

Request for Proposal (RFP)

Project Title: Logo Design Services for Mohawk Networks, LLC

Introduction

We are seeking a talented graphic designer to create a compelling and memorable logo that represents our brand identity. The selected designer will work closely with our team to develop both an image logo and a letterform logo, with potential variations in primary and secondary colorways.

Scope of Work

The deliverables for this project include:

- Image Logo:
 - File Type: Vector format (AI, EPS, JPEG, PNG, SVG)
 - Resolution: High-resolution suitable for both digital and print media
 - Color Options: Primary and secondary colorways specified
- Letterform Logo:
 - File Type: Vector format (AI, EPS, SVG)
 - Resolution: High-resolution suitable for both digital and print media
 - Color Options: Primary and secondary colorways specified

Final Deliverables

Provide the final logo design files in both vector (AI, EPS) and raster (JPEG, PNG) formats. Include versions suitable for light and dark backgrounds.

Project Requirements

- Initial Consultation: The selected designer will conduct an initial consultation to gather requirements and understand our brand identity.
- Draft Submission: Provide an initial draft of both the image and letterform logos based on the consultation.
- Revision Cycle: We anticipate the need for at least one round of revisions. While ideally, two rounds would be beneficial, time constraints may limit this option.

Proposal Submission

Interested designers/agencies are invited to submit a proposal that includes:

- Portfolio: Overview of relevant experience and portfolio showcasing logo design projects.
- Approach: Proposed approach to the project, including the consultation process and timeline.
- Cost estimate and breakdown of fees (including any additional charges for revisions beyond the initial round).

Evaluation Criteria

- **Creativity and Originality:** Ability to develop a concept that stands out and is culturally relevant.
- **Relevance:** Alignment of the proposed design with our company's values and target audience.

- **Portfolio Quality:** Demonstrated experience and quality of past work.
- **Cost:** Competitive pricing relative to the proposed scope of work.
- *Preference will be granted to a Mohawk artist.*

Timeline

- Proposal Submission Deadline: Jul 31, 2024
- Consultation and Draft Submission: TBD

Confidentiality

All information provided in response to this RFP is confidential and should not be disclosed to third parties without our prior written consent.

Contact Information

For inquiries and submission of proposals, please contact Victoria Smoke at vsmoke@mohawk-networks.com. We look forward to receiving your proposal and potentially partnering with you on this exciting project.

Note: The terms of this RFP are subject to negotiation and may be modified based on discussions with the selected designer/agency to ensure mutual agreement on project deliverables and timelines.