

C.A.C.T.U.S  
1731 W Rose Garden Ln Ste 9  
Phoenix AZ 85027

## **REQUEST FOR PROPOSAL (RFP) LOGO DESIGN AND STYLE GUIDE DEVELOPMENT**

### **ABOUT CACTUS/TRADEUP**

CACTUS' mission is Inspiring kids to pursue construction careers as a lifelong profession. Its vision is "the premier national program that excites middle school students about Architecture, Construction, and Trade careers."

CACTUS is an immersive, year-long after school program designed to expose middle school-aged kids to the wide range of career opportunities in construction, architecture, and skilled trades.

In partnership with school leadership, teachers, and volunteer craft professionals, kids participate in weekly hands-on lessons that highlight a different aspect of construction, including safety, drafting, carpentry, masonry, plumbing, electrical, and HVAC. Students are also introduced to construction project management, schedules, architecture, and design. Students then apply their knowledge in a capstone project: building a real structure for their school, such as a garden planter or picnic table.

Ultimately, students complete the program with a better understanding of the exciting career possibilities in construction and trades, experience in teamwork and problem solving, and the pride and satisfaction of building something that will be used by their classmates for years to come.

C.A.C.T.U.S. is rebranding itself to "TradeUp!" to better position the organization for national expansion. The new name will also help clarify the mission purpose by using the word "trade" in the name. The phrase also is intended to invoke the mindset that a person is "trading up" for better quality of life through a career in the skilled trades.

Proposed tagline:

Construct the Future  
Trade Up for the Future

### **PROJECT OVERVIEW**

Trade Up! is in the process of developing a brand identity and is seeking a creative qualified freelance graphic designer or design firm to partner with to create a strong graphic logo, style guide and possibly additional design services for fiscal year 2021-2022.

### **SCOPE OF WORK**

The scope of the project will extend from concept to completion. Design scope to include:

**Logo:**

- Provide high resolution (600 dpi min) EPS file format layered images of the final approved logos as well as flattened jpeg and pdf formats of the final approved logo.
- To be used in print, web, billboards, banners and signage.
- To be created in full color, single-color and black & white.
- The Trade Up! Branding Committee will work with the selected contractor to determine possible logo elements that will compliment the Trade Up slogan “Construct the future”

**Style Guide:**

A set of standards for the design of documents, signage, directional wayfinding signage and any other brand identifier. To be used to ensure complete uniformity in style and formatting wherever the brand is used to ensure no dilution of that brand.

- Color Treatments
- Approved fonts: Print and Web
- Design for: Letterhead, Business Card, Department Badges/Shoulder Patches, Community Information Rack Card (Tri-Fold), Expanded Community Information Brochure, Billboard, Print Ads, PowerPoint Presentation, Secondary Logos for Partners (Restaurants, Attractions, Services, etc.), Event Rack Card (Tri-fold), Business Recruitment Packet.
- Designer to provide 2 logo and 2 Style Guide design concepts 15 working days after contract award for review and selection of steering committee and before proceeding.
- The committee may make up to 5 revisions of the selected concept.
- Designer to be available for brand consultation for up to 12 months (meaning, responding to questions of usage or clarification on style guide).
- C.A.C.T.U.S will retain copyrights to all images, logos, style guides, designs, color treatments, fonts and templates created by the designer and/or firm.

**BUDGET**

C.A.C.T.U.S./Trade Up! has allocated \$2,500 to proceed with the logo and style guide initially as described in the Scope of Work above. Trade Up! has also allocated an amount not to exceed \$2,500 for additional brand consultation for web graphics, launch event swag items and existing collateral updates. All work performed under this contract will be subject to approval of defined task orders not to exceed the approved budget. Additional design work/production beyond those items outlined above is subject to additional negotiation/compensation.

**CONTRACT TERMS**

C.A.C.T.U.S./Trade Up! will negotiate contract terms upon selection. The terms of selection/award are to be subjected to the following terms. All contracts are subject to review by the C.A.C.T.U.S./Trade Up!'s legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

**PROPOSAL GUIDELINES AND REQUIREMENTS**

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms. Proposals will be evaluated and an award made to the most responsible, responsive proposer submitting the proposal most advantageous to the C.A.C.T.U.S./Trade Up!. C.A.C.T.U.S./Trade Up!. reserves the right to reject any or all proposals or any portion thereof as deemed to be in the best interest of the C.A.C.T.U.S./Trade Up!.

The proposal shall include the following information:

- Proof of Qualifications:
- Resume of your Education, Experience and Qualifications
- Two (2) Client Recommendations
- A list of staff/subcontractors that will likely be part of the development team
- Two (2) Examples of your Style Sheet Design Work
- Three (3) Examples of your Logo Design Work
- Written explanation of one logo design sample and/or how you derived design from concept to end product.
- Your Arizona Tax ID Number

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. In addition, if the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal.

Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address and EIN of the sub-contractor.

All proposals should be bound in one singular folder (binder or spiral).

## **REVIEW CRITERIA**

Proposals will be reviewed by the C.A.C.T.U.S./Trade Up! Branding Committee based on the following review criteria:

### **Skills/Creativity:**

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that demonstrate technical and creative execution, particularly for similar projects. You should also be able to document/demonstrate the full scope of the various services your firm provides.

### **Resources/Capability:**

Please demonstrate through a brochure or other document your business experience, staff skills and experience, clients serviced, projects of note, technical skills, project management methodology, and ability to meet milestones.

### **References/Referrals:**

Please provide a resume of your education, experience and qualifications.

Please provide two client recommendations.

**Pricing Structure/Rates:**

Please provide a comprehensive pricing and/or rate sheet for all potential services you might provide under this RFP agreement.

**SUBMISSION OF PROPOSAL**

All proposals must be received by C.A.C.T.U.S./Trade Up! no later than the date and time specified. Sealed Proposals must be delivered or mailed to:

C.A.C.T.U.S  
Attn: Sasha Lewis  
1731 W Rose Garden Ln Ste 9  
Phoenix AZ 85027

Offeror should mail or deliver a sealed proposal, clearly labeled on the outside indicating it is in response to the **RFP - Identity Logo and Design Services**. Submittals will be accepted until **4:00 PM on Friday, August 27, 2021**. Proposals received after the deadline will not be accepted. Proposals submitted by facsimile, or other electronic means will not be accepted.

If you have questions regarding this solicitation, please contact Sasha Lewis at 602-492-3540 or by e-mail at [sasha@cactustradecub.org](mailto:sasha@cactustradecub.org).