



OAKLAND PARKS AND RECREATION FOUNDATION LOGO DESIGN REQUEST FOR PROPOSAL

February 2021

RFP Release Date: February 27, 2021

All Questions Due: March 8, 2021

Proposals Due: March 19, 2021

Winning Submission: \$2,000

Finalist Honorariums: \$250

Submissions: logo-rfp@oaklandparks.org

*Thank you for supporting the Oakland Parks and Recreation
Foundation and for considering this RFP!*

In Partnership With



1. THE ORGANIZATION

Founded in 1981, the Oakland Parks and Recreation Foundation (OPRF) partners with local communities and neighbors, civic and cultural leaders, donors and the City of Oakland to support city parks and expand recreational opportunities citywide. Initially fueled by the public funding crisis facing Oakland's beloved park system in the aftermath of the passage of CA Prop 13, the Oakland Parks and Recreation Foundation has become an integral part of Oakland's civic fabric and an effective advocate for parks. Today, OPRF supports a network of more than 100 community organizations, City Recreation Centers and programs with critical resources, relationships, research and technical assistance.

OPRF's impact is grounded in a commitment to social and environmental justice, equity, diversity and inclusion. OPRF's projects are as diverse as the city itself: from Frog Park in North Oakland to Town Park Skatepark in West Oakland; from the hills of Joaquin Miller Park to swim and camp scholarships for young people in East Oakland. That citywide reach helped us play a leading role in securing a historic win for Oakland's parks this past spring with the passage of Measure Q, which provides a desperately needed, dedicated source of funding for city park maintenance and support for unhoused people.

OPRF works across four key program areas to support Oakland's parks, recreation and public culture: public/private partnerships, fiscal sponsorship, advocacy, and special projects. Our resources include a skilled Board and staff, a formal partnership agreement with the City of Oakland, a network of 100+ community groups, and mailing and social media lists with over 4,000 subscribers. With a modest operations budget and a small staff, the organization manages nearly \$2M in funds for community groups, City Recreation Centers and programs, swimmerships and camperships, and special projects.

For additional information on OPRF, please visit oaklandparks.org.

2. TARGET AUDIENCE

This is an exciting time in OPRF's trajectory. As OPRF celebrates its 40th anniversary this year, we have the opportunity to build on our storied history to bring new resources, talent and energy to more equitably support Oakland's parks and the people who thrive with them.

Our target audience is multicultural, age 35-50 years old, and married with school-aged children. A partner in a dual-income household, our target audience skews female and is currently working from home during the COVID-19 crisis. Our target audience uses parks for nature, hiking, relaxation and health, as well as for social outings with their kids and friends.

Our target audience strongly agrees that: "Parks that are safe, well-maintained and actively used improve Oaklanders' health and wellness, make Oakland communities, culture and economy stronger, help keep Oakland children and youth safe and give them positive ways to spend time, are good for all Oaklanders and build a more just city, and help protect and care for the environment."

3. PROJECT SCOPE AND REQUIREMENTS

3.1 Logo Design

This logo design contest seeks to create a new visual identity that speaks to the organization's diverse target audience of park advocates, individual and corporate donors, program recipients and civic partners.

The organization's mission is to "support parks and recreation programs for everyone in Oakland." Consequently, we seek to express a brand voice that is modern, complex and loud, reflecting the energy of Oakland itself. Because many of the organization's programs serve children, a logo appealing to parents is preferred.

3.2 Requirements

A successful submission will include the following elements:

- I. A logo design with: a) a graphic element; and, b) the words "Oakland Parks and Recreation Foundation," in both landscape and portrait orientations.
- II. A logo design with a graphic element only, in either: a) both landscape and portrait orientations; or, b) square orientation.
- III. A typeface logo design with the words "Oakland Parks and Recreation Foundation" only.
- IV. A logo overlay that incorporates the words "40th Anniversary" or "40 Years."
- V. A brand palette with at least 4 colors.

Note: Present all items in I-V above in both: a) full color; and, b) black and white.

3.3 Design Scope

Design scope to include:

- An original design for items I-V above.
- One round of refinement on the original design.
- An electronic file containing items I-V above in either MAC or PC file format.
- Availability for design consultation for up to 12 months.
- Assistance with initial reproduction necessities.
- Design credit for all visual identity development.

3.4 Color Palette & Font Style

As a parks organization, we currently rely heavily on the color green. Colors are Primary #175C0D; Secondary #539E47; and, Highlight #FED900. Our current base font family is Montserrat. Submissions may either build from, complement or replace this color palette and font style.

4. GENERAL INSTRUCTIONS

4.1 Proposal Format:

Please provide your response to the Project Scope and Requirements as a PDF document. Your responses must coordinate with the numbers of items I-V within the Project Scope and Requirements Section 3.2.

4.2 Proposal Period:

The proposal submitted in response to this RFP shall remain firm and valid for a period of ninety (90) days from the date of your submission.

4.3 Proposal Submission Closing Date:

Proposals are due to logo-rfp@oaklandparks.org by March 19, 2021. Proposals received after that time will not be considered.

5. EXPECTED TIMELINES

OPRF anticipates the following schedule for the RFP process:

RFP Release Date: February 27, 2021
All Questions Due: March 8, 2021
Answers to Questions: March 10, 2021
Proposals Due: March 19, 2021
Finalists Notified: March 24, 2021
Winner Notified: April 9, 2021

6. GENERAL CONDITIONS

6.1 Incorporating Supplier's Proposal into Contract

All proposals, information, and responses from the Supplier must be submitted in writing. Unless supplemental oral commentary is specifically requested by OPRF in writing, oral communications will not be considered in connection with any proposal. All proposals, information, and responses submitted by a Supplier will be incorporated into and made a part of any final agreement between OPRF and such Supplier. No such information or other material should be submitted that cannot be so incorporated into the agreement.

6.2 Liability

OPRF shall incur no obligation or liability whatsoever to anyone by issuance of this RFP or action by any party relative hereto.

6.3 Request for Proposal

This RFP scope consists of Section 3 as detailed herein. Each Supplier should analyze this Section of this RFP before providing responses.

6.4 Country of Origin

For the purpose of this RFP, this shall be a United States-based contract originating from California.

6.5 Conditions /Assumptions

Supplier is required to clearly explain any assumptions or conditions it imposes on or includes in its Proposal.

6.6 Supplier responsibility to resolve questions

Supplier understands and agrees that: a) it has an affirmative duty to inquire about and seek clarification of any question or other item in the RFP that Supplier does not fully understand or that Supplier reasonably believes is susceptible to more than one interpretation; and, b) the Proposal submitted by Supplier must explain any and all conditions, exceptions, or limitations included in any response by Supplier to any question or other item in the RFP.

Questions should be submitted by March 8, 2021, to:

Wesley Radez
Development & Marketing Director
(510) 306-4689
wes@oaklandparks.org

Responses to questions will be provided by OPRF no later than March 10, 2021.

6.7 Unsuccessful Responses

OPRF will use its best efforts to notify each Supplier as soon as possible as to whether it is the Selected Provider.

6.8 Supplier qualifications

Supplier must conduct business and interact with OPRF consistent with its mission of promoting equitable access to Oakland's parks and recreation system. OPRF is committed, wherever possible, to source services from suppliers who respect human rights, ethics and the environment and have responsible policies and practices. Specifically, we expect our suppliers to operate in a manner that is consistent with these values and relevant to their respective services. Supplier should be prepared to demonstrate that it can meet all the proposed requirements detailed herein.

6.9 Supplier's cost

Any costs incurred by the Supplier in responding to this RFP or in support of activities associated with the Proposal to this RFP, are to be borne by the Supplier and are not reimbursable by OPRF.

6.10 Confidentiality

Proposals and the information contained therein will be considered confidential and will not be shared with any entities or individuals other than for the purposes of evaluating the various RFPs.

6.11 Contract

Suppliers should be prepared to enter into a contract with terms mutually agreed upon. Supplier must represent and warrant that Proposal does not infringe on the intellectual property rights of any other individual or entity.

6.12 Code of Conduct

It is the objective of OPRF to obtain the best services possible by giving fair and impartial consideration to all Suppliers invited to submit a Proposal. Every potential Supplier will be qualified on a fair and equal basis. Suppliers will be given the same information and treated equally with respect to the selection process. The granting of any advantage to one while excluding others is not permitted.

6.13 OPRF Contact

Any questions, clarifications or other communications concerning this RFP must be submitted before March 8, 2021, directed to:

Wesley Radez
Development & Marketing Director
(510) 306-4689
wes@oaklandparks.org

6.14 Right to Amend Request for Proposal

OPRF reserves the right to amend this RFP in any manner prior to contract award. OPRF will notify all responsive Suppliers in this event.

6.15 Right to Cancel Request for Proposal

OPRF reserves the right to cancel the proposed RFP at any time prior to the execution of a written contract without incurring liability to OPRF, if in its sole determination; its best interest would be served by doing so.

6.16 Proposal Format

To allow for a better understanding of your proposal and to avoid confusion between the parties, we request that the Supplier follow the order of information as requested in Section 4. A specific proposal format is not required, but we request that all of the items in Section 3 are clearly addressed in your response.

6.17 Cash Prizes

OPRF will award the Selected Provider a \$2,000 cash prize, upon final delivery and successful contract execution. Suppliers selected as Finalists will receive a \$250 honorarium. This will be the only compensation provided by OPRF for participating in this RFP.