

American Philosophical Association

Request for Proposals *Issued November 16, 2012*

About the American Philosophical Association (APA)

The American Philosophical Association was founded in 1900 to promote the exchange of ideas among philosophers, to encourage creative and scholarly activity in philosophy, to facilitate the professional work and teaching of philosophers, and to represent philosophy as a discipline.

Having grown from a few hundred members to over 10,000, the American Philosophical Association is one of the largest philosophical societies in the world and the only American philosophical society not devoted to a particular school or philosophical approach.

Its three divisions, the Central, Eastern and Pacific, founded in 1900, 1901 and 1924, respectively, conduct annual meetings at which philosophers present research and exchange ideas. Since 1927, the American Philosophical Association has functioned under a constitution providing for a national board of officers.

The APA is affiliated with the American Council of Learned Societies, the International Federation of Philosophical Societies, the American Association for the Advancement of Science, and the National Humanities Alliance.

Since 1975, the national office of the American Philosophical Association has been located at the University of Delaware— an arrangement made possible through the generosity of the University of Delaware.

Project Description

The APA proposes to obtain a new logo that conveys our brand, mission, and purpose, as well as a coordinated website color scheme and cohesive new designs and templates for our publications, letterhead, business cards, envelopes, email blasts, and other such items. The new logo and associated designs must be finalized and ready for launch in coordination with the launch of our new website, which we expect no later than July 1, 2013. The logo and color scheme must be completed no later than March 15, 2013, so that the final versions can be used in the website redesign process.

Logo Design Summary

The APA seeks a new logo that resonates with a broad US and international audience. The logo should be clean, impactful, modern, and versatile. The logo should convey and/or be in keeping with the themes that the APA is a modern and flourishing learned society; that the APA serves a diverse constituency of professional philosophers, students of philosophy, and the public alike; and that philosophy is an integral part of contemporary society and education.

Criteria for the logo include the following:

- Logo must be an original design (no clip art or non-original artwork may be used within the logo)
- Logo must be versatile and suitable for use in various media (web, print, promotional materials)
- Logo must retain its integrity across multiple formats and sizes (vector format required)
- Logo must be attractive in both color and black-and-white and on a variety of backgrounds
- Logo must be adaptable for use on social networks such as Facebook and Twitter
- The APA will retain all rights to this logo and associated files after completion

This is the APA's current logo:



Website Color Scheme Summary

The new APA logo will be launched in conjunction with a new APA website. As such, the APA requires an accompanying website color scheme. The color scheme should include colors for body text, headings of various levels, links, menu bars, page backgrounds, and so on. These colors should complement and accentuate the logo design as well as highlight the information contained within the website.

Template Design Summary

In association with the new logo and website color scheme, the APA also requires templates and other items implementing the new brand across our communications. This includes but is not limited to the following:

- Email blast templates
- Website banners
- Website favicon
- Letterhead
- Business cards
- Thank-you cards
- Templates for APA publications, including the *Proceedings and Addresses*, meeting programs, and newsletters
- Facebook profile and cover images
- Twitter profile image
- Memoranda, press releases, and similar business communications

The APA will provide samples of the current designs of the above items upon request.

Delivery

Logo

Final logo files must be delivered in Illustrator EPS format as well as at least one standard web format (JPG, GIF, or PNG) with the following variations:

- Standard logo for use on white or light backgrounds (all backgrounds should be set to transparent)
- Standard logo for use on black or dark backgrounds (all backgrounds should be set to transparent)
- Horizontal and vertical variations (if necessary for the design)
- Color, grayscale, and black-and-white versions
- Simple logo mark and simple word mark files for use as icons and buttons (if appropriate for the design)

Website Color Scheme

A brief (1-2 page) document detailing the color scheme must be provided and include the following:

- All colors used in the scheme, including the equivalent web hex colors, RGB colors, CMYK colors and PMS Pantone swatches
- Guidelines on which colors should be used in which circumstances and any other guidelines on proper color scheme implementation

Note that a full website design is not requested, only a color scheme that coordinates with the logo, website banners, and templates requested in the other sections of this RFP.

Template Designs

Images for web use should be submitted in standard (and preferably multiple) formats, such as JPG, GIF, and PNG, as well as layered Photoshop files, if available. Templates for print materials and publications should be in Adobe InDesign format, and must include all used fonts and linked graphics. Layered (PSD) or editable (EPS) source files for linked graphics should be included whenever available. Templates for memoranda and similar business communications should be in Microsoft Word (DOCX) format.

Branding Document

A brief (1-2 page) branding document should be delivered which clearly identifies the following:

- Font(s) used in the creation of the logo and other designs, which should not have any licensing restrictions on commercial use, including the font foundry or origin of the font files, if at all possible
- All colors and gradients used in the logo and other designs, including the equivalent web hex colors, RGB colors, CMYK colors and PMS Pantone swatches
- Any image files or accompanying graphics recommended to be used in conjunction with the logo
- Brief guidelines on proper logo usage

Project Deadlines

The selected designer will be expected to meet the following deadlines:

- At least three potential logo designs must be submitted for APA consideration within 30 days after contract signing or February 15, 2013, whichever comes first.
- Final logo designs and website color scheme must be completed and submitted no later than 60 days after contract signing or March 15, 2013, whichever comes first.
- Draft templates must be submitted for APA consideration within 75 days of contract signing or April 1, 2013, whichever comes first.
- Final templates must be completed and submitted no later than 90 days after contract signing or April 15, 2013, whichever comes first.

The APA will make every effort to offer timely advice and revisions to concepts presented.

Submission

Submit the following via email:

- Logos, websites, print templates, or other materials you have designed recently for at least three clients, preferably with similar needs to the APA
- Names and contact information for three references for whom you have designed logos, websites, print templates, or other materials
- A brief narrative describing your vision for this project and the APA logo

As the APA is a nonprofit organization, affordable cost will be integral to a successful bid. Preference will be given to bids that do not exceed \$2,500. Proposals with a fixed rather than hourly rate are strongly preferred. Bids exceeding \$2,500 must provide justification for the additional costs within the proposal.

Email proposals and associated materials to Linda Nuoffer at lnuoffer@udel.edu. No phone calls or snail mail, please. Do not send hard copies of any materials; if hard copy materials are received, they will not be returned.

Proposals received after 11:59 PM Eastern Time on December 15, 2012, will not be considered.

Proposal Guidelines and Requirements

- This is an open and competitive process.
- The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- Sub-contracting is not permissible.
- Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contract Terms

An authorized agent of the APA will negotiate contract terms upon selection. All contracts are subject to review by legal counsel, and a project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget, and other necessary items.