



Request for Expressions of Interest

One Sky Logo Development

Deadline for Submission: October 31, 2020

Strategy Objective:

The Qalipu Cultural Foundation (QCF) invites qualified individuals or artisans to submit a proposal for the development of a logo for the One Sky Program. One Sky is a new program designed to support the social and emotional wellbeing of school aged youth through cultural teachings and experiences. The program is aimed at ages 12-15 and will be facilitated within the school setting.

Background:

The Qalipu First Nation (QFN) has approximately 23,000 members, making it the single largest band in Canada. It encompasses 67 communities spanning 465km in western and central Newfoundland. The Qalipu Cultural Foundation (QCF) was established by the QFN as charity to preserve and promote the culture and heritage of the Mi'kmaq people of Newfoundland. We strive to inspire our people to proudly embrace their heritage and empower them to continue the traditions of our Ancestors.

The Foundation exists to ensure there is proper cultural documentation and to promote the involvement of youth and Elders in cultural activities within the Band. We strive to inspire our people to proudly embrace their heritage, to empower them to continue the traditions of our Ancestors and restore the spirit of Mi'kmaq culture in Newfoundland and Labrador.

One Sky has been developed in partnership with the Qalipu Cultural Foundation, Qalipu First Nation, The McConnell Foundation, NLESD, Western Health, The People of the Dawn Indigenous Friendship Center, and NAWN's Empowering Indigenous Women for Stronger Communities.

Project Overview:

QCF needs a unique logo that will help stakeholders such as teachers, students and parents identify the project online and in the school. The logo must represent the concept of "One Sky" in terms of Indigenous values; "we all live and learn under the same sky, no matter who or where we are." The QCF is requesting artist submit the following:

- (1) Resume or CV
- (2) Portfolio

Deliverables/ Scope of Work:

The successful proponent shall/will be responsible for

- Developing an appropriate logo in consultation with the One Sky steering committee.
- Providing digital images of the logo to layer on light/dark backgrounds.

Evaluation

Proposals will be evaluated by the following:

- Experience – applicants with demonstrated experience in digital design preferred
- Appeal to youth – applicants should demonstrate the ability to appeal to youth through their artwork
- Ability to work with a team – applicants should demonstrate experience within a team setting and be open to conceptualizing artwork based on the suggestions and critique of

the One Sky steering committee.

- Indigenous background – applicants that identify as Indigenous will be given preference

Proposals will be evaluated by the Qalipu Cultural Foundation Board.

Terms of Submission

Interested parties must submit a proposed statement of work including timelines and costs no later than **4:00 October 30th, 2020** to the following address:

ATTN: Angela Brockway
Qalipu Cultural Foundation
3 Church Street, Corner Brook NL
A2H 2Z4

Or by email at:

abrockway@qalipu.ca