



REQUEST FOR PROPOSAL:

Sign / Logo Design for CILS's Civil Legal Aid office in Bishop

BACKGROUND:

California Indian Legal Services (CILS) has served California's Native American population for over 50 years. CILS has had an office in Bishop since the 1970s. For over 35 years, CILS' Bishop office has also been the home to two other legal aid programs, the **Eastern Sierra Legal Assistance Program (ESLAP)** and the **Inyo-Mono Senior Legal Program (IMSLP)**. Through ESLAP and IMSLP, CILS' Bishop office provides a wide range of basic legal aid services to residents of the Eastern Sierra who are income or age-qualified, respectively.

Despite operating in Bishop for decades, ESLAP and IMSLP are not widely known. Neither program has a logo, nor does our office have *any* physical sign communicating our presence.

With the generous support of the City of Bishop, CILS seeks to increase the visibility of **all 3 of our legal aid programs** with the creation of a **new sign** for our Bishop office, located inside the Inyo-Mono Title building off of Main street.

We are calling on graphic designers to submit proposals.

PROJECT SUMMARY:

California Indian Legal Services' (CILS) is requesting proposals from graphic designers and artists to design a **new sign** for our Bishop office that **communicates the existence of all 3 of our legal service programs:** California Indian Legal Services (CILS), the Eastern Sierra Legal Assistance Program (ESLAP), and the Inyo-Mono Senior Legal Program (IMSLP).

DESIGN GUIDELINES:

The final sign design shall include the full names of all 3 programs (no one knows what "IMSLP" is!). CILS shall be bigger or the same size (but not smaller) than ESLAP and IMSLP.

Strong submissions will make creative use of text (font, size variation, arrangement of words, etc.). A substantial challenge will be incorporating three lengthy names of three distinct program onto one sign without overwhelming the viewer. Strong submissions will be simple, striking, and easy to understand.

Applicants may want to - but are not required to - design two (2) simple logos for ESLAP and IMSLP, that do not clash with CILS' existing logo (blue logo pictured on cover page of this RFP), and then a sign design which incorporates all three logos.

Logos for other California legal aid providers that we like are included at the end of this RFP and are included only to provide some inspiration / guidance; applicants should not feel that their submission look like any of these logos.

More important than creating two new logos, is creating one sign that effectively communicates all three programs without overwhelming the reader. The sign will be displayed on or outside the Inyo-Mono Title Building in Bishop, California, where CILS' Bishop office is located.

The final sign we are envisioning is approximately 3' by 8', though this is flexible if other dimensions better fit your design.

ELIGIBILITY REQUIREMENTS

Anyone is encouraged to apply; there are no eligibility requirements.

SUBMISSION PROCESS

Please send proposals to mgodbe@calindian.org by **11:59pm on March 28, 2021.**

A complete submission will include the following:

- **Draft design(s) for the logs / sign.** We are not expecting a finished project; but we want to get a sense of the concept. If you have multiple or partial ideas, submit as many as you like. Submitting one draft design is great too.
- Examples of prior work (Recommended, but not required)
- Name & contact information
- Any explanation of concept or explanatory text you would like to include (Recommended, but not required)
- Will you be available to work on the sign design with CILS staff over the months of April and especially May 2021?
- Are you willing to work with CILS to modify your design?

REVIEW AND EVALUATION

The proposals will be reviewed by CILS' Bishop Office Staff and CILS' Executive

Director. CILS will make its final decision no later than April 16, 2021 and notify all applicants of whether or not their submission was selected by that day.

TIMELINE AND COMPENSATION

We have received funding from the City of Bishop to design the logos/sign over the coming months, with the final design completed by the end of May 2021, and the sign built and erected by the end of June 2021. Designer/ Artist should anticipate spending between 5-15 hours working with CILS to modify and finalize the design between selection of designer and completion of the final design.

The selected Artist / Designer will be compensated with **\$2,700.00** (half to be paid upon selection of submission, and half to be paid upon completion of final design).

