NYC Literary Action Coalition RFP

The NYC Literary Action Coalition is accepting proposals for a logo design. The coalition is seeking a NYC-based graphic designer to create the coalition's official logo, which will be for use on the coalition's print and online publicity materials such as the coalition homepage, brochures, publicity photos, social media posts, PowerPoint presentations, and coalition goods. The logo should embody the coalition's mission and organizational values. An ideal logo should express the literary nature of the coalition's member organizations and the coalition's activism work in freedom of expression and social justice issues.

[The Literary Action Coalition](#) is a growing NYC-based coalition made up of nearly 40 literary NYC-based member organizations that have come together to address freedom of expression and social justice issues, particularly racial justice. Past examples of the coalition's work include [interviewing NYC mayoral candidates](#) about their commitment to the literary arts, and various IG live events to address racial justice issues affecting Black, Indigenous, and Asian American communities.

Details

- The graphic designer will provide three potential logo directions, from which the advisory committee will select one to pursue and provide feedback for iteration by the designer.
- The designer will provide a few different versions of the logo lock up for various use cases
- An ideal candidate understands and aligns with the coalition's mission.
- An ideal candidate has experience in logo or branding work.
- The Literary Action Coalition will retain copyrights to the logo.

RFP Expected Timeline

February 1st, 2022: RFP response deadline for designers
February 8th, 2022: Selected and unselected designers notified
February 21st, 2022: Deadline for first round of potential logos
March 25th, 2022: Deadline for final submission of logo designs

The coalition reserves the right to modify the RFP timeline depending on scheduling changes.

Proposal format

The proposal should be in two PDF documents (one document that includes resume, profile, proposed project fee, and additional information; a separate PDF portfolio of relevant work)

and submitted via email. We are looking for designers to demonstrate their design experience, creativity, and desire to support the coalition's mission by including the following elements in their proposal:

1. Resume of experience and qualifications
2. Cover letter including artist profile and interest in community/social justice work
3. Examples of relevant work, and reference information for that client
4. Proposed project fee
5. Reference to one contact
6. Optional: additional important information

All proposals must be received via email by February 1st, with the subject line "*first name last name* Coalition Logo Graphic Designer Proposal." Proposals must be addressed to:

Haruna Shimizu
PEN America Community Outreach Fellow
hshimizu@pen.org

Proposals submitted after the deadline will not be considered. Any questions may be submitted to Haruna Shimizu at hshimizu@pen.org.

Thank you for considering this RFP.