

## REQUEST FOR PROPOSALS FOR GRAPHIC DESIGN SERVICES

The Anthropological Studies Center (ASC) at Sonoma State University seeks a talented graphic designer with a strong commitment to collaboration, inclusivity, and amplifying Native perspectives to develop a graphic identity for the Federated Indians of Graton Rancheria Learning Center at Fairfield Osborn Preserve. We invite all qualified graphic designers to submit proposals for our graphic design needs and welcome the opportunity to build a long-term partnership that may lead to future projects.

### BACKGROUND

The 450-acre Fairfield Osborn Preserve (Preserve) is situated on the northwest side of Sonoma Mountain on the ancestral lands of the Coast Miwok and Southern Pomo—the descendants of whom today are enrolled citizens of the Federated Indians of Graton Rancheria (FIGR, Tribe). Recent renovations at the Preserve’s Federated Indians of Graton Rancheria Learning Center (Learning Center), made possible by a generous gift from the Tribe, have provided an opportunity for collaborative interpretation planning that includes the development of a new visual interpretive identity. We are seeking a talented and committed graphic designer to help develop this visual identity for the Learning Center.

The visual branding will be guided and informed by interpretive concepts and themes that emphasize connections between humans and nature, and diversify perspectives on environmental challenges and solutions. Key aspects of the Learning Center’s interpretive direction include highlighting the Tribe’s living legacy and deep, reciprocal relationship with Sonoma Mountain, learning from and implementing Tribal Ecological Knowledge, recognizing the mountain’s network of connections, and protecting the mountain’s biodiversity through maintaining ecological health and cultural continuity.

The graphic designer will work in direct collaboration with a large project team that includes representatives of the Tribe and the Center for Environmental Inquiry (CEI). These two entities represent the perspectives and input of ongoing and invested stakeholders and will play critical roles in the development of the Learning Center’s visual branding. Team members will share feedback, edits, and ideas throughout the design process. The ASC will lead the project, facilitating meetings, communications, and other project logistics.

### Project Team:

Since 1997, Preserve lands have been managed by Sonoma State University (SSU) through the Center for Environmental Inquiry (CEI) and are open to anyone engaging in research and education activity. Applicants are encouraged to learn more about CEI’s history, mission, and active community engagement by visiting <https://cei.sonoma.edu/>

The Federated Indians of Graton Rancheria is a sovereign domestic government entity recognized by the United States federal government (Public Law 106-569 December 27, 2000). The tribe consists of over 1,500 Coast Miwok and Southern Pomo peoples whose ancestral lands include Marin and Southern Sonoma Counties, located one hour north of San Francisco, California. The tribe has a 326-acre land base, held in trust by the United States of America, located just west of Rohnert Park, California. Tribal capacity has allowed for programs that: foster well-being and self-sufficiency for native individuals and families; support a community based upon inclusion and intergenerational learning; and, preserve the Tribe's culture, community, and ethics, while integrating them into the Tribe's operations, projects, opportunities, partnerships, and programs on the tribal trust land and throughout the ancestral territory.

The Anthropological Studies Center has been providing consulting services in cultural resource management, heritage documentation, preservation planning, policy training, community engagement, public outreach, and interpretation since its founding in 1974. Learn more about the ASC's work here: <https://asc.sonoma.edu/>

## SCOPE OF WORK

The selected graphic designer will work closely with the CEI/FIGR project team to create visually engaging and culturally sensitive materials that reflect the Learning Center's mission, values, and interpretive direction. The scope of work includes two tasks:

### Task 1: Interpretive Message Branding and Identity Package

Develop a visual identity, including a graphic mark, typography, color palette, brand templates and a brand style guide to be applied to all visual elements produced at the Preserve. At least two package options/variations of the branding concept will be presented to the project team. The development and approval process will involve collaborative review, discussion, and input from the project team. The review process will not only include individual feedback and perspectives but will also involve compliance review, assuring all graphic elements conform with State and Federal constraints, structures, and standards, such as those related to accessibility.

This project task will require at least one on site visit to the Preserve so the graphic designer can experience Sonoma Mountain and gain an understanding of its natural and cultural landscape, resources, and legacies. All other work and meetings can be conducted remotely. A minimum of three virtual meetings with the project team will be required. Additional virtual meetings may take place with the project manager as necessary.

## Task 2: Initial Design Applications

The finalized branding package created in Task 1 will be used to design two products to be installed on the exterior of the Learning Center building: a Learning Center entrance sign, and a plaque. The designer will be provided with all sign and plaque content as well as size and material limitations for each product. The designer will only be responsible for applying the branding package fonts, colors, etc. to the provided content in order to create production-ready designs for both products. This task will require minimal time to develop but two draft versions of each product are expected. At least three revisions, which address project team feedback are required, unless a consensus is reached sooner. This work can be conducted remotely but will require a minimum of three virtual meetings with the project team.

## Revisions

A minimum of three revisions per product are required unless the project team comes to an agreement on an earlier version. The project team will work with the chosen graphic designer to determine the specific details of the review and revision process. This process will allow the designer creative flexibility while also providing the project team with ample choices and the assurance that revisions can continue until an agreement on final products can be reached. The chosen graphic designer will be expected to present concept drafts that include visual elements as well as justifications and explanations of their design choices.

## Deliverables

Task 1: The deliverable for Task 1 is a complete branding package which includes: a graphic mark, typography, color palette, brand style guide, and brand templates for the following interpretive products: interior exhibit panels, exterior interpretive panels, digital interpretive displays/presentations, wayfinding signs, trail markers, and maps.

Task 2: Deliverables for Task 2 include print-ready files for a Learning Center entrance sign and exterior plaque.

The designer will not be responsible for the fabrication or installation of any products.

Although the above scope of work outlines the details of graphic design needs for two specific tasks, the project team hopes to establish a strong, trusting relationship with the chosen individual or firm that could ultimately lead to additional, larger-scale and long-term implementation of the branding package on future design work at the Learning Center.

## QUALIFICATIONS

The ideal graphic designer should possess the following qualifications:

- A diverse portfolio showcasing design work that resonates with a broad public audience.
- Experience working with and for Native communities, specifically telling Native stories to various audiences.
- Proficiency in industry-standard design software and tools.
- Strong communication skills and ability to collaborate effectively with a multi-faceted project team.
- Strong attention to detail.
- Knowledge of sustainable design trends and best practices.

## SUBMISSIONS

Interested graphic designers should submit the following:

- A cover letter expressing your interest in working on this project with SSU/FIGR.
- A detailed portfolio showcasing relevant design projects. If available, provide examples of work centered on telling Native stories and any relevant examples of public interpretation products focused on Native communities, nature preserves, or environmentally focused institutions.
- A cost estimate, including hourly rates or project-based fees. The budgeted funds for this project ranges from \$10,000-\$12,000.
- References from previous clients, particularly those similar to any of the participating institutions.
- Contact information, including phone number, email, and website address if any.

Submit proposals here by **MAY 19, 2025**: [SUBMIT PROPOSAL](#)

Contact Dana at [shew@sonoma.edu](mailto:shew@sonoma.edu) with any questions or issues.