

Columbia Hillman Arts & Cultural District

Call to Artists for Logo and Brand Package Development

Overview

The Columbia Hillman Arts & Cultural District seeks an artist or graphic designer to develop a logo and brand package for the District. The district designation was granted on August 18, 2018 to recognize and support the creative contributions of southeast Seattle artists and cultural organizations. This opportunity is open to emerging and professional artists and graphic designers. The application deadline is November 4, 2019.

The Project

The mission of the Columbia Hillman Arts & Cultural District is to celebrate and enhance the authentic and culturally diverse soul of Columbia City and Hillman City through identification with, and the advancement of, arts and culture. The district will celebrate the historic contributions the arts have played, preserve and promote current art spaces, and ensure that new art spaces are included in future developments.

This project is for the development of a logo and brand package for the District. The brand package should include a logo with full color and black & white versions, as well as vertical and horizontal versions (if appropriate), as well as a package of fonts and colors that will be used to reinforce the District's brand.

The Steering Committee has identified attributes that we hope the logo will communicate:

- **Diversity:** this district celebrates the ethnic, cultural, and economic diversity of our community;
- **Creativity:** the district represents performing, visual and media artists – the logo should not favor one media over another;
- **Inclusiveness:** this district is inclusive of all peoples, cultures, and types of artwork;
- **Easily identifiable:** the logo should be clearly recognizable, scalable for various uses, and must be appropriate for color as well as black & white.

The project budget is \$250-1250. This includes artist's design fees and applicable taxes.

Selection Criteria & Process

The District Steering Committee will review the applications and make a selection using the following criteria: quality and strength of past work as demonstrated in the submitted materials; demonstrated ability to create a unique and engaging artwork appropriate in concept, materials and scale for this project; availability to work and complete work by

December 20, 2019. Priority will be giving to artists/designers who live and/or work in the District.

Timeline

November 4: Deadline for submissions

November 18: Notification of selected artist(s)

December 6: Round 1, a selection of draft logo versions due

December 13: Round 2, logo revisions due

December 20: Final logo and brand package due

How to apply

Your submission must be contained in a single PDF document as the proposals will be shared with the steering committee via email. Please include the following:

- A letter that explains why you are a good fit for the project and describes your approach to and vision for this project. Include your proposed budget.
- A current resume (2 pages maximum). If submitting as a team, please include resume for each individual.
- Up to 10 images of past work samples. Artists are encouraged to include a brief description (2-3 sentences) of each image.

All applications must be received by November 4, 2019 at 5pm. Please email your proposal to ColumbiaHillmanArts@gmail.com. If you have questions, call Kathy at 206-760-4286.

This project is a funded by the Seattle Office of Arts and Culture. We thank them for their support!