



**CALL FOR LOGO/GRAPHIC DESIGNERS & ILLUSTRATORS – REQUEST FOR QUALIFICATIONS
DEADLINE EXTENDED TO MONDAY, MARCH 13**

Seattle Audubon

Re-Naming Project

New Logo, Marks, Organizational Colors

PROJECT SUMMARY

Seattle Audubon (SA) is undergoing a thoughtful, inclusive process to change its name, specifically to remove its namesake, John James Audubon, which it considers a barrier to its mission to be a more inclusive, anti-racist organization. Through feedback collected from focus groups, surveys, and individual interviews and conversations, the organization will create a new name reflecting urban conservation with a focus on birds, the region it represents, and, if possible, its commitment to inclusion and antiracism.

ABOUT THE ORGANIZATION

Founded in 1916, Seattle Audubon was the state's first conservation organization, and now stresses urban conservation, focused on birds, and following an anti-racist path. The organization is located in the Wedgwood neighborhood in north Seattle and its service area stretches from Seattle, north to the King County line, south to SeaTac and Renton, east to Mercer Island, and west to Puget Sound. Its 4,200-plus members make it the largest independent chapter in the national Audubon network. In partnership with more than 225 volunteers, the organization offers environmental and bird education programs for adults and youth, field trips and neighborhood bird outings, community science projects, and community outreach programs. Its urban conservation mission revolves around its Bird-Safe-Seattle initiative focusing on protecting and expanding tree canopy, eliminating bird-window and -building collisions, and reducing the use of toxic pesticides.

Our latest impact report can be viewed at the following:

<https://seattleaudubon.org/2022/12/01/earthcare-northwest-winter-2022/>

BACKGROUND

SA's board of directors voted unanimously on July 14, 2022, to remove ~~Audubon~~ as the organization's namesake. At the time, SA was the first chapter in the network to publicly declare this intention and remains one of the very few. The national organization is expected to announce whether it will keep or remove the namesake in February, 2023.

The Seattle chapter believes that, if the namesake's history prevents any Black, Indigenous, and People of Color communities or other historically excluded groups from conservation or admiration of birds, it is doing active harm to such communities, which suffer the impacts of environmental calamities first and disproportionately.

The societies named for ~~Audubon~~ were formed after his death. He was known for his paintings and descriptions of U.S. bird species in his seminal work, "The Birds of America." Less known are Audubon's history of buying and selling Black people as slaves, his contributions to white-supremacist thought and policy, and opposition to abolition, as well as his appropriation of Black and Indigenous observations of bird species.

More details and background on our name-change process can be viewed here:

<https://seattleaudubon.org/name-change/>

SCOPE OF WORK

- Sketches and design drafts as per deliverables schedule.
- Consultation with Seattle ~~Audubon~~ staff.
- Deliverables include: production-ready design files and electronic images ready for website and other promotional materials, any associated typefaces and colorways.

SELECTION CRITERIA

- Illustration and design excellence,
- Demonstrated illustration and design experience,
- **Experience with and understanding of BIPOC and other marginalized communities is preferred,**
- Collaborative experience,
- Demonstrated ability to research and/or understand birds, bird species, conservation concepts, and the SA service area.

COMPENSATION

- \$7,5000 to \$10,000, DOE/agreed-upon process.

SUBMISSION REQUIREMENTS

- This Call is open to Logo and Graphic Designers residing in the U.S. and U.S. Territories. Please submit:

- Cover letter (no more than 2 pages) that addresses all the selection criteria and why this project is important to you,
- Resume,
- 3 references including email and phone contact information,
- 4 samples of design work, jpegs emailed, of relevant work to the project (total size of emailed files must be less than 10MB).
- Annotated image list (including brief description, and title of work, dimensions and medium, if applicable).

Please indicate “Seattle Audubon Logo” on the email subject line for your submission’s consideration.

Please email submissions to:

Glenn Nelson, Community Director, glenn@seattleaudubon.org.

Submission deadline:

Your full submission must be received by **Monday, March 13, 2023, at 4:30 p.m.** Applications must be received by the deadline. We will not review late or incomplete applications.

ANTICIPATED SCHEDULE

February 14, 2023	Call to designers/illustrators circulated.
February 27, 2023	RFQ extended.
March 11, 2023	Audubon board votes on final name selection.
March 13, 2023	Responses due.
Week of March 13	Finalists interviewed
March 20, 2023	Selected designer/illustrator notified.
March 29, 2023	First meeting between Seattle Audubon and designer/illustrator.
April 12, 2023	First logo draft, color schemes.
April 26, 2023	Second logo draft, color schemes.
May 10, 2023	Final proofs to be completed.
June 15, 2023	Name Reveal event for members; new logo on websites.