



## NOCTURNE: ART AT NIGHT

c/o Downtown Halifax Business Commission  
1546 Barrington Street, Suite 104  
Halifax, NS, B3J 3X7

# Request for Proposals: Graphic Design

## Overview

The purpose of this RFP is to solicit proposals from graphic designers or design teams who wish to work with the Nocturne: Art at Night team to develop a visual identity based on the curatorial theme for 2022 (our 15th anniversary) as well as production work required to promote and market the festival throughout the year.

Every year Nocturne works with a new curator to present a curatorial theme. The curatorial theme for 2021 was "Liminal". More details on last year's theme is available at [www.nocturnehalifax.ca](http://www.nocturnehalifax.ca). Our 2022 theme and curator will be selected in early 2022 but we hope to have a Graphic Designer ready to begin work by the beginning of February.

## About Nocturne: Art at Night

Nocturne is an independent, free, contemporary art festival in Kjiptuk/Halifax presented by the Nocturne: Art at Night Society founded in 2008. The festival brings art and energy to the streets of our city showcasing and celebrating the visual arts scene in Mi'kma'ki/Nova Scotia. In addition to the festival, the society oversees a collection of arts programming utilizing the same mentality that art can be anywhere and for anyone.

## Nocturne is...

- A platform for artistic creation and presentation of new work
- A residency for emerging curators
- A city shifted by artists
- An immersive experience set apart from traditional art festivals
- An intimate gathering of 35,000+
- A year-round opportunity that goes beyond the festival
- An expansive offering with a mission to use art as a catalyst for connection

Nocturne is a not-for-profit organization. We work on building partnerships with the city and area businesses and government organizations to bring the city access to art and wonder with no barriers. Since 2018 we have developed some key branding principles that we are very proud of and that are used as we change year over year based on the theme. We are hoping to maintain that level of flexibility and style with our new designers. Key principles include:

- Flexibility
- Creativity and maker style
- Individuality
- Collaboration
- Accessibility



## Requirements

The visual identity/look and feel developed by the designer/design team selected under this RFP will need to be flexible enough to be applied to the following platforms and collateral pieces include but are not limited to:

- Posters
- Web assets
- Social media assets (templates to use through CANVA)
- Marketing assets for print and digital
- Printed guide (the content of the guide is laid out by Nocturne in house while the cover and look and feel is designed by the selected designer)
- Merch and other swag
- Onsite wayfinding and informational signage

## Resources and Deliverables throughout contract

The selected graphic designer or design team will develop a visual identity for Nocturne 2022 Festival in collaboration with Nocturne's Marketing Director and Executive Director based on the curatorial theme presented by the selected curator. A selection of options should be presented. The designer or design team will create the individual pieces listed above and providing working files for Nocturne to keep the look and feel executed across our multi-tiered platforms.

The following will be provided by Nocturne: Art at Night:

- Staff support from the Marketing Director and Executive Director
- Design input and feedback, including brand direction and creative briefing document
- Branding guidelines
- Curatorial theme
- All copy and image content needed for creative

## Compensation

The total contract amount is negotiable but approximately between \$3,500-\$5,000, or based on qualifications and quotes from the prospective designer/design team. We are flexible and open to working in a multitude of fashions for this work so please provide a quote for services in your proposal.

## Timeline

- January 15: Deadline for proposal submission. **\*DEADLINE EXTENDED TO JANUARY 19, 2022\***
- January 31: Selection of graphic designer/design team.
- February: Onboarding and orientation for selected designer/design team. We would also review the Marketing calendar and discuss deadlines and project timelines. Selection of curator and festival theme provided to the designer.
- March-April: Designer/team will develop at least 3 options for the look and feel.



- April-May: Designer will submit at least 3 options for review.
- June-August: Assets prepared for team (a more specific calendar of of deadlines will be provided and negotiated with the selected designer or design team upon selection of candidate).
- October: Nocturne 2022 festival.

### Proposal Submission Process

Proposals are accepted by email. Proposals must include the following:

- A letter of intent for working with Nocturne on this project
- Description of work methods, qualification. Please describe the process that you would take to develop the look and feel for the theme of Nocturne based on the curatorial theme or how you have addressed a similar process with previous clients (we do not request any spec work as part of this proposal process)
- Quote for services
- 5 Samples of past creative campaigns, including a brief description of the client's brief and portfolio of work samples
- 2-3 References
- Contact information

Please submit your proposal electronically to the attention of Lindsay Ann Cory, Executive Director, via email to [director@nocturnehalifax.ca](mailto:director@nocturnehalifax.ca) . The issuer of the RFP reserves the right to reject any or all proposals. All proposals must be received electronically by the submission deadline: January 15, 2022 **\*DEADLINE EXTENDED TO JANUARY 19, 2022\***

The selected Graphic Designer will be notified within two weeks of the deadline. Only applicants that are selected for the interview process will be notified. Please contact Executive Director, Lindsay Cory at [director@nocturnehalifax.ca](mailto:director@nocturnehalifax.ca) if you have questions or require more information.