



TFA Request For Proposal - Logo Design

Recently the Toronto Metropolitan Faculty Association (TFA) underwent a name change and the Association is looking for a new logo. The TFA Logo Committee has initiated a Request for Proposal (RFP) process to identify a vendor to design a new logo.

About the TFA

Founded in 1964 the Toronto Metropolitan Faculty Association (TFA) represents over 1000 faculty members, librarians and counselors at Toronto Metropolitan University (TMU). The TFA represents, protects and advances the interests of its members in their employment at TMU. The TFA aims to promote an effective environment for teaching, learning and scholarly, research and creative activity at TMU.

Project Goals

The goal of this project is to work with the TFA Logo Committee to design a new logo for the Association. The logo will be featured on TFA branded materials, letterhead, business cards, our website, social media handles, and communications. The new logo should build greater awareness of the TFA on the TMU campus, as well as reflect the values of the TFA.

Process and Timeline:

After the initial meeting with the Logo Committee the designer will produce 3 to 5 concepts for the committee to consider. The committee will provide feedback and select concepts that designers will take to the development stage. The goal is to take two logos in the development stage to the members for them to vote on. After the vote, the designer will finalize the logo for the TFA.

The desired delivery date for the finalized logo is April 26th, 2024.

Deliverables

- A finalized logo in JPG, PNG, TIFF, SVG, EPS formats, as well as formatted for different social media platforms (Facebook, Instagram, X, TikTok).
- Logo guidelines.

Budget

The budget for this project is \$3,000.

Proposal Instructions

All proposals should be received by 5pm on February 12th, 2024. Please submit your proposal by email to dave.bush@torontomu.ca. Use the subject line: **TFA Logo**.

As part of the proposal, please address the following:

- Agency name, name of contact, email, address, website, and phone number.
- A brief outline of approach to logo design, style and process.
- Years of experience.
- Three of their best, most relevant logo design work, submit as PDF.
- Two client references.

This RFP is open to all bidders. For additional information or clarification, please contact the TFA's Membership Engagement and Communications Officer David Bush:
dave.bush@torontomu.ca