February 5, 2020

Request for Proposals - Archtober 2020 Graphic Identity

The Center for Architecture seeks a graphic design firm to design identity for Archtober 2020.

Archtober, an annual celebration of architecture and design, will celebrate its tenth anniversary in October 2020. Organized by the Center for Architecture in collaboration with over 80 partners and sponsors, the tenth-annual installment of Archtober will gather events ranging from daily building tours and lectures by design experts, to architecture-themed competitions and parties.

The Center for Architecture is a 501(c)(3) non-profit organization dedicated to promoting a broader appreciation of the built environment through exhibitions, educational programs and scholarship. The Center for Architecture is operated by and shares a home with AIANY, the oldest and largest chapter of the American Institute of Architects and a 501(c)(6) non-profit organization serving over 5,700 practicing architects, allied professionals, students, and public members interested in architecture and design.

The Archtober team is comprised of four people: Senior Archtober Manager, Communications Director, Director of Digital, and Archtober Coordinator. These four people will be working in the CMS.

Objectives
Every year, the Center for Architecture works with a different graphic designer to develop a new brand identity for the festival’s installment. The annual redesign is comprehensive, covering all aspects of the user experience for print and digital materials, as well as technology upgrades for the Archtober website.

Specific objectives include:
- Develop an identity for the festival that clearly communicates the celebration of architecture and design to the general public.
- Develop an identity that has applications for print, digital, and exhibitions contexts.
- Incorporate the existing Archtober logo without sacrificing clarity and design.
- Establish a clear information hierarchy and intuitive navigation for print and digital materials.

Scope

Identity
- 1 presentation including 3 options for:
  o Brand identity
  o Typography
  o Color palette
  o Renderings for applications across printed materials and website

Print Collateral
- 1 postcard for general Archtober information
- 1 postcard series (31 total) for the month of October (tbd size), featuring Building of the Day photography on one side and events on reverse
- 1 staple-bound guide (8.75” tall x 4” wide) – on newsprint-like paper listing all events during the month [printed by Masterpiece Printers in 2019]
  o Page Size: 4 x 8.75
  o # of Pages: 36 page self cover
  o Paper/Printing: 50 lb. Husky offset, Prints 4 color process throughout
o Binding: Saddle stitch
  - 1 folded calendar (New York Times insert) on newsprint-like paper [printed by Shapco in 2019]
    o Page Size: 10.5” x 22”
    o # of Pages: 8 pages, self cover
    o Paper/Printing: 40lb #3 White Offset, printed 4/4 throughout.
    o Binding: Nested (Newspaper Style) – no saddle stitching. Final “soft fold” to 10.5” x 11.5” final size
    o Carton packed
  - 2019 Archtober Print files can be found here

**Website design (hosted on WP Engine and Wordpress)**
  - 2 design presentations for website
  - Graphic identity launched as single landing page mid-April 2020
  - Suggested back-end and front-end updates to website to improve the user experience and increase efficiency of the administrative experience:
    o Provide a flexible and dynamic platform for supporting and showcasing the events of over 80 partner institutions
    o Encourage sharing of site content (events, exhibitions, multimedia, etc) on social media through integrated share buttons and API optimization.
    o Responsive to various devices, browsers, screen sizes, orientations, and bandwidth limitations.
    o Compliant with W3C HTML 5 standards and WAI standards, including W3C Web Content Accessibility Guidelines (WCAG version 2.0) Priority Level 1: [http://www.w3.org/WAI/](http://www.w3.org/WAI/)
  - Addition of new tab/content type – ‘Archtober on the Road’ for partners located outside of NYC
  - Move the 2019 CMS content into subdomain and redirect archtober.org to 2020. archtober.org when the new site is ready to launch.
  - Create splash page prior to full 2020 site launch with new brand identity and 2020 messaging.

**Dissemination**
  - Email newsletter template (mobile optimized)
    o Note: Every week, Center for Architecture deploys an “Archtober digest” highlighting all events for the following week. The newsletter is very content heavy, which should be addressed in template.
  - Signage (digital and print)
    o Two templates (8.5” x 11” and 11” x 17”) for partners to use in promotion of their Archtober events
  - Social media assets (Twitter, Facebook, Instagram)
  - Swag (TBD)

**Ad campaigns - Dependent on media partner needs**
  - Digital ads (jpg and GIF)
  - Print ads

**Exhibition Design**
  - Design lounge-like space for approximately 125 square-foot, street-facing gallery, essentially acting as a billboard for Archtober on LaGuardia Place
  - Design should include a post-card dissemination system, either free-standing or wall-based

**RFP Timeline**
February 5-7: RFP dissemination
February 24-28: Presentations at the Center for Architecture
March 2: Selected candidate notified

Please send all questions and proposals to Katie Mullen, Senior Archtober Manager, at kmullen@aiany.org

Appendix follows:
### Appendix I: Project Timeline – Subject to change based on Graphic Designer availability

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Deliverable</th>
<th>Deliverable Date (Subject to change)</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Identity</td>
<td>Chosen designer to provide CFA with 3 options for graphic identity</td>
<td>Friday, March 13</td>
<td>CFA picks one to go with by March 20</td>
</tr>
<tr>
<td>NYCxDESIGN Programming</td>
<td>CFA to deliver content (5-10 programs to be listed and linked out to registration pages, 1 image and brief text per program)</td>
<td>Wednesday, April 8</td>
<td></td>
</tr>
<tr>
<td>Website launch page + Email Template</td>
<td>Designer to provide website launch page with links to NYCxDESIGN programming – TBD events Designer to provide template for email blasts for Marketing Cloud (template from last year in this link)</td>
<td>Wednesday, April 8</td>
<td></td>
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<tr>
<td>Archtober Guide</td>
<td>Designer to provide mockup of Archtober Guide</td>
<td>Wednesday, April 15</td>
<td></td>
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<tr>
<td>New York Times Guide</td>
<td>Designer to provide mockup of NYT Archtober Insert</td>
<td>Wednesday, April 15</td>
<td></td>
</tr>
<tr>
<td>Postcards - general Archtober info</td>
<td>For distribution at NYCxDESIGN events</td>
<td>Wednesday, April 15</td>
<td>(CFA to send content by end of March)</td>
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<tr>
<td>General Archtober website information</td>
<td>CFA to provide general information for Archtober website (anything that has to be built into the site and not uploaded by CFA)</td>
<td>Wednesday, April 15</td>
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<tr>
<td>Guide/NYT update + website Partner templates</td>
<td>Designer to provide update to Guide, NYT insert and website Designer to provide template for partners to use for signage/event information (TBD word doc etc)</td>
<td>Thursday, May 20</td>
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<tr>
<td>Exhibition design + postcards + website update</td>
<td>Designer to provide mockup of 3 exhibition design options with postcards for 31 days of October</td>
<td>Monday, June 8</td>
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<tr>
<td>Archtober website and final email template</td>
<td>Archtober website launch</td>
<td>Mid-July</td>
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<tr>
<td>Content for print</td>
<td>CFA to send all content for guide and NYT calendar</td>
<td>End of July</td>
<td></td>
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<tr>
<td>Digital and Print Ads</td>
<td>Various sizes</td>
<td>July-September</td>
<td></td>
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<tr>
<td>Final Archtober Guide</td>
<td>Archtober Guide sent to print</td>
<td>Monday, August 10</td>
<td>**depends on printer and lead time on staple/folding</td>
</tr>
<tr>
<td>Final New York Times Insert</td>
<td>Final NYT print file sent to CFA</td>
<td>Monday, August 10</td>
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<tr>
<td>Building of the Day postcards</td>
<td>CFA to send any updates to postcards</td>
<td>Friday, August 28</td>
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<tr>
<td>Exhibition Final Designs</td>
<td>Designer to provide final files for print</td>
<td>Friday, August 28</td>
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