



# BRAND PARTNER REQUEST FOR PROPOSALS

December 8, 2023

Founded in 2018, Nashville Design Week is a platform for bold collaborations and conversations that promote idea sharing, engage and educate the public and strengthen our city's design culture and impact. We believe we can create a higher quality of life through design.

Through panel discussions, tours, workshops, and installations, Nashville Design Week provides access to designers who are shaping Nashville's future — from architecture and interiors to graphic, industrial, and fashion design. By shining a spotlight on their work, Nashville Design Week demonstrates Nashville's emergence as a city known for and shaped by thoughtful and innovative design.

As we look forward to the seventh annual Nashville Design Week (October 28-November 1) - Nashville Design Week is seeking a Brand Partner to create a clean, easily identifiable, and memorable visual identity to represent the mission and the unique concept for 2024. Our new identity must translate seamlessly from print to digital to environmental.

Since its founding, Nashville Design Week has been fortunate to partner with local art and design studios New Hat Projects, Lasso Studio, and Rex Runyeon. As a non-profit organization, we have allocated a \$12,000 budget for our visual identity, but the scope of work will require our partner to work with us, at least in part, in an in-kind or pro bono capacity. All services donated in-kind are tax-deductible.

As an entirely volunteer-run 501(c)3, Nashville Design Week is the truest labor of love. We consider the process we're about to embark on one of the most important and personal processes, and we need a trustworthy friend who will provoke, question, and bring fresh ideas. We want you to listen, challenge us, have fun, and, ultimately, create a visual identity unique to Nashville's design community.





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Legacy

Our past Brand Partners have always returned to support Nashville Design Week for a second year. NDW's Brand Partner receives a unique opportunity to showcase their creative talent with fairly limited guardrails. Each former Brand Partner had the chance to create a completely new concept that represents a special relationship between their specific expertise and the Nashville design community that particular year.

Current events and happenings may inspire a concept that is completely different from the following year.



New Hat Projects



Lasso Studio



Rex Runyeon





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## Scope of Work

The brand partner will establish a strong brand identity and brand guidelines, provide NDW with digital templates, design and assist in production oversight of print materials, provide art direction for website and brand activation. All items below are negotiable with brand partner in terms of creative direction. NDW will follow the brand guidelines for anything beyond the brand partner's scope of delivery—no review necessary by brand partner.

- Visual Identity and Graphic Standards
  - Brand Identity Concept
    - Partner with NDW leadership to align on 2024 concept to inform visual brand identity
  - 2024 NDW Visual Guidelines
    - 2024 Logo(s)
    - Typeface selection
    - Color Palette
    - Iconography (if applicable)
- Digital Templates (Canva preferred)
  - Partnerships Assets
    - 16x9 Presentation Template
    - Digital Letterhead
  - 2024 Social Media Banners and Profile Image
  - Email Template
- Art Direction
  - Website Design
    - Provide, in broad strokes, direction to NDW Communications team to refine template as needed, including color palette and typeface selections
  - 2024 Intro Video
    - Work with videographer and NDW leadership to direct visual concept for the Intro Video (shown at every NDW event)
- General Promotion Design
  - Digital Social Media Guidelines
    - Various Instagram Templates (Canva-Post, Story, Reel Use Cases)
      - General NDW 2024
      - Event Specific
      - Sponsor Highlights
      - Editorial Quotes
  - Marketing Assets
    - Eventbrite Banner Template (Canva)
    - Advertisements
    - 2024 Print Calendar
    - Event Signage/Wayfinding
    - Merch Design Concepts





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## Timeline

RFP Submissions Open: December 8th - January 7th

Short list of candidates will be interviewed: January 15th - February 2nd

Brand Partner Selection + Contract Approval by February 9th

Mid-February - Late April | Brand Identity and Brand Guidelines

- Week of 2/12: Onboarding and Leadership Workshop to Ideate for 2024 Concept
- Week of 2/26: Brand Partner (BP) to present 2 rough visual concepts to leadership; feedback and selection of concept to follow.
- Week of 3/35\*: BP to present FINAL Concept "Look and Feel" to Leadership; check-in with NDW Comms Team ahead of this
- Week of 4/1: Deliver FINAL Visual Guidelines + Website Style Direction; Art Direction for website begins
- Week of 4/29: Website is finalized and ready for launch; Launch promo templates are complete

May-Early June | Brand Development

- By Week of 5/13: Deliver ALL Digital Templates
  - Present social media guidelines to NDW Comms Team
- Promotion Design Concepting Begins

June - September\*\* | Brand Activation

July

- Present print calendar and week of materials concept
- Deliver print calendar and general promotion templates
- Video Art Direction Begins

August + September

- Graphics for week of materials
- Present Merch design concept
- Finalize and order all printed goods

October | Calendar Launch and Nashville Design Week

- Video is finalized, presented and approved
- Website calendar is launched
- Last minute needs

\*All communications will use previous year social + newsletter templates until Call for Events Open House contingent on brand partner's approval

\*\*Timeline negotiable with brand partner; can begin as early as June on templates; print materials to finalize no later than September





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## Submission Requirements

- Must be based in Nashville
- Must be available for monthly in-person meetings and regular virtual check-ins
- Resume
- Digital Presentation that shows portfolio or representative work and responses to the following questions:
  - How familiar are you with Nashville Design Week? What has caught your attention about any one of the past brand identities?
  - What would you consider your design expertise? What special design skills do you bring to the table? Use examples.
  - Why do you want to be the Brand Partner?

Please send your complete submission package to NDW 2024 Communications leadership, Veronica Foster at [veronica@nashvilledesignweek.org](mailto:veronica@nashvilledesignweek.org)

Best of luck on your submission!

