



# SEQUIM IRRIGATION FESTIVAL

## Request for Quote

The theme for the Sequim Irrigation Festival (Festival) changes each year and with it an annual logo is created to represent that theme and associated storyline.

The Sequim Irrigation Festival is seeking a logo designer to create the annual logo for the next few years. Each summer the theme and storyline will be presented to the selected artist to create logo designs for consideration as the logo for the upcoming festival. The artist selected will have the option to create the logo for the following few years.

This Request for Quote is provided to all persons interested in developing the logo that will be owned by the Sequim Irrigation Festival and used in any manner the Festival deems appropriate.

This correspondence outlines the complete scope of work the Festival is requesting for a logo design.

### **OBJECTIVE**

To enter into an agreement with a logo designer who will develop a logo representative of the Sequim Irrigation Festival's theme and storyline each year for the next few years.

### **SCOPE OF REQUEST**

Designer will prepare a response (Proposal) to this Request for Quote. The requirements for this Proposal are identified in the "Proposal Requirements" section. It will include samples of logos that have been created by the artist, examples of past work and a quote that encompasses the effort required to satisfy the full scope of work.

### **LOGO DESIGNER SELECTION PROCESS AND TIMELINE**

- Designer will prepare and submit a response (proposal) to this Request for Quote by January 16, 2023.
- Following receipt of the proposals, the Festival will evaluate the proposals and, using the "Evaluation Criteria and Process", select a designer for the 2024 logo no later than March 3, 2023
- The chosen designer will create the logo for the 2024 Sequim Irrigation Festival. The finalized design will be created by September 30, 2023. The process of creating the annual Festival logo is defined below in the 'Logo Design Process'. It is provided so the designers gain a better understanding of the process and expectations.

### **PROPOSAL REQUIREMENTS**

- Designer will submit examples of representative work. This work may be logo designs created in the past or rough drafts of designs that meet a festival theme (any past year theme or the current 2023 theme). Note that these examples will be for evaluation and

any designs submitted will not be used by the Festival for any purpose. The designs should be submitted in .pdf, .jpg, .tiff, or .png format.

- Designer will submit examples of past work. Any example designs should be submitted in .pdf, .jpg, .tiff, or .png format.
- Designer will include information and examples (as appropriate and allowed) about logos and designs that they have created. Any example designs should be submitted in .pdf, .jpg, .tiff, or .png format.
- The designer should submit a quote to complete the requested work. See the “Final Logo Design Deliverables and Requirements”.
- Designs and Quotes Submitted
  - None of the submitted designs and quotes will be returned to designers. The Festival will not use any of the designs submitted for any purpose other than as an evaluation tool.
- Submission of Proposal
  - The deadline for submission for all responses to this Request for Quote will be midnight **January 16, 2023**. Late submissions will not be accepted or considered. No exceptions will be made.
  - Proposals can be sent via mail or email.
    - By mail, please send to  
Sequim Irrigation Festival  
Festival Logo Design  
P.O. Box 2073  
Sequim, WA 98382
    - By email, please send to [marketing@irrigationfestival.com](mailto:marketing@irrigationfestival.com)
- Questions regarding Request for Quote

Questions regarding this Request for Quote can be directed to: Michelle Rhodes via telephone at 360-477-3023 or via email at [marketing@irrigationfestival.com](mailto:marketing@irrigationfestival.com).

#### **CONSIDERATIONS FOR SUBMITTED LOGO DESIGNS**

- The designer may submit logo designs that have been created in the past for other companies/entities/events. The designs submitted should convey originality, creativity and a sense of the designer’s style in their interpretation of themes.
- While the logo for the 2023 Festival has been completed, the designer is free to use the 2023 theme or any past theme(s) as inspiration to create a logo sample(s) for the submission of design samples.

#### **EVALUATION CRITERIA AND PROCESS**

1. Evaluation Criteria. The evaluation criteria will include, but not limited to the following:
  - Designer presented examples of logos that show the ability to interpret themes in an original and creative way.
  - Designer expertise and evaluation of past work
  - Quote to finalize and deliver the logo
2. Evaluation Process
  - Proposals will be reviewed by the Festival Logo Design Subcommittee and designs prioritized
  - Designers for proposals that are prioritized high will be interviewed
  - Recommendation will be made and submitted to the full Festival Board for approval

### **FINAL LOGO DESIGN DELIVERABLES AND REQUIREMENTS**

The following describes the final logo versions and other requirements that the Chosen Designer will develop and deliver to the Festival.

1. Provide Logo in Requested Versions. It is expected that the logo will be used on all materials produced by and for the Festival for that year, including printed materials, products, website, emails, social media and any other chosen materials. Designer will provide the following:
  - Logo in black and white and four color versions
  - File in vector format that can be opened by a vector program
  - Specify fonts used in design
  - Special colors or other exceptions used.
  - A pdf of the design for review by the Festival Design Committee
  - Files in native formats (i.e., ai)
  - A black and white outline version in pdf format (will be used for coloring pages)
  - A black and white cancellation-like version that will be used for thank you plaques
2. Release of Ownership
  - Chosen Designer will release all rights of ownership of the annual logo to the Sequim-Irrigation Festival immediately upon selection and completion of the logo for use as the annual Festival logo. This logo will be used, but not limited to the following: marketing materials (posters, rack cards, postcards, placemats, brochures, etc.), website, and products.

- Chosen Designer will waive all rights to the use of the logo and will not use the logo or its likeness for any other purpose.

The selected logo will become the property of the Sequim Irrigation Festival for use with the Sequim Irrigation Festival only.

### 3. Fees

The Festival will pay a one-time fee to the chosen designer for the development and ownership of the logo each year that will represent the Sequim-Irrigation Festival. Designers will be very specific in his/her fee structure.

## **LOGO DESIGN PROCESS**

Once selected as the Logo Designer for the Festival, the following is an overview of the process that will be done to design and deliver the annual logo for the 2024 Festival and subsequent years.

During the late summer of 2023 the chosen designer will work with the Festival Logo-Design Committee through the process to refine logo samples to ultimately develop the final of the 2024 logo design by the end of September 2023.

- Upon receipt of the next year's theme and storyline (in late summer), the designer will submit at least 3 draft designs for review by the Festival Design Committee. These designs may be submitted in any format, however, keeping in mind that the final designs must be submitted in a vector format.
- The Festival Logo Design Committee will review the designs and select a "best" design. The Festival Design Committee has the right to make minor suggestions to the selected design that will, in the mind of the committee, make it a better fit with the theme/concept or for future use of the logo in marketing materials and products.

The Sequim Irrigation Festival reserves the right to decline to proceed with the logo project at any time prior to the approval of a contract with a selected designer by the Festival Board.

We appreciate your willingness to participate in the Sequim Irrigation Festival Logo Design Request for Quote.

Michelle Rhodes  
Marketing Director  
Sequim Irrigation Festival