

Request for Proposals—LONJ

PROJECT SUMMARY

Light Opera of New Jersey dba LONJ, a nonprofit 501(c)3 organization, has a mission to present treasures of vocal theatrical performance with professional performers, musicians, and production teams. We educate our performers by casting local talent of all ages alongside seasoned professionals; we educate our communities by bringing our shows to audiences who otherwise might not experience these art forms. LONJ's vision is to have a well-established brand, stable resources, and strong audience and donor support to enable it to thrive and grow.

To help achieve this vision, LONJ is accepting proposals to design a new logo. LONJ is seeking to establish "LONJ" as the organizational brand, with a logo, a consistent graphic "look," and brand messaging, ultimately creating a strong brand that draws audiences, supporters, and community to LONJ. We are seeking an emblem logo design that is distinctive, appropriate, and practical.

The logo will be used for electronic and printed media, as well as becoming a focal point of the LONJ website. This will be a concept-to-completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with evaluation criteria and submission requirements. Proposals are due by 30 June 2024 with project completion by 30 September 2024.

This is an open and competitive process for all qualified freelance graphic designers and reputable design firms/agencies.

Please refer to our website, www.lonj.org, for information about our organization, past productions, future work, and more.

PROPOSAL SUBMISSION

The proposal should include the following information:

- Proof of qualifications (resumé, client recommendations, etc.)
- Case studies/examples of work
- Written explanation of high-level design concepts and how the company would interpret the LONJ mission and vision
- Budget breakdown (e.g., design, production, consultation)

FORMATTING OF PROPOSALS

All proposals must include an electronic link for viewing.

All proposals must be delivered to LONJ by 30 June 2024.
Submit electronically to: logo-proposals@lonj.org

INITIAL SUBMISSION

The initial submission should include 2-3 logo design outlines/proofs/examples, suggested color treatments (including a black-and-white rendering), and recommended fonts to use with each logo.

All submissions will be kept confidential. LONJ will retain intellectual property rights to only its final selected submission.

LONJ reserves the right to terminate the contract and render partial payment as outlined in the contract should LONJ not prefer any of the initial submission designs,

FORMATTING OF INITIAL SUBMISSION

Initial submission must include an electronic link for viewing.
Initial submission must be delivered to LONJ by 15 August 2024.
Submit electronically to: logo-proposals@lonj.org

FINAL SUBMISSION

The final submission will give the selected logo in both color and black-and-white variants, including a transparent background, and in various formats including but not limited to eps, gif, jpg, raster, vector; a style guide; guidance on color treatments; recommended fonts to use with the logo; and templates for letterhead.

The final submission shall be made electronically, sent to the email address noted for initial submissions, and also in physical format (one spiral-bound document), mailed to LONJ, P.O. Box 402, Basking Ridge, NJ 07920.

CONTRACTING

All contracts are subject to review by LONJ Board of Trustees, and the project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget, and other necessary items.

TIMELINE

- Proposal due date: 30 June 2024
- Decision date: 15 July 2024
- Initial submission date: 15 August 2024
- Project completion date: 30 September 2024