brief description of the work done for those clients.

**Logo Specifications:** We highly encourage creativity in the proposals submitted, but there are certain criteria we will use to help us evaluate an appropriate logo for our team. Your submission should take these into consideration.

- Simple- We are looking for a simple product that uses a limited number of components to create a strong image.
- Memorable- A unique product that sticks with our audience can be easily recognized among other works.
- Versatile- An effective logo works across a variety of media and applications. Can this product be scaled and resized without compromising the piece's quality?
- Appropriate- Is the logo “appropriate” for the intended audience? We are an environmental justice organization, so having a racecar logo wouldn't make sense.

**Submissions:** Please feel free to reach out if you have any questions regarding the RFP. Both questions and final submissions can be directed to the following email: [charles@mnejtable.org](mailto:charles@mnejtable.org) Submissions will be accepted through June 30th, 2023, by 5:00 p.m. Please include “RFP Logo” in the subject line for bookkeeping purposes.