

GALLERY AFERRO

RFP: web/print/marketing for Gallery Aferro Inc.

Gallery Aferro is seeking bids/quotes for the following design and marketing services:

Design

Logo redesign for Gallery Aferro

Logo redesign for Shop Aferro (Gift Shop)

Logo for Make Aferro (Education Programs)

Logo for Studio Aferro (Residency Program)

Logo for Publication Aferro (Exhibition catalogs and artist books)

Website upgrade with tie in to our two blogs and added online store with more robust google checkout options and added paypal option.

Design of printed materials:

Promotional trifold for Gallery Aferro

Promotional trifold for Shop Aferro

Promotional trifold for Make Aferro

Promotional trifold for Studio Aferro

Promotional postcard for Gallery Aferro

Promotional postcard for Shop Aferro

Promotional postcard for Make Aferro

Promotional postcard for Studio Aferro

Postcard template for exhibitions

Business cards

Newsletter template

Publication template for exhibition catalogs

Letterhead and envelope design

73 MARKET STREET NEWARK, NJ
WWW.AFERRO.ORG

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Marketing

Gallery Aferro will be seeking a marketing consultant to work with the gallery directors to create an online and print marketing strategy with the specific goals of increased print press, increased online “press” or blog writeups, increased visitor numbers, increased mailing list signups, and increased interest from potential collaborators and partners.

About Gallery Aferro

Gallery Aferro is a nonprofit art gallery and artist space in downtown Newark, NJ. We are one of only about a dozen galleries in the city. We work with artists from all over the world to bring challenging, engaging, fresh art to a very diverse but primarily urban audience. So far all of our design work has been done in house or by volunteers/students, none of whom have been professional designers.

With the recent receipt of our nonprofit status Gallery Aferro is anticipating a major growth of staff and programs over the next few years and strongly believes a professional design and marketing upgrade are vitally necessary.

We are looking for bids for the package described above but we are also looking for a breakdown cost of each service as well since we are not yet sure which elements will be instituted first.

We are hoping to have the work begin in the late summer or early fall of 2011 for a spring 2012 launch.

Please visit our current website to get an idea of who we are and what we are all about.

Deadline for bids/quotes is March 14, 2011. Please email to info@aferro.org.

Any questions email above or call Evonne Davis at 917.226.7821