



The foundation does not care to use NSF as an acronym in describing the NewSchool Foundation – we run as a separate entity of the NewSchool so revamping does not have to look similar or fit in with the current school look, but is not opposed to the idea.

Request for Proposals – Revamping

Proposal Deadline: 5:00pm PST, Friday, June 21, 2019

NewSchool Foundation, a nonprofit organization located in San Diego, California, requests proposals for revamping.

Questions regarding this RFP should be directed to foundationnewschool@gmail.com no later than 5:00pm PST on Monday, June 17, 2019. Responses to all questions will be sent via email within 3 days. Proposal to be presented to NewSchool Foundation Board on Thursday, June 27, 2019 at 6:00 at allocated time slot.

Electronic submissions of the proposal is to be submitted Friday, June 21, 2019 at 5:00pm PST and is required to be submitted prior to the board meeting for review to foundationnewschool@gmail.com with “**RFP Submission**” in the subject line.

Summary

With this Request for Proposal (RFP), the NewSchool Foundation seeks to acquire the services of a past or present NewSchool student to support its goal of revamping and increasing its goal to increase its public eye in the AEC industry (Architecture, Engineering and Construction). NewSchool Foundation invites proposals from interested past or present students to expand their experience in brand development, implementation, website design coordination and document development. Preference will be given to students that are able to meet all items outlined in the scope of work below.

Participants must follow exactly, and be responsive to, ALL requirements of this RFP. It is the participant’s responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The work that is performed will support the NewSchool Foundation’s primary goal to gain more public interest, and acquire more funding to support the student and faculty of the NewSchool of Architecture & Design. The interest will provide additional revenue to support student scholarships, participation in competitions, and overall academic, community engagement and project support. The package that is provided and implemented with the NewSchool Foundation will assist in soliciting additional funding from the AEC industry professional for the objectives above. Implementation of this proposal will begin June 28, 2019 (Schedule permitting of participant). Details pertaining to the implementation coordination is be listed below for further clarification of commitments.

Mission Statement

The mission of the NewSchool Foundation is to enhance and augment the educational experience of students and faculty at NewSchool of Architecture and Design. This is achieved by the following objectives.

- Sponsoring architecture and design competitions
- Providing scholarships and grant opportunities
- Supporting the NewSchool Lecture Series
- Supporting academic research and grant opportunities
- Supporting and enhancing the Richard P. Welsh Library at NewSchool

As a nonprofit, the NewSchool foundation is looking to empower students and faculty to be in balance with the environment, increase educational experiences, and increase community engagement with our support. Through this full revamping venture, we are taking on the task of supporting more projects, travel, competitions and more experience for NewSchool past, present and future students. Our achievement of revamping are hopeful to provide immediate results to continue to implement our mission statement.

Learn more at: <http://newschool-foundation.org/>

NSF Marketing Goals

Working in collaboration with the Board of the NewSchool Foundation, the participant will work towards the following goals:

1. Revamp: give new and improved form, or appearance to "an attempt to revamp the foundation's image" renovate, redecorate, refurbish, recondition, rehabilitate, rebuild, reconstruct, overhaul, make over to increase its marketability in the Architecture, Engineering and Construction industry.
2. Increase traffic and leads to NewSchool Foundation Website both through direct digital revamping targeting the AEC industry by using a mix of digital media to support our targeted goals of soliciting and advertising the NewSchool Foundation through various correspondences and communications.
3. Build a greater public eye in the AEC industry and awareness, and show the potential the industry has to contribute to enhancing the experience of the students and faculty at NewSchool.
4. Create and implement revamping branding elements to engage potential donors and clearly present what the foundation is doing with the funding provided by our supporters.

Scope of Work

Revamping Deliverables The scope of work is to provide graphic digital media design and content development for digital, and print collateral material as listed below:

1. Color palette, font, and logo.
 - Color Palette, Secondary palette and usage guidelines.
 - Fonts and usage guidelines – Headline Font, Title, Subtitle, Quotes, Secondary Fonts, Website Fonts
 - Logo and logo usage guidelines
 - Digital, Print and Apparel – Please take into consideration the cost of embroidery and printing. Looking for a logo that is clear when on apparel.
 - Guidelines for Color, Fonts and Logo usage for print and digital scenarios
2. Document Templates
 - Letterhead and envelope template to solicit for donations, provide thank you letters, and formal correspondences.
3. Business Card Template
 - Name, Board Position, Mailing Address, Foundation websites, logo
4. Information postcard/brochure
 - Foundation website, Mission Statement, Tax ID#, Mailing Address, Amazon Smile link
5. Website
 - Provide color palette and website design, development, and organization of content per participant's vision. Provides assistance with implementing vision of website or the revamp with our web coordinator as needed during agreed upon implementation period to move from current website to new design intent.

Response Requirements (minimum requirements)

For ease and efficiency of review, NewSchool Foundation has specified the numbering protocol below for participants. Please follow this numbering protocol to provide the information below.

1. Participant profile

- a. Name, contact person, and contact information: Provide address, telephone, mobile telephone number, e-mail address, and web address, as applicable.
- b. Describe your past or present involvement with NewSchool
- c. Provide a brief description of your work process and vision of the NewSchool Foundation revamp.
- d. Describe why and how your proposal is uniquely positioned to serve as NewSchool Foundations new look to lead its goals of increased involvement with the AEC Industry.

Please follow exactly the requirements for the responses noted above. It is the responsibility of the participant to provide all required materials in the required form and format. Responses that are not in the required form and format will not be considered.

Questions

Individual questions regarding this RFP will be responded to only as follows: Questions regarding requirements, scope of work and general history will be accepted up to 5:00pm PST on Monday, June 17, 2019. It is the responsibility of the participant to research the NewSchool Foundation to provide the new revamped look as requested above. Responses to all questions will be sent via email within 3 days. Please send questions to: foundationnewschool@gmail.com

Award

NewSchool Foundation reserves the right to alter the timing of the start of any work described above, to not proceed with some or all of the work, and to work with more than one participant for services described within this RFP. NewSchool Foundation will be providing an award of \$1,000.00 to the participant who meets our request and reserves the right to split this award amongst multiple participants who respond if suitable to meet the revamped requirements.

Anticipated Selection Schedule

- RFP Distributed May 31, 2019
- Question & Answer Period May 31 – June 17, 2019
- **Proposal Due Date** **June 21, 2019**
- Presentation June 27, 2019
- Implementation Period June 28 – July 12, 2019 (Schedule Permitting)

Protocols for Preparing and Delivering Responses to this RFP

Responses to this RFP must be delivered electronically to NewSchool Foundation by **5:00pm PST on Friday, June 21, 2019**. Responses submitted after 5:00 pm PST will not be accepted. Responses must be submitted electronically via email to: foundationnewschool@gmail.com with “**RFP Submission**” in the subject line.

Submissions should consist of one (1) PDF document containing all of the requested information above.

NewSchool Color Palette



Secondary Color Palette



NewSchool Fonts

NewSchool of Architecture & Design uses two font families to clearly present information and allow for clean layouts and flexibility.

Headline Font | **GothamUltra, Gotham Black, Gotham Bold**

Body Text | **Gotham Medium, Gotham Book, Gotham Light**

Secondary font | Arial (use when Gotham is not available)

Website Font | Encode Sans Condensed: **Encode Sans SemiBold** for titles and Encode Sans Condensed Regular for body text.

NewSchool Logo

The NewSchool logo is to be placed on a solid color background that relates to the brand colors, and should not to overlap a pattern. In order to maintain integrity of the NewSchool mark, do not arrange elements of the logo in any way other than originally intended, or position the logo on an angle. Never change the scale of any of the elements, or the mark itself. Do not use any colors outside of the brand. The logo should always remain legible and should be scaled no less than 1" wide.

NewSchool | Print and Web

When printed or included on the web, NewSchool of Architecture & Design is either written out in full with the inclusion of the ampersand (&) or referenced as NewSchool. The acronym "NSAD" is no longer used. "NewSchool" should be used in places that NSAD had previously been used.

Departmental & Initiative-based logos

The Division of
**STUDENT
AFFAIRS**
NEWSCHOOL
OF ARCHITECTURE & DESIGN

THE
CENTER

Green. By Design.

NEWSCHOOL
OF ARCHITECTURE & DESIGN
TECHNOLOGY CORE

NEWSCHOOL
OF ARCHITECTURE & DESIGN
CENTER FOR HEALTHY ENVIRONMENTS

Logo Usage

Departmental and school-wide initiative-based logos should be incorporated into the visual layout with the NewSchool logo. The NewSchool logo should be first in the visual hierarchy and the departmental or initiative-based logo should be shown secondary in the relationship. The NewSchool logo should not be used twice in the design, in instances where the NewSchool logo is included in the departmental or initiative-based logo.

The Domus Academy logo can be incorporated to show the partnership between the schools. The NewSchool logo should be displayed first in hierarchy in the layout and the Domus logo to be displayed second.

Please direct design and layout questions to the Marketing Director. Approval to print the NewSchool logo must be requested through the Marketing department so legal can approve the representation of the NewSchool mark.



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92112

Tax ID:
33-0539448

Board:
Miti Aiello
Lucy Campbell
Gil Cooke
Steve Codraro
Kevin deFreitas
Nick Kawamoto
Chris Lerma
Cindy Malecha
Stephen Russell
Mike Stepner
Linda Young

Dear Possible Supporter,

The Newschool Foundation (NSF) supports the NewSchool of Architecture & Design in San Diego by sponsoring architecture and design competitions, providing scholarships and grant opportunities, supporting the lecture series and enhancing the Richard P. Welsh Library at NewSchool. We are excited about the growing accomplishments of NewSchool. Recently students have won national competitions such as the ASC Region 6 & 7 Design Build category and ADDY Awards. As the school grows, the need to support outstanding national and international students has also increased.

As an NSF Board Member, I am writing to let you know what we do and to ask you to support our efforts. The mission of the Foundation is to enhance and augment the educational experience of students at NewSchool of Architecture and Design. This year the Foundation is focused on enhancing the lecture series and increasing scholarship opportunities. The Foundation sponsors a lecture series open to the public. It has presented some of the most notable architects, designers and artists in the region and the country. In recent years Kenneth Frampton, Rick Joy, and Brigitte Shim have spoken. Increased funding would allow these important efforts to continue.

Since 2013 the Foundation has awarded the Pillars Scholarship every year, which enables outstanding students to pursue educational interests during the summer months. Students have travelled and learned in locations such as Greece, Mexico, Italy, Peru, and Cambodia. Additional funding would allow us to expand this valuable program and enhance the educational experience of more students.

To carry out these objectives, we are asking you to join us in contributing to one of these objectives. The NewSchool Foundation is a 501(c)(3) nonprofit organization and your donation will be tax deductible. I am myself extremely committed to these endeavors and will greatly appreciate your contribution.

If you have any questions, please call me at

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SAMPLE



Enhancing and
augmenting the
educational experience
of students at
NewSchool of
Architecture + Design

Sponsoring architecture and design competitions
Providing scholarships and grant opportunities
Supporting the NewSchool Lecture Series
Supporting academic research and grant opportunities
Supporting and enhancing the Richard P. Welsh Library at NewSchool

To Donate:

newschool-foundation.org
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PREVIOUSLY USED LOGOS