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REQUEST FOR PROPOSAL LOGO DESIGN FOR KENAI PENINSULA FOOD HUB PROJECT

ABOUT COOK INLETKEEPER

Cook Inletkeeper is a community-based nonprofit organization that combines advocacy, education and science toward its mission to protect Alaska's Cook Inlet watershed and the life it sustains. Inletkeeper's monitoring and science work builds credibility with scientists and resource managers, its education and advocacy efforts enhance stewardship and citizen participation, and together, these efforts translate into Inletkeeper's ability to effectively ensure a vibrant and healthy Cook Inlet watershed. Cook Inletkeeper's goals are:

1. Grow support for clean water and strong local economies;
2. Promote the shift from fossil fuels to renewable energy;
3. Protect healthy habitats in a changing climate; and
4. Build an effective organization with the capacity to achieve its vision.

REQUEST FOR PROPSAL

Cook Inletkeeper is accepting proposals to design the Kenai Peninsula Food Hub's logo. A key component of this project is understanding the project's goals and ideals to create a graphic that will best communicate this to the community. The graphic will be used in all promotional material, including print and web.

PROJECT OVERVIEW

Cook Inletkeeper initiated the concept of the Kenai Peninsula Food Hub, in early 2015. Through the funding of Local Foods Promotion Program, a two-year grant provided by the USDA, the Food Hub will open for business in April 2016. The goal of the Food Hub is to provide opportunities for Kenai Peninsula producers and consumers to connect in a way that will create benefit for both, as well as strengthen the Kenai Peninsula economy, increase food security, and reduce the carbon footprint created from importing food. In so doing so, the Food Hub will:

- Provide locally produced food and products direct from our producers, connecting producers to consumers
- Serve local consumers of all income levels
- Support sustainable, local, high quality agricultural practices
- Provide a network for the production and distribution of locally prepared foods and locally made non-food products
- Support a Kenai Peninsula food system that in turn preserves the landscape, water, soil and air vital to a sustainable community

SCOPE OF WORK/DESIGN CRITERIA

The Advisory Council has identified some key elements and concepts that should be incorporated into the graphics, including:

- Alaska
- Farm and sea (think: “A farm to sea online farmers market”)
- Rural/rustic aesthetic (vs. urban appeal)
- Includes more than one color in graphic

The design should be simple, recognizable, reproducible; must be acceptable for print, website/banner, merchandise (ie. tote bags). Please see end of document for logo examples that the Advisory Council finds appealing.

BUDGET

Cook Inletkeeper is accepting bids for the Kenai Peninsula Food Hub’s logo. Please submit with proposal.

CONTRACT TERMS

Cook Inletkeeper will negotiate contract terms upon selection.

The proposal should include the following information:

- Qualifications (resume, recommendations, etc)
- Examples of previous work (if available)
- 1-3 design drafts
- Bid amount
- Please indicate if you have the ability to produce multiple file formats of the logo (ie. Website banner, small and large file jpg, tif).

Proposals may be submitted by email or post, no later than **February 8th, 2016 at 5pm**. The Advisory Council will consider all complete proposals and select a designer during their February meeting. Upon selection, the Advisory Council may request small changes in design, such as a color change. The designer will have until **February 29th, 2016** to submit complete a final draft. Payment for accepted bid will be made upon satisfactory completion of the logo design. The logo will become property of the Kenai Peninsula Food Hub, retaining all rights.

PROPOSALS SHOULD BE ADDRESSED TO:

Robbi Mixon
Local Foods Coordinator
3734 Ben Walters Lane
Homer, AK 99603
robbi@inletkeeper.org

Please direct any questions regarding this RFP to robbi@inletkeeper.org.

