

# **T-Shirt and Tote Designer Request for Proposal**

**YWCA of the City of New York  
September 10, 2013**

## 1 - Introduction

The YWCA of the City of New York (YWCA NYC) has a Request for Proposal (RFP) process to identify an artist, designer or graphic designing business to submit a proposal for the design of T-Shirts and Tote bags.

YWCA NYC requires an individual or business that has demonstrated experience in managing design projects and expertise with best practices regarding successful t-shirt and tote bag designs for distribution amongst staff and for sale.

Sections (2-4) provide information about the YWCA NYC and our needs for this design project. Section 7 describes what information must be provided in response to the RFP.

## 2 - Organization Overview

The YWCA NYC was established in 1858, based on an idea developed in London a few years earlier. Their mission was to provide a haven for young women – both U.S. and foreign-born – by offering safe housing and educational resources. The organization filled an important void in 19<sup>th</sup> Century New York and quickly grew.

In the 1870s, the YW led the way in job training for women and initiated the first typewriting instruction classes, the first sewing machine classes and the first employment bureau for women. In 1912, the YWCA of the City of New York expanded and built its own training center, with a residence and spacious meeting rooms, at 600 Lexington Avenue. In 1915, the YW bought the 610 Lexington Avenue building and opened the first public swimming pool in New York state. 600 Lexington housed the YWCA national offices, national board meeting rooms and residence facilities until 1980, and 610 Lexington was the New York City headquarters until 2005.

With its historic mission to improve the welfare of girls and women who needed assistance with housing, job training, sex education classes, access to books, physical fitness and friendship, and as a pioneer in race relations, labor union representation and women's health initiatives, the YW led the way for women's rights and social justice.

Today's YWCA of the City of New York is one of the oldest non-profits in the nation. It is independently operated, but connected to a worldwide network of sister YWCAs that serve 25 million people, in more than 100 countries. The YW stands for the elimination of racism and the empowerment of women. The YW runs affordable, high quality childcare centers throughout Manhattan, Staten Island and Brooklyn, as well as after school programs in lower Manhattan, Hell's Kitchen, Coney Island, Sheepshead Bay, East New York and Brownsville for children and teens. In 2006, the YW opened its first Family Resource Center, in a continued effort to serve the generations of children and women to come with additional needed services.

## 3 – Project Overview and Design Requirements

YWCA NYC seeks an experienced artist, designer, or graphic design business to provide fun, exciting and marketable designs for the YWCA NYC.

These designs should be sleek, modern and composed of key elements within the YWCA's branding guidelines. Our branding guidelines dictate the following:

- The YWCA logo should be consistent with the font and text weight of our logo

**eliminating racism**  
**empowering women**  
**ywca**

### **New York City**

- The following colors should be represented within the design:
  - Persimmon (RGB: R253 G103 B51)
  - Black (RGB: R00 G00 B00)
  - White (RGB: R255 G255 B255)
  - Gray (RGB: R204 G189 B189)
- Official fonts used by the YWCA are Helvetica Neue 85 Heavy, Arial Black, Helvetica Neue 55 Roman, Rockwell Regular, and Adobe Garamond Pro Regular.
- All designs should be interesting, unique, and indicative of the YWCA NYC's mission.
- Designs should engage an audience of women and men who are excited about empowering women, eliminating racism, and providing education for all. Designs can be indicative of a campaign and be easily understood when viewing.
- Designs must be original and not a replication of another design.

## **4 – Release of Ownership**

Chosen artist, designer, or design business must agree to release all rights of ownership of the design to the YWCA of the City of New York upon completion of the design.

Chosen artist, designer, or design business must also agree to waive all rights to the use of the design and will not use the design or its likeness for any other purpose except inclusion in their professional portfolio.

## **5 – Proposal Format**

Proposals responding to this RFP should include the following information:

1. Provide a description of the history and experience of the artist, designer, or design business
2. Provide three examples that best reflect any work that you have completed that is similar to this request and for organizations like the YWCA NYC.
3. Describe in detail the process used to create designs and projects similar to this
4. Provide a timeline for the completion of the project
5. Provide a cost analysis of all costs that may be associated with the project.