

Attn: Columbia Gorge Graphic Designers

Request for Qualifications

Columbia Gorge Arts & Culture Alliance
Logo, Identity and Collateral Design Project

Project Description:

The Columbia Gorge Arts & Culture Alliance (CGACA) is a coalition of independent arts, culture and heritage organizations and individuals from throughout the Gorge. Our vision is to establish the Gorge as a premier destination for arts, culture and heritage activities. Through cooperative planning, advertising, communication and branding activities we intend to make the Gorge a cultural magnet that will benefit our local economy by attracting local residents and visitors to our diverse offerings.

We are seeking a Columbia Gorge-based graphic designer or design team to create one or both of the following:

- (1) **CGACA Logo, Identity and Style Guide** - The logo should be iconic, easily identifiable and should identify the Columbia Gorge as a premier arts and culture region.. The logo will be used on all CGACA publications as well as those of our members. We also need letterhead, envelope and business card designs.
- (2) **Discover the Secrets Campaign - Identity and Collateral Materials** – *Discover the Secrets* is the theme of our May 2011, Columbia Gorge Arts & Culture Month. We want the campaign to pique the curiosity of viewers, and to convey a sense of the unknown and mysterious. The “secrets” are the not-so-hidden gems of the vibrant art, culture and heritage scene in the Gorge. We'll need designs for posters, postcards, bookmarks, print and electronic media ads, vehicle stickers and window decals. We'll also want *What's My Secret?* buttons to be worn by front-line service people throughout the Gorge.

To apply submit:

- At least three work samples from similar design projects.
- At least three project references, including client contact information and project type.
- A preliminary estimate of project costs for each of the two project elements.

To:

Pat Bozanich – Gorge Artists
1135 Canyon Way
The Dalles, OR 97058-9532
Phone: (541) 478-0171

or submit electronically to Information@ColumbiaGorgeArtsAndCulture.com

Deadline – January 10, 2011

Process:

A committee will review applications and references and choose candidates for portfolio review and an interview. We anticipate a selection decision by January 21, 2011.

For more information visit our website at www.columbiagorgeartsandculture.com or our Facebook page at www.Facebook.com/columbiagorgeartsandculture.