

ORGANIZATIONAL INFORMATION:

Name: Eldorado Community Improvement Association (ECIA)  
Contact: Julie Navarro  
1 La Hacienda Loop  
Santa Fe, New Mexico 87508  
Email: JNavarro@hoamco.com

SUBMISSION DATE: Vendors must notify the ECIA of their interest to participate by August 16, 2020. Final proposals should be submitted by email to Julie Navarro no later than 5:00 P.M. MDT on August 31, 2020.

Proposal questions should be directed to Pam Henline at: [phenline@comcast.net](mailto:phenline@comcast.net)

THE PROJECT:

Eldorado Community Improvement Association (ECIA) seeks proposals from qualified persons or agencies to design the organization's new branding including a logo design and a brand/style guide. The ECIA is seeking the creation of a new logo / visual identity that captures the values and distinctive qualities of the organization and the Eldorado community that it serves.

This RFP establishes minimum requirements a bidder must meet to be eligible for consideration. It also contains a request for information to be included in the bid response. The selection of an Agency/Individual will be made based on evaluation and determination of the relative ability of each to deliver quality services in a cost-effective manner. Based on the proposals submitted, a short-list of vendors may be interviewed for final contract selection. The following specific criteria will be evaluated for selection and must be addressed in the proposal:

- Company / Individual
- Discussion of approach, qualifications, skills and suitability for the project
- Portfolio/examples of relevant work with past logo design and style guide work.
- History and Experience
- Itemized cost proposal
- Staff/subcontractors that would be part of the design team
- References/letters of recommendation

Proposals are welcome to include preliminary logo designs or ideas, but these are not required.

Proposals are to be submitted in electronic format by email. Acceptable proposal file formats include Word, PowerPoint and Acrobat pdf.

#### ABOUT THE ECIA:

In 1972, Eldorado at Santa Fe was born from a cattle ranch and now includes over 2700 houses, each sited on at least an acre. Housing is restricted to pueblo style or northern New Mexico style, giving the community a uniform and uncluttered look. Open space, abundant green belts throughout the community, dark night skies and wildlife are all important to the residents. The ECIA is the home owners association which manages business aspects, along with a volunteer board of directors which provides direction and policy. The area is unincorporated and falls under Santa Fe County for services such as roads and police protection.

#### WE SERVE:

Long-time residents and families who want a cohesive community with a strong sense of identity

New residents who are looking for a sense of community and want to establish roots  
Business located in our community at the Agora and La Tienda centers.

Our beautiful natural environment and open, protected preserves, and the exceptional wildlife native to our lands.

#### PROJECT SCOPE, BUSINESS/TECHNICAL REQUIREMENTS

The Vendor should propose a design process for our consideration. This would include an explanation of the Vendor's design process and methodology and how it relates to this project.

#### Visual Identity design scope to include:

Initial exploratory branding and design meeting with ECIA

Logo to be designed to work for all electronic and print applications, and for use on community signage, including:

- Website
- Letterhead
- Printed communications – i.e. annual report, communications, etc.
- News-briefs (electronic email communication)
- Any other electronic communication and media.
- Community signage including uses at road entrances to the community, road-side signage, and community building signage.
- Cups, shirts, bags, posters, etc.
- Business cards
- *VISTAS* newsletter

Creation of 3-5 full color logo designs for client review and selection

Two rounds of refinement on the original selection.

Upon ECIA acceptance of final logo designs, a permanent electronic file of the full color logo, and an optimate monochrome logo will be made and kept on file.

The electronic logo file will be PC file format on disk.

A Branding/Style guide will be developed.

Style guide will include Font Family hierarchy and selections for use in signage, website text and headings, correspondence, "Vistas" newsletter, and community e-mail communications.

The Style Guide will also include the core brand color palette and strategy, with specific colors identified in RGB values and HEX codes.

The Style guide will also specify guidelines for proper usage of the logo in various applications to ensure proper brand recognition, and describe how the existing mission, values and character of the Eldorado community are reflected in the logo.

Two rounds of refinement on the initial draft Branding/Style guide.

Designer to be available for branding consultation for up to 12 months following the acceptance of the final logo design and style guide.

Designer to be credited for logo development

Confidentiality:

Proposals and the information contained therein will be considered confidential and will not be shared with any entities or individuals other than for the purposes of evaluating the various RFPs.

Budget:

The ECIA is a non-profit community organization. We are funded by the modest dues from our resident families. Accordingly, please be mindful of budget parameters. We are unable consider proposals that are extravagant or excessively costly, and seek proposals that are efficient and present a compelling value proposition.

Contract:

The terms of selection/hiring are to be subjected to the following requirement. All contracts are subject to review by ECIA's legal counsel, and a project will be awarded upon signing of a contract, which outlines terms, scope, budget and other necessary items.

### Copyright:

ECIA owns the sole copyright for all material accepted as part of the logo and logo design; the designer provides the final product as "work for hire".

### Format:

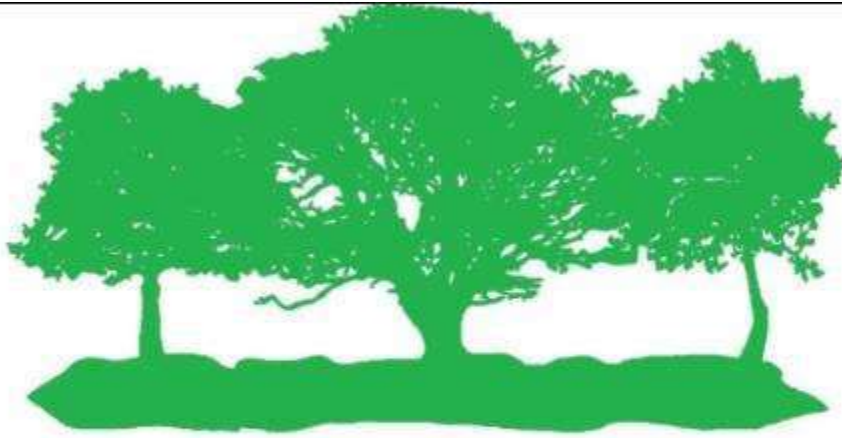
Should include the original vector source file, scalable for all uses, created in Adobe Illustrator (AI), a PDF that is also vector, as well as PNG and JPG file formats for placement in Word Docs, emails, website headers, listings, etc. Additionally, EPS format and SVG files may be useful.

For effective usage in different applications, different versions of the logo may be required. These could include differences in use of the brand color palette, differences in shape such as square vs. rectangular format.

### Design Background

- Examples of two logos in use, or used in past, follow.
- See website [eldoradosf.org](http://eldoradosf.org) and VISTAS under "News" for examples of current electronic applications where the logo will be used.
- Old logo of green trees is liked by some but does not accurately reflect our community (few trees like those) and looks dated.
- Old logo with the photographic background of mountains effectively is not a logo, is dated, and is of poor quality and resolution.
- Recurring symbols associated with the community include mountains, windmills and green space, as well as "Santa Fe Style" pueblo homes.
- The new logo should be current, have visual impact and high design integrity
- We expect the final logo design will evolve with the input and in discussion with representatives of the ECIA and the community.

See also *Vistas* masthead at [eldoradosf.org](http://eldoradosf.org) under News & Events



**Eldorado Community  
Improvement Association, Inc**

