December 21, 2021

**Request for Proposal**

*Digital Logo Design for NeighborWorks 45th Anniversary Sapphire Celebration*

**Info for Artists**

NeighborWorks Southern Colorado is accepting design proposals for a digital logo that represents the non-profit organization's 45th anniversary - Sapphire Celebration. This momentous achievement will be celebrated throughout the year and the Sapphire Celebration will have a prominent and consistent presence at all NeighborWorks Southern Colorado events, appearances, and promotions. The logo image will be at the center of all marketing efforts in 2022.

**Project Overview**

Established in 1977, NeighborWorks Southern Colorado has a mission to promote healthy, vibrant neighborhoods and serve as the first choice for homebuyer resources in Southern Colorado with our core belief is that building sustainable communities begins with building stable homes. Our four pillars of intent to the community are to Educate, Lend, Build, and Engage.

* Educate - Our free classes give potential homebuyers the information and guidance needed to achieve financial stability and homeownership.
* Lend - Your neighborhood lending center has a full range of financing options for the purchase of a home, or for your small business.
* Build - We plan to break ground on Pikes Peak Park in the spring. The new subdivision on Pueblo's Westside will bring over 600 new housing units and amenities.
* Engage - Food insecurity is detrimental to realizing healthy, vibrant neighborhoods so we help by running the monthly Bessemer Food Pantry, and La Familia Community Garden.

It is NeighborWorks Southern Colorado's desire to celebrate the contributions we have made to the communities we serve, and the longevity our organization has achieved by promoting a yearlong marketing campaign. After internal discussion we decided to highlight the campaign with a unique new logo that will be heavily incorporated into the marketing campaign.

**Proposal Requirements**

All submissions must be digitally received by Friday, January 21st at noon. Submissions should be sent via email to community@nwsoco.org. Logos must be submitted in .jpg, PNG, and ESP format. Incorporation of NeighborWorks Southern Colorado's standard logo with 45th anniversary logo is allowed but any modifications to NeighborWorks Southern Colorado's logo are prohibited. NeighborWorks Southern Colorado is a charter member of NeighborWorks America, and so is restricted to the usage of a certain set of fonts and color palettes that will be provided to the artist.

Note: NeighborWorks Southern Colorado will use the winning logo as an image on most materials we will produce that may include email signature, printed handouts, billboards, banners, website, social media, etc. After a winner has been selected NeighborWorks Southern Colorado may request the artist re-submit the winning logo to accommodate our needs.

**Important Dates**

* January 14th submit questions to NeighborWorks Southern Colorado
* January 17th receives responses to questions
* January 21st submissions due by 12 noon
* January 21st pick winner

**Evaluation and Awards**

Logo submissions will be evaluated by members of the NeighborWorks Southern Colorado 45th anniversary committee. The committee will select five finalists, one of the finalists will be selected the winner and that logo will be utilized by NeighborWorks Southern Colorado in the marketing campaign.

The winning designer will receive a $500 cash prize. The four runners-up will each receive a $50 consolation prize.

**Current Branding Logos**

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