



Request for Proposals
Branding Update for the Wicker Park Bucktown Special Service Area #33

Release Date: June 14, 2017

The Wicker Park Bucktown Chamber of Commerce seeks to hire a graphic designer to refresh and update the brand, identity, and logo for the Wicker Park Bucktown Special Service Area #33 (WPB SSA #33). The updated brand, identity, and logo for the SSA should reflect the character and energy of both the Wicker Park and Bucktown neighborhoods of Chicago. The goal is to have dynamic and easily identified updated branding elements that are coordinated with the current logos. *The WPB Style Guide is available for viewing upon request.*

The mission of the WPB SSA #33: *To sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, while preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways.*

The WPB SSA #33 uses property tax levied on the commercial streets to fund projects in fulfillment of the mission. Examples of programs/service we currently provide include:

- sidewalk snow removal
- sidewalk debris removal
- graffiti abatement
- master plan process
- landscaping/tree care
- public art installations
- community grants

Branding elements are used in a variety of ways, and will need to be legible in both black and white and color as well as both small and large scale. Uses include:

- business cards
- stationary
- website
- print ads
- newsletter template
- vests/jackets of outdoor workers
- posters and banners (i.e. CTA bus stops, buses, and trains; to advertise SSA events)
- other print materials (brochures, postcards, etc.)
- metal cut-outs (i.e. public garbage cans, benches, etc.)
- other outdoor display (i.e. banners)
- window stickers

Proposals are due Friday, June 30, 5 p.m.

Please submit proposals digitally to Jessica Wobbekind, jessica@wickerparkbucktown.com

Proposals should include:

- a resume
- samples of recently completed work that demonstrates a variety of branding elements
- a schedule and a detailed budget.

If you have questions, please feel free to contact Jessica Wobbekind at 773.384.2672 or jessica@wickerparkbucktown.com

