

**National Park Service
U.S. Department of the Interior**

**Joshua Tree National Park
Joshua Tree National Park Association**



75th Anniversary Logo & Branding Project, *Request for Proposals*



National Park Service photos by Robb Hannawacker



Joshua Tree National Park, 1936-2011 75th Anniversary Logo & Branding Project

Project Background and Requirements

Project Eligibility

Graphic artists and designers with demonstrated skills in the areas of graphic design, communications design, logo development, branding, advertising, marketing, and messaging campaigns.

Joshua Tree National Park announces a call for proposals for a public art project to develop a logo and branding imagery for the park's 75th anniversary celebration in 2011. First established as a national monument by President Franklin Roosevelt in 1936, the park plans a series of public events and celebrations throughout the entire 2011 year to commemorate the site's history and encourage public awareness and appreciation of the park. The logo, message tag line, and associated graphic images will be used to develop a broad-based public marketing and media campaign to promote the anniversary and its activities.

Background

Joshua Tree National Park owes its existence to the tireless efforts of Minerva Hamilton Hoyt who led a campaign that resulted in the establishment of Joshua Tree National Monument in 1936. The 1994 Desert Protection Act passed by the U.S. Congress added 234,000 acres to Joshua Tree and re-designated it as a national park. On August 10, 2011, Joshua Tree will celebrate its 75th anniversary as part of our nation's national park system, and working together with community groups, the park will plan and conduct various public events and activities in which the logo and its associated images will be prominently featured.

Project Considerations

Possible applications of the logo and branding images include brochures, newsletters, event programs, press releases, letterhead, banners, billboards, lamp-pole ads, posters, theme-related merchandise, ads, commemorative publications, websites, business cards, and public service announcements. Video uses will include standard and high definition applications. Many other uses are likely. The 75th Anniversary logo will become the sole property of the National Park Service including all associated copyrights. Branding imagery created under this project will become the property of the Joshua Tree National Park Association, the park's principal non-profit partner.

Potential large format aspect/ratio applications:

Billboards	Lamp Pole Ads	Banners
10' x 30'	18" x 36"	3' x 1.6'
10' x 40'	24" x 48"	4' x 2.5'
12' x 25'	30" x 60"	6' x 2.5'
14' x 48'	30" x 84"	10' x 3'
	30" x 96"	

Proposals should meet the criteria and requirements provided here. A Review Committee comprised of park staff and community partners will evaluate all submitted proposals and make the final selection based on factors given under Evaluation Criteria.

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Guidelines for Submitting Proposals

Submittal Tips

Two bids are being sought: one for the Anniversary logo, and a second bid for 2-4 marketing/branding designs.

A key criteria in the bid evaluation process will be how well each submittal captures the essential character of the park and its values.

Submittal:

Each proposal should be submitted on one (1) DVD or CD, Mac or PC format. Computer file ready formats are preferred. Editable outlines should be used whenever possible. Type fonts should be converted to outlines. Please include a directory or folder named 'Thumbnails' to include smaller size versions to make them easy to view.

Each submittal should include the following information:

1. A .pdf file outlining qualifications of the designer or design team.
2. Describe how the designer/team proposes to perform the requested tasks outlined and the associated costs.
3. Present conceptual 75th Anniversary design ideas and/or other portfolio design examples to demonstrate qualifications and prior relevant experience. All proposals should contain the following elements (optional items are noted):
 - a. Adobe Illustrator CS versions of the proposed 75th anniversary logo plus .pdf, EPSF, and .tiff versions of the logo.
 - b. 2-4 images derived from the primary anniversary logo for use in a marketing and merchandise campaign connected with the anniversary celebration in same formats as 3a above.
 - c. Color and black-and-white versions of each submitted design.
 - d. Individual branding elements for the primary anniversary logo
 - e. Separate bid estimates for the primary 75th anniversary logo (3a) and the marketing & merchandise imagery (3b).
 - f. Instructions/advice on proper uses of the logo and inappropriate uses of the logo (optional)
 - g. Graphic design ideas (concepts) for specific marketing, merchandise, and communications applications of the logo and branding imagery (optional).

Project Schedule (all dates are 2010)

May 27	Request for Proposals Released
June 25	Proposals Due (all required elements must be received by this date)
June 28	Selection of winning proposal
June 30	Non-winners notified by mail. Submitted materials will be returned.
July 30	Final project deliverables due

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Selection Process and General Information

IMPORTANT NOTICE

The award winner will be required to register as a federal government contractor in order to be selected for the project. To register as a federal contractor, visit the website:

www.ccr.gov/

Evaluation Process:

All submittals will be evaluated in accordance with the following factors:

- A. Quality of Proposal – Submitted designs demonstrate a clear grasp of the park and its values, present its essential visual elements in a visually engaging style, and communicate the purpose of the anniversary to the viewer.
- B. Capability and Capacity of Designer/Design Team – Proposals demonstrate the clear ability to provide required services and meet project time requirements.
- C. Ease of collaboration and the ability to work within the project budget constraints.

General Information:

Please indicate the project name, *Joshua Tree 75th Anniversary*, on the outside of the response package and in the heading of the email.

All submittals will be reviewed and evaluated as quickly as possible. The final selection will be made from a list of three finalists. Non-selectees will be notified by mail.

The award will be made to the highest ranked designer or design team whose proposal is deemed most advantageous to Joshua Tree National Park and its 75th Anniversary partners. All relevant factors will be considered.

General questions about the project should be directed to:

Joseph W. Zarki, Chief of Interpretation,
Joshua Tree National Park
74485 National Park Drive
Twentynine Palms, CA 92277
760-367-5520
760-367-6392 FAX
or by email at joe_zarki@nps.gov

How to Submit Proposals

Send completed proposals (include a return address) by standard mail or commercial carrier to:

75th Anniversary Logo Project
c/o Joshua Tree National Park
74485 National Park Drive
Twentynine Palms, CA 92277

