



Request for Proposals (RFP) for Graphic Design Services

Issued By: The Loppet | 1221 Theodore Wirth Pkwy Mpls, MN 55422 | loppet.org/stories

Contact: Amber Hoover, Stories of Connection Project Manager | hoover@loppet.org

Date Issued: Friday March 7th, 2025

Employment Type: Part-Time Contracted Role

Duration: April 4th - June 1st 2025 (*with potential to extend*)

Proposal Due Date: Friday March 28th, 2025

1. Introduction

The Loppet is seeking proposals from qualified graphic designers or design firms to provide professional design services for The Stories of Connection Project (SOC). The selected designer will work collaboratively with the SOC Project Manager to ensure a cohesive visual identity across all materials.

2. Scope of Work

The selected designer will be responsible for the following tasks:

- 1. Design Storyboard:** Develop a consistent design theme, logo and visual identity for all aspects of the project, ensuring coherence across different materials.
- 2. Interpretive Signage:** Create visually engaging and informative signage templates for installations and exhibits using materials provided by Stories Project Manager.
- 3. Art Wall Design:** Map out and design a Stories of Connection wall space that will include pre-selected artwork, project materials and an interactive TV display

3. Narrative

Project Summary: The Loppet / Stories of Connection (SOC) is a multi-year project funded by the state's LCCMR grant (Legislative-Citizen Commission on Minnesota Resources). The project concept is to gather stories of connection to nature and Theodore With Park (TWP)

from BIPOC communities in North Minneapolis through interviews, focus groups, forums, and community research. The project will present an indoor art exhibition, outdoor art, park nature stations, and a documentary highlighting themes that emerged from these collected stories. Combined, these stories represent the joys, memories, hopes, challenges, underrepresentation, and inequities of access & engagement facing BIPOC residents. SOC aims to celebrate BIPOC experiences in nature along with re-connect BIPOC residents to the parks, increase their usage of urban green spaces, and affirm their presence as valued and welcome. This project also carries an environmental education component with an emphasis on environmental justice programs, and environmental leadership pathways for high schoolers and young adults.

The Loppet engages 20,000 people annually through opportunities that align with our Mission: "Connecting people to the outdoors through experiences that grow community." Recognizing that access to nature and the outdoors has been easier for some Minneapolis residents than others, The Loppet is prioritizing partnering with communities and organizations to increase park usership and reverse underrepresentation in accessing green spaces. As The Loppet begins to roll-out the SOC project, help is needed to make sure branding is welcoming, cohesive and recognizable to current and new communities.

4. Deliverables

- A comprehensive brand identity storyboard including: a logo, letterhead, cohesive design elements for publications & flyers and branded elements for wayfinding signage
- High-quality, print-ready digital files and templates for signage, publications, and promotional materials that are compatible with Canva
- Design layout for Stories of Connection interactive art & info wall inside the Trailhead
- Revisions and refinements as needed based on feedback from the SOC Project Manager

5. Qualifications

Ideal candidates will possess the following:

- Proven experience in graphic design, particularly in public art, signage, and event materials
- Strong portfolio demonstrating creativity and versatility
- Experience working with community organizations, artists, and cultural projects is preferred
- Ability to work collaboratively and incorporate feedback
- Familiarity with sustainable design practices is a plus
- A strong connection to North Minneapolis is preferred
- RFP's submitted by BIPOC designers/teams will be prioritized

6. Proposal Requirements

Interested applicants should submit the following:

1. **Cover Letter** summarizing relevant experience
2. **Portfolio** showcasing previous work (PDF or online link)
3. **Proposed Approach** outlining how the designer will address the scope of work
4. **Budget Proposal** with a breakdown of estimated costs
5. **Timeline** with key milestones
6. **References** from past clients or projects (2-3)

7. Submission Details

All proposals must be submitted by Friday March 28th, 2025 via email to hoover@loppet.org. Questions regarding this RFP can be directed to Amber Hoover, hoover@loppet.org.

8. Timeline

- **RFP Release Date:** Friday March 7th, 2025
- **Proposal Submission Deadline:** Friday March 28th, 2025
- **Selection Announcement:** Wednesday April 2nd, 2025
- **Project Commencement:** Friday April 4th, 2025

We look forward to receiving your proposal and collaborating on this exciting project!

The Loppet reserves the right to turn down proposals and to negotiate terms with the selected applicant.

Funding support for this project is provided by:



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Communities