

# Archtober

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

- Binding: Saddle stitch
- 1 folded calendar (New York Times insert) on newsprint-like paper [printed by Shapco in 2019]
  - Page Size: 10.5" x 22"
  - # of Pages: 8 pages, self cover
  - Paper/Printing: 40lb #3 White Offset, printed 4/4 throughout.
  - Binding: Nested (Newspaper Style) – no saddle stitching. Final “soft fold” to 10.5" x 11.5" final size
  - 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:
  - Provide a flexible and dynamic platform for supporting and showcasing the events of over 80 partner institutions
  - Encourage sharing of site content (events, exhibitions, multimedia, etc) on social media through integrated share buttons and API optimization.
  - Responsive to various devices, browsers, screen sizes, orientations, and bandwidth limitations.
  - 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/>
- 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)
  - 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)
  - 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](mailto:kmullen@aiany.org)

Appendix follows:

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

Milestone	Deliverable	Deliverable Date (Subject to change)	Notes
Graphic Identity	Chosen designer to provide CFA with 3 options for graphic identity	Friday, March 13	CFA picks one to go with by March 20
NYCxDESIGN Programming	CFA to deliver content (5-10 programs to be listed and linked out to registration pages, 1 image and brief text per program)	Wednesday, April 8	
Website launch page + Email Template	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 <a href="#">this link</a> )	Wednesday, April 8	
Archtober Guide	Designer to provide mockup of Archtober Guide	Wednesday, April 15	
New York Times Guide	Designer to provide mockup of NYT Archtober Insert	Wednesday, April 15	
Postcards - general Archtober info	For distribution at NYCxDESIGN events	Wednesday, April 15	(CFA to send content by end of March)
General Archtober website information	CFA to provide general information for Archtober website (anything that has to be built into the site and not uploaded by CFA)	Wednesday, April 15	
Guide/NYT update + website  Partner templates	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)	Thursday, May 20	
Exhibition design + postcards + website update	Designer to provide mockup of 3 exhibition design options with postcards for 31 days of October	Monday, June 8	
Archtober website and final email template	Archtober website launch	Mid-July	
Content for print	CFA to send all content for guide and NYT calendar	End of July	
Digital and Print Ads	Various sizes	July-September	
Final Archtober Guide	Archtober Guide sent to print	Monday, August 10	**depends on printer and lead time on staple/folding

Final New York Times Insert	Final NYT print file sent to CFA	Monday, August 10	
Building of the Day postcards	CFA to send any updates to postcards	Friday, August 28	
Exhibition Final Designs	Designer to provide final files for print	Friday, August 28	