



## Request for Proposals

For Graphic Design Consultants

Farm & Wilderness Foundation

April 19, 2008

Farm & Wilderness Foundation

263 Farm & Wilderness Road

Plymouth, VT 05056

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## Introduction

Farm & Wilderness is soliciting proposals for graphic design consulting for an overhaul of our printed materials. We are seeking a new, more professional “look and feel” that is in line with our values of protecting the environment and aesthetic simplicity. We seek more visual consistency for our marketing and communications materials. In particular, we need to produce a new 26 page 4-color brochure for our camp programs no later than September 1, 2008.

### **Organizational Overview**

Farm & Wilderness Foundation is a 501(c)3 organization based in Plymouth, Vermont. Farm & Wilderness operates six summer camps for children and adolescents, a family camp, and year-round educational programs. While each camp provides unique programs based on age and interests, all are rooted in the Quaker values of community, simplicity, honesty and respect. Each of our unique programs shares these common themes: wilderness experiences; organic farms & gardens; living in community; cooperative work & service; life of the spirit; and homegrown art, music and dance. The F&W experience is designed to awaken each person’s sense of truly being alive- a sense of purpose, connectedness and joy.

The first F&W camp was started in 1939. Our year-round staff is 20, and we hire approximately 200 seasonal staff each summer. Seven hundred campers attend our summer camps in Plymouth and Mt Holly, Vermont. F&W’s network of alumni and camper parents is large and active. Our newsletter goes to 10,000 households.

Farm & Wilderness is a place with a strong history and continuing dedication to social justice and environmental stewardship. It is a place where children come for the summer and experience a sense of self, community and personal achievement which affects their lives long after they are grown. Farm & Wilderness is dedicated to developing strong, centered, service-oriented youth.

### **RFP Rationale:**

It is time to update and refresh our publicity materials.

- We are currently dissatisfied with the aesthetic look of our long-time letterhead font.

- Our camp and school-year program brochures are currently one booklet and need to be separated.
- We need to establish common aesthetic elements, including fonts and graphic elements, to use in all of our public documents.
- We are currently dissatisfied with the look and content of our outreach booklets.
- We have restructured our outreach staff and methods and revamped our website in order to raise enrollment, and need strong outreach materials to support these efforts.
- Our current outreach materials do not accurately reflect our unique attributes or our level of professionalism.

## **Graphic Design Goals and Target Audiences**

Farm & Wilderness seeks a graphic design firm to assist in redesigning our marketing and communications materials. The designer will design a signature look and feel for F&W outreach and publicity documents in collaboration with F&W staff. At the center of this redesign process is the summer camp brochure and the organizational letterhead. The relationship between F&W and the designer will be ongoing and will eventually encompass redesign of all outreach and publicity documents in a common look and feel. Documents for future redesign include letterhead and stationery, summer camp and school-year program brochures, fundraising materials, and newsletter.

### **Audience:**

Farm & Wilderness has multiple audiences for its publications.

- Parents- current and prospective
- Campers- current and prospective
- Job seekers
- Community at large
- Camper and staff alumni(ae)
- Donors and funders

### **Goals**

With these audience members in mind, Farm & Wilderness is seeking graphic redesign that facilitates the following:

- Recruitment of new campers and staff
- Communication with our friends and supporters
- Communication of a professional aesthetic
- Consistency with our history and the Quaker value of simplicity
- Establishment of a F&W “look” which can carry through to future document creation

### **Overall Scope of Work**

Farm & Wilderness is seeking graphic design which updates its public documents within the context of camp tradition. We seek to establish graphic ‘look’ which can be carried through

all publications. Various pieces of this work will happen immediately (see 2008 Graphic Design Pieces section below), and some can occur over the course of the next year.

### **2008 Graphic Design Pieces**

- Choosing a display font for use in logo, letterhead and general documents. Farm & Wilderness has a logo graphic which will be retained.
- Choosing a body font matched to display font for use in all public documents including outreach materials, newsletter and mailings.
- Redesigned letterhead. Letterhead pieces include:
  - 8 ½ x11 letterhead and #10 envelope
  - 5.5 x 8.5 note paper and 6 ¼ note envelope
  - A7 thank you card with matching envelope
  - Development remit card with matching envelope
- 26 page Summer Camp Booklet
  - Four color
  - Development of graphic elements which are used in booklet and carried through future publications
  - Using text provided by Farm & Wilderness
  - Using photos provided by Farm & Wilderness

### **Timeline**

We are seeking to begin this process as soon as possible. We need to have the Summer Camp Booklet completed no later than September 1, 2008, and the redesigned letterhead pieces as soon as possible but no later than September 1, 2008.

### **RFP Process**

Please create a bid for:

- Initial design meetings and information gathering (May/early June 2008)
- 26 page Camp Brochure (printed by 9/1/08)
- Font selection (not design- we wish to use a preexisting font)
- New letterhead series design—see specifications above (printed by 9/1/08)
- Include your hourly rates for future design consultation

### **Submit bids to:**

Becka Warren, Communications Manager

[becka@farmandwilderness.org](mailto:becka@farmandwilderness.org)

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