



## REQUEST FOR PROPOSAL (RFP)

The Santa Monica Bay National Estuary Program is in the process of developing its brand identity and is seeking a creative qualified graphic designer (individual or design firm) to create a graphic logo.

### Background

The Bay Foundation (TBF)-also known as the Santa Monica Bay Restoration Foundation- is a 501(c)3 non-profit environmental group founded in 1990 to restore and enhance Santa Monica Bay and local coastal waters. TBF works with a broad group of stakeholders, including government agencies, environmental groups, local communities, industry and scientists, to create and put into action innovative policies and projects that clean up our waterways, create green spaces in urban areas, and restore natural habitats both on land and underwater, such as wetlands and kelp forests. TBF is the non-profit partner of the U.S. Environmental Protection Agency's (U.S. EPA) Santa Monica Bay National Estuary Program (SMBNEP).

The Santa Monica Bay National Estuary Program (SMBNEP) is designated by the U.S. EPA to promote collaborative watershed-based partnerships in order to develop and implement a Comprehensive Conservation and Management Plan (CCMP) that address a range of environmental problems facing the Santa Monica Bay watershed. Its seven guiding goals include:

1. Protect, enhance, and improve ecosystems of Santa Monica Bay and its watersheds,
2. Improve water availability,
3. Improve water quality,
4. Enhance socio-economic benefits to the public,
5. Enhance public engagement and education,
6. Mitigate impacts and increase resiliency to climate change,
7. Improve monitoring and ability to assess effectiveness of management actions.

The SMBNEP is one of 28 [National Estuary Programs](#) established under Section 320 of the 1987 Clean Water Act and is administered by the U.S. EPA to restore estuaries of national significance. The SMBNEP is comprised of two distinct entities, the Santa Monica Bay Restoration Commission (SMBRC) as the Management Conference and The Bay Foundation as the Host Entity.

SMBNEP is developing its brand identity and is seeking the creation of a new logo/visual identity that captures its purpose and goals while honoring the Santa Monica Bay watershed's geographical, biological, and cultural diversity. The logo will be incorporated into a new website and relevant publications.

### Scope of Work

The scope of the project will extend from concept to completion. Design scope to include:

- Creation of 3-5 logo designs for review and selection.
- Two rounds of refinement on the original selection.
- Upon SMBNEP logo approval, provide logos in high resolution (300 dpi min.) and 72 dpi .png, vector (.svg), and .pdf file format for screen, and high-res .jpg and .pdf for print.
- Approved logo file formats to be made available in full color, single-color, and black and white.



### **Tentative Timeline**

February 8, 2021 Proposal due.  
February 15, 2021 Selected contractor notified.  
February 22, 2021 First draft of 3-5 logos due for review.  
March 5, 2021 Receive reviewer's edits and comments.  
March 12, 2021 Second draft of logos due for review.  
March 24, 2021 Receive reviewer's edits and comments.  
March 31, 2021 Final logo received.  
April 2, 2021 Final logo shared in specified file formats and color variations.

### **Budget**

The budget for logo consultation, creation, and design is \$3,000.00.

### **Please specify and include in your proposal:**

- Experience and qualifications.
- Two examples of your logo design work.
- Pricing/rate sheet for potential services rendered under this proposal.
- If certified as a Small Business, Disabled Veterans Business, Woman-owned Business, or Minority-owned Business (please provide a copy of your certificate).

Proposals must be received by no later than 5 pm PST on February 8, 2021 and be emailed to Georgia Tunioli at [gtunioli@santamonicabay.org](mailto:gtunioli@santamonicabay.org).

Questions regarding this Request for Proposal should be addressed to:

Georgia Tunioli  
The Bay Foundation  
[gtunioli@santamonicabay.org](mailto:gtunioli@santamonicabay.org)

### **Equal Opportunity Employer**

The Bay Foundation is an equal opportunity employer and does not discriminate because of race, color, sex, age, national origin, religion, sexual orientation, gender identity, status as a veteran, disability or any other federal, state, or local protected class.