

# Logo Design for Indigenous Public Art Program

## Call to Indigenous designers

**Who:**

Indigenous designers, all levels of experience are welcome to apply.

**What:**

Logo Design, Digital Art, and Illustration.

**Where:**

Online/print opportunities with public art, design will represent the program.

**When:**

Deadline to apply: 11:59 pm May 22<sup>st</sup>, 2025

Project start: May 2025

Project end: July 2025

**How much:**

Stage one: \$1,000 each for three participants (concept development).

Stage two: \$2,000 - \$3,000 for final participant (final deliverables)

\*The final deliverables will be owned by the Indigenous Public Art Program once the project is completed

The City of Calgary recognizes and values [equity, diversity, inclusion and belonging](#); and unique dimensions of diversity including race, ethnicity, gender, disability, age, religion, sexual orientation, work style, communication style, learning preferences and others.





**Request for qualifications**  
**Date of issue: March 27<sup>th</sup>, 2025**  
**Submission deadline: 11:59 p.m. May 22<sup>st</sup>, 2025**

## About the project

The Indigenous Public Art Program needs a new logo. Indigenous designers are invited by the City of Calgary Indigenous Public Art Program to submit examples of previous works as part of the selection process. Three short-listed applicants will be paid to create a solidified concept and present it to the team. From here, one person will be selected to fully realize their design concept and proceed to create the logo and accompanying illustrated graphics for the program.

Experienced Indigenous designers are encouraged to apply; however, Indigenous artists and illustrators familiar with design are also welcome to submit an application. This opportunity is open to Indigenous people who are from or reside in Treaty 7 and Métis Districts 5 and 6. Teams are not eligible to apply.

## Goals

This project will:

- Develop a unique and recognizable logo for the Indigenous Public Art Program
- Give experience to Indigenous creatives seeking creative design opportunities
- Reflect the diverse Indigenous groups that make up Treaty 7 territory
- Foster community through design

## Information sessions

Free online and in-person information sessions are available for those interested in applying. Dates and times will be listed on our website at <https://www.calgary.ca/arts-culture/public-art/artist-opportunities.html> Attendance is **not** mandatory in order to qualify for this opportunity.

## Budget

Three short-listed designers will receive an all-inclusive, maximum budget of **\$1,000 CDN** (not including GST) to develop a concept and preliminary research for their logo design.

One successful applicant will receive an all-inclusive, maximum budget of **\$2,000-\$3,000 CDN** (not including GST) to complete the logo design and accompanying illustrated graphics (see full details below under the section “Final Deliverables”).

The total budget includes but is not limited to copyright of the final deliverables, design fees, supplies and materials, consultation, designers time for public engagement, travel, insurance, and studio fees.

The designer is responsible for their project budget and will be paid based on deliverables as per their Scope & Fee Agreement.



**Request for qualifications**  
**Date of issue: March 27<sup>th</sup>, 2025**  
**Submission deadline: 11:59 p.m. May 22<sup>st</sup>, 2025**

## Deliverables

### Stage One – Short-listed Deliverables

Three participants will be selected from the initial submission process to develop a concept for their logo design and accompanying illustrated graphics. Selected designers will need to complete the following:

- Concept designs for the logo as well as accompanying illustrated graphics (including but not limited to sketches, colour pallet, type)
- Preliminary research element that outlines the reasoning for design choices (short written component)
- Presentation of idea to the Indigenous Public Art Team for further evaluation

### Stage Two – Final Deliverables

One participant will be selected to fully realize their design concept, including but not limited to the following:

- Revised concept designs
- Finalized logo design and appropriate variations
- Illustrated graphics (Minimum of 3)
- Style guide
- Design statement

\*An in-depth list of details regarding the final deliverables for both stages will be provided to participants upon the successful qualification.

### Intellectual Property (IP) & Copyright

The City of Calgary will own the copyright to the agreed upon final deliverables produced for this project by the final selected applicant as per The City of Calgary [General Terms and Conditions](#). The City of Calgary, at their discretion, may use the final deliverables indefinitely for commercial and non-commercial purposes with credit to the creator where deemed appropriate by The City of Calgary.

### Questions and clarifications

Submit all questions in writing to [indigenoupublicart@calgary.ca](mailto:indigenoupublicart@calgary.ca) or via phone to (403)268-2994 prior to 4:29 MST on May 15, 2025



**Request for qualifications**  
**Date of issue: March 27<sup>th</sup>, 2025**  
**Submission deadline: 11:59 p.m. May 22<sup>st</sup>, 2025**

## How to apply

### Initial Submission package (Stage One)

Eligible submissions will contain:

- **Letter/email of interest** (maximum of 500 words) including:
  - Verifiable Indigenous Nation affiliation
  - Description of your design practice
  - Applicable experience
  - Your interest in the project
  - Your connection to the Treaty 7 and Métis 5/6 areas
  - Contact information (phone number, alternate number, and email address)

\* Your submission will be rated out of a possible 100 points as outlined in the Evaluation criteria below.

- **Images** (maximum of 10)  
Up to 10 images of sample work. Ensure your images provide clear and complete views of previous work, digital scan preferred.
- **Image list** with a brief description of previous work, title and date of each work, and information on project partners where applicable.
- **Three references** including contact name, company, current telephone number, address and email address. You may use Elders and community members familiar with your work.

\*The City reserves the right to contact references without prior notification.

\*References from City of Calgary staff members will not be counted as part of the required references.

\*Please note that design concepts (proposals for what your final art will look like) are NOT required for qualifications stage.

### How to submit

- Email [indigenouspublicart@calgary.ca](mailto:indigenouspublicart@calgary.ca) and attach all the required documents.
- Email subject line should include: "Indigenous Public Art Logo Callout Application."
- Note that the maximum file size for an email is 10 MB. You may submit multiple emails to ensure all files are received.
- Submissions are accepted in electronic form only.
- Links to video work and/or video documentation are accepted.
- Incomplete or late submissions will not be considered.





## Selection process

All eligible submissions are reviewed by a selection panel consisting of City of Calgary Public Art team Members and is stewarded by City business unit representative(s).

Designers may be invited to an in-person or online interview with the selection panel.

Submissions will be rated out of a possible 100 points according to the Evaluation criteria below.

\*The selection panel has the right to not award any of the submissions, and The City reserves the right to cancel/reissue this opportunity at any time.

### Evaluation criteria (100 points)

- A. Understanding of the project: 40 points
- Why this opportunity appeals to the designer
  - How the designer's Indigenous background and practice will contribute to this project
  - Knowledge of or connection to the Treaty 7 area and Metis Nation Region 3
  - Understanding of the projects context in the community both online and in-person
- B. Design experience: 40 points
- Demonstrated strong understanding of creative and accessible design
  - Familiar with research for design (this can be based of Indigenous traditional knowledges and experiences – where does your inspiration from and how does it influence your design choices?)
  - Demonstrated flexibility of practice and responsiveness to feedback
- C. Project experience: 20 points
1. Experience in working to a schedule and demonstrated ability to deliver a project on time
  2. Demonstrated ability to meet a set budget and deliver a project on budget
    - € Demonstrated ability to collaborate with project teams, other interested parties and engage with the public



**Request for qualifications**  
**Date of issue: March 27<sup>th</sup>, 2025**  
**Submission deadline: 11:59 p.m. May 22<sup>st</sup>, 2025**

## Working with The City

To ensure the public art project meets project goals, as well as the requirements of the Public Art Program, the selected applicant will be required to work closely throughout the project with Public Art Program staff as well as other stakeholders.

Prior to confirmation of award, the selected applicant will be required to:

- Provide verification of Indigenous ancestry
- Complete a Scope & Fee Agreement contract defining project deliverables and payment schedule
- Sign a City of Calgary Scope & Fee Agreement which includes General Terms and Conditions.

## Administration

The commissioner for this project is:

The City of Calgary  
Box 2100, Station M, Calgary, AB, Canada T2P 2M5  
Mail code #63

There will not be any public opening of submissions.  
There is no cost to the applicant to provide a submission.  
Submissions must currently be provided in English.