

## Grand Valley Transit Shelter Mural Project

### Call for Artists

The Grand Valley Transit (GVT) Shelter Mural Project will enhance GVT bus stop shelters with specially designed and painted mural panels. Each mural will create a sense of place by thematically referencing the local community through vibrant artwork. Multiple artists will be selected for this project.

Mesa County's Regional Transportation Planning Office (RTPO) is an umbrella organization that provides technical and administrative staff for GVT. The RTPO will review and score each design based upon stipulated criteria. Artists are required to have a body of work for reference and demonstrated level of experience to ensure quality.

Each GVT bus shelter is the property of the RTPO therefore artists must release artwork to the Mesa County RTPO by a signed agreement, including following exclusive rights to reproduce the image (including electronic images) for promotion and educational purposes and the right to remove the artwork (or sections of the artwork) from the site for any reason.

#### **Design Criteria:**

- Incorporate theme(s) which refer to the area, for example,
  - Local activities such as rafting, biking, hiking, farming / farmers markets
  - Native plants and / or animals
  - Vistas, scenery, landmarks
  - Local history, etc.
  - Themes that relate to attractions accessed by the bus stop
- Artwork must utilize the GVT color palette (see attachment "GVT Brand Guide") as the predominant design colors
- Artwork must measure 48 inches (height) x 84 inches (width)
- Designs may not contain any business promotions or advertisements, nor include any breach of intellectual property, brands or trademarks, or depictions of illegal activity.
- Designs must be public friendly, and legible if messaging is incorporated.
- Any changes to the proposed design must be approved by the RTPO after the initial design acceptance

***See Application Requirements on the following page***

**Application Requirements:**

Applicants are asked to submit:

- Brief statement of interest (300 words max)
- A description of the proposed artwork
- Concept sketch(es) or other representations of their proposal
- Portfolio (ex. five or more images of previously completed artwork)

Submission deadline: July 1, 11:59 PM

Submissions may be sent by email or mail to:

Email: [Danielle.sterle@mesacounty.us](mailto:Danielle.sterle@mesacounty.us)

Mail: RTPO  
Attn: Danielle Sterle  
525 S. 6<sup>th</sup> St., Second Floor  
Grand Junction, CO 81501

**Other Information:**

This opportunity is made possible in part by a generous grant from the Grand Junction Commission on Arts & Culture.

Supplies: The RTPO will provide a primed panel and will apply a sealant to the finished mural. Artist needs to procure their own paint, brushes, etc. Paint must be a mid-tier or higher outdoor-rated product (ex. Sherwin Williams Latitude).

Stipend: Each mural is allotted \$2,400 for the artist time and materials (i.e. paint and brushes). Artists will be paid upon completion of the work.

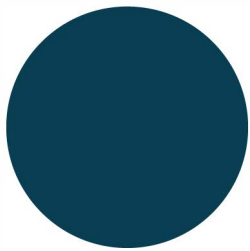
Information supplied on the W-9 must match bank payment information.

Shelter locations may include the following:

- Central Library, 5<sup>th</sup> street north of Grand
- Grand Mesa Center, 24 ¾ Road north of Highway 6 and 50
- Lincoln Park Barn, 12th Street south of North Avenue
- Picture Show, 24 ½ Road south of Patterson

## Primary Color Palette

For best print results, use the CMYK color build below. For best web results, use the HEX or RGB color build below.

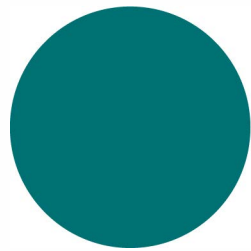


**Pantone 3035 C**

**CMYK (print)**  
97 • 67 • 48 • 38

**RGB (digital)**  
0 • 62 • 82

**HEX (web)**  
#003E52

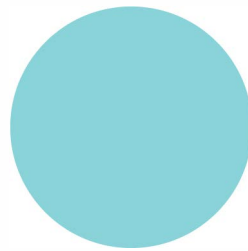


**Pantone 322**

**CMYK (print)**  
80 • 0 • 33 • 48

**RGB (digital)**  
0 • 112 • 114

**HEX (web)**  
#007072

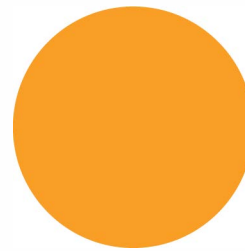


**Pantone 318 C**

**CMYK (print)**  
44 • 0 • 16 • 0

**RGB (digital)**  
138 • 210 • 216

**HEX (web)**  
#8AD2D8

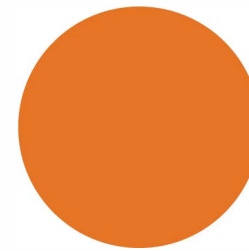


**Pantone 1375 C**

**CMYK (print)**  
0 • 45 • 96 • 0

**RGB (digital)**  
249 • 157 • 37

**HEX (web)**  
#F99D25

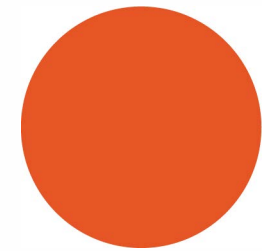


**Pantone 152 C**

**CMYK (print)**  
7 • 67 • 100 • 0

**RGB (digital)**  
241 • 110 • 0

**HEX (web)**  
#F16E00



**Pantone 166 C**

**CMYK (print)**  
6 • 81 • 100 • 1

**RGB (digital)**  
230 • 83 • 0

**HEX (web)**  
#E65300