



Mitchell Museum
of the **American Indian**

REQUEST FOR QUALIFICATION

Design Services for Museum Logo

Name: _____

Due Date & Time: April 12, 2024. 4:00 P.M.

Submit Proposals to our RFQ Web Form below.

[SUBMIT RFQ HERE](#)



LATE SUBMISSIONS WILL NOT BE ACCEPTED.

GENERAL INFORMATION

Intent & Purpose

The Mitchell Museum of the American Indian wants to update its image and brand with a new logo. We're looking for an artists to help create a logo that represents our new mission and values of celebrating Great Lakes cultures.

We're searching for an artist that shares our vision to accelerate the understanding and respect of traditional Indigenous knowledge, histories, and contemporary contributions in the Great Lakes. Our goal is to increase awareness of the museum new focus on the Great Lakes, connect better with our community, and spread our new direction and message effectively.

The purpose of this Request for Qualifications (RFQ) is to solicit statements of qualifications from individuals capable of designing the new logo for the Mitchell Museum of the American Indian. It is the intent of the Museum to retain the services of the artist that are best qualified to create Logo for use across multiple applications and surfaces.

Project Description

This project aims to create a distinct and impactful logo that accurately reflects the museum's core values, and dedication to celebrating the diverse cultures of Great Lakes.

The logo should encapsulate the following key aspects of the Mitchell Museum's identity:

- *Museum's New Focus:* Knowledge of the Museum's history and significance, showcasing their ability to align their proposals with the museum's new purpose, mission, and vision of preserving and promoting Great Lakes Indigenous heritage while effectively communicating its cultural significance to diverse audiences.

- *Cultural Heritage*: The logo should honor and celebrate the rich cultures of the Great Lakes.
- *Diversity and Inclusivity*: It should symbolize inclusivity and diversity, acknowledging the multitude of Great Lakes cultures and communities.
- *Advocacy and Education*: The logo should convey the museum's role as a hub of advocacy and education, fostering understanding, appreciation, and respect for Great Lakes cultures and perspectives.
- *Connection to Community*: It should evoke a sense of community and connection, reflecting the museum's engagement with its local community and its efforts to build bridges between cultures.
- *Timelessness and Legacy*: The logo should possess a timeless quality that ensures its relevance over time, reflecting the enduring legacy of Indigenous people and the museum's commitment to preserving this legacy for future generations.

The selected artists be tasked with conducting thorough research into the museum's mission, values, and target audience to inform the development of the logo. They will collaborate closely with the museum's Executive Director and their representatives to gather input and feedback throughout the design process, ensuring that the final logo effectively captures the museum's identity and resonates with its audience.

In addition to meeting the parameters above, the new logo must be aesthetically pleasing and usable in multiple sizes and across multiple applications, including documents, signage, electronic forms, and other uses.

Ultimately, the goal of this project is to elevate the Mitchell Museum's brand presence and reinforce its position as an institution dedicated to preserving and celebrating the Indigenous people of the Great Lakes.

RFQ SUBMISSION

The artists interested in providing design services described herein must submit a Qualifications Statement no later than 4:00 p.m. on Friday, April 12, 2024.

At a minimum, interested artists are to submit written qualifications that address the following:

- *Experience* - A detailed description of the artist's qualifications and experience specifically with projects that are similar in scope to this project. In the statement, include information on the number of years in business, and any experiences with other similar institutions. The artist may provide a CV or resume.
- *Portfolio* - Photos and/or rendering of artwork, logo, or other related works created by the artist, in particular designs that may be similar to what will be proposed for the Mitchell Museum of the American Indian must be included, along with a detailed description of each project.
- *Cultural Knowledge* - The artist responding to the RFQ should describe their familiarity and knowledge of the Great Lakes Indigenous cultures, and the Museum's impact, emphasizing their ability to integrate this understanding into the development of a visually representative and culturally sensitive logo.
- *References* - Provide at least three (3) references for artistic projects that may be contacted. Include name, address, phone numbers, emails, and a description of the services provided.

EVALUATION

The Mitchell Museum of the American Indian and their representatives will evaluate all responses to this RFQ. Evaluation Criteria includes, but is not limited to:

- Artistic Experience
- Strength of Portfolio
- Knowledge of Native Community and Heritage

- Availability to work of the project
- Quality of References

The Museum will evaluate and rank all responses, and may request interview(s) and/or additional submittals. Mitchell Museum of the American Indian reserves the right to seek clarification or obtain additional information during the evaluation process.

The Museum will be the sole and final authority on which candidate(s) are best qualified for the project.

RESERVED RIGHTS

This Request for Qualifications (RFQ) shall be subject to the following terms and conditions:

1. This RFQ does not commit the Museum to contract with any artist. The Museum reserves the right to reject any of all responses and to eliminate any or all artists responding to this RFQ from further consideration.
2. All costs incurred in connection with responding to this RFQ shall be borne by the responder.
3. All responses to this RFQ shall become the property of the Museum and shall not be returned
4. The Museum reserves the right to confirm all information submitted and to request additional information if necessary.
5. Any material changes to this RFQ that are deemed necessary during this process will be submitted to all recipients through issuance of a written addendum.

REFERENCES

List below current references for whom you have performed work similar to that described in this RFQ.

Reference #1

Name/Company	
Address:	
City, State, Zip:	
Phone Number:	
Contact Person:	
Dates of Service	

Reference #2

Name/Company	
Address:	
City, State, Zip:	
Phone Number:	
Contact Person:	
Dates of Service	

Reference #3

Name/Company	
Address:	
City, State, Zip:	
Phone Number:	
Contact Person:	
Dates of Service	