



BACKGROUND AND INTRODUCTION

The New Orleans Center for Creative Arts was founded in 1973 and opened its doors to students in 1974. Today, NOCCA is Louisiana's arts conservatory for high school students, offering intensive instruction in Classical Music, Creative Writing, Culinary Arts, Dance, Drama, Jazz, Media Arts, Musical Theatre, Theatre Design, Vocal Music, Visual Arts, and academics. Students come from across Louisiana, attending via full-day, afternoon, and after-school sessions. Admission to NOCCA is by audition, and there is no tuition.

The NOCCA Institute is NOCCA's nonprofit partner, providing supplemental funding for NOCCA and advocacy for its world-class program. The organization's mission is as follows:

The NOCCA Institute *champions* the New Orleans Center for Creative Arts. We *build* philanthropic, lasting partnerships. We *invest* in young artists, their mentors and the community through programs that encourage educational and cultural innovation.

Some of the Institute's more notable endeavors include: a Student Success Program that pays for students' classroom supplies as well as fees associated with important summer training programs across the country; an Artists-in-Residence Program that brings more than 100 professional visiting artists into NOCCA's classrooms each year; the capital campaign for NOCCA's current home and expansion projects like Press Street Gardens; a wide array of arts classes for adults; and concert, gallery, and literary events for the community. The Institute also oversees rentals of the NOCCA campus, making it available to arts organizations, individuals, corporations, and other groups.

In March of 2021, the Institute's board of directors voted to change the organization's name to NOCCA Foundation. They and the staff feel that the word "Foundation" better explains our relationship to NOCCA and the services we provide to the school's students, faculty, and staff.

PROJECT GOALS AND SCOPE OF SERVICES

With the name change, the Institute must necessarily change its logo and update its graphic identity kit. The new identity should in some way reflect our mission, which is not expected to change significantly (see above).

With this RFP, the Institute/Foundation is soliciting proposals from designers to provide the following deliverables:

1. A new logo for the organization
2. Multiple iterations of the logo (if necessary) to accommodate reproduction in a variety of media and circumstances (e.g. a horizontal logo accompanied by vertical and square iterations, in color and black and white)
3. Templates for letterhead and business cards
4. Accompanying color schemes in Pantone and CMYK



5. Two typefaces--one serif, one sans serif--to be used in the Foundation's communications. These typefaces should be standard or Google Fonts to accommodate deployment on websites and use in cloud-stored documents

All deliverables should be provided digitally, in their most complex format and in simpler formats. For example, images in Illustrator or Photoshop should include all applicable layers and effects. However, per item #2 above, those images should also be delivered in flattened JPG and PNG formats.

ANTICIPATED SELECTION SCHEDULE

Submissions are due by Friday, April 23, 2021. The Institute/Foundation's board and staff will evaluate them in May, and we hope to announce the winning proposal by May 7, 2021. Board and staff will contact designers individually with any questions that might arise during the evaluation process.

MEANS OF SUBMISSION

Proposals should be submitted via email to Richard Read at rread@noccainstitute.com. Proposals should be received no later than 11:59pm on Friday, April 23, 2021.

ELEMENTS OF PROPOSAL

- A cover letter
- A brief statement about your approach to design projects
- A brief narrative explaining your vision for the logo and graphic identity kit
- Portfolio of previous work with brief descriptions of the concepts for each
- A brief biography
- A resume
- Your fee, inclusive of all expenses
- Three or more references
- Mock-ups of your concept for the Institute/Foundation logo (optional)

EVALUATION CRITERIA

- Quality of proposal
- Demonstrated understanding of the Institute/Foundation and its mission
- Quality of design portfolio
- Discussions with references

Additional points will be awarded during the evaluation process to NOCCA alumni. Women, BIPOC, and LGBTQ+ designers are strongly encouraged to apply.

TIMELINE

- April 23, 2021 Proposals are due
- May 7, 2021 Winner is announced

Request for proposals: The NOCCA Institute



- May 10-21, 2021 Designer meets with Institute/Foundation team to discuss concepts
- June 4, 2021 Draft kit submitted to Institute/Foundation for review
- June 7-25, 2021 Design is refined
- June 30, 2021 Final materials are delivered to Institute/Foundation