

**Request for Proposal:
Calder Gardens
Visual Identity Branding**

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Calder Gardens
Philadelphia, PA

Organization background

Calder Gardens is dedicated to the art and ideas of Alexander Calder, a native Philadelphian who is considered one of the most innovative and influential artists of the 20th century. As the first institution of its kind in the world, Calder Gardens will provide the public with a **singular place for contemplation and reflection**, as well as abundant opportunities for learning and community building through a schedule of inclusive public programs and special events.

The institution will operate out of a building conceived by Pritzker Prize-winning design practice Herzog & de Meuron that is slated for completion in late 2024 and in gardens by internationally acclaimed Dutch landscape designer Piet Oudolf. Calder Gardens will present a rotating selection of masterworks from the Calder Foundation, New York, including mobiles, stabiles, monumental sculptures, and paintings. Installed both indoors and outdoors, **Calder's art will be in constant dialogue with nature and the changing atmospheres of the seasons.**

Calder was born in Philadelphia in 1898, and his connections to the city are grounded in the rich artistic lineage of his family. A trio of iconic installations by three generations of Calders can be found along the Benjamin Franklin Parkway: at the southeast end, atop City Hall, stands the monumental statue *William Penn* (c. 1886–94) by the artist's grandfather Alexander Milne Calder; at the midpoint sits *Swann Memorial Fountain* (1924) by his father Alexander Stirling Calder; and at the northwest end is Calder's own 1964 mobile *The Ghost*, which hangs majestically in the main hall of the Philadelphia Museum of Art. Thus, Calder Gardens brings into the 21st century the legacy of a Philadelphia family whose work has defined and enriched the city for over a century.

The nonprofit Calder Gardens was launched by a group of Philadelphia philanthropists working in collaboration with the Calder Foundation and partnership with the City of Philadelphia and the Commonwealth of Pennsylvania. While governed by its board and curatorial committee, Calder Gardens will be operated by the Barnes Foundation—a renowned cultural and educational institution—to provide administrative, operational, and educational programming support when the new site opens to the public in what constitutes a new model for institutional sustainability and efficiency.

Project overview

As the world's preeminent public institution dedicated to the artist, Calder Gardens will offer a variety of content for various audiences to highlight its **unique offering of art, architecture, and nature** across many platforms, including website, social media accounts, e-newsletters, programming, publications, signage, retail, and multichannel advertising (outdoor media, digital ads, videos and print collateral).

Additional brand considerations

Branding should take into consideration the brand of the Calder Foundation, as the foremost source of information about the artist, the copyright holder, and the primary lender of the works of art that will be presented at Calder Gardens. During the RFP Question period, representatives from the Calder Foundation will provide further direction around aesthetic considerations relating to the artist.

In addition to the institutional brand of Calder Gardens, branding deliverables should include guidance on how to interact with the brand of the Barnes Foundation, which will operate Calder Gardens. While Calder Gardens should not be perceived as an extension of the Barnes' brand, the Barnes will be responsible for operations of this groundbreaking new addition to the Parkway, including admissions, marketing, and retail, among other standard museum operation responsibilities. Calder Gardens will have a distinctly different purpose, offer, and identity; brand guidelines should outline a clear partnership narrative that emphasizes mutual, audience-centric values.

Desired outcomes for new brand

Successful completion of this project should accomplish the following:

1. Introduce local, national, and international audiences to Calder Gardens and inspire them to reconsider how they experience Calder and art in general.
2. Communicate the uniqueness of Calder Gardens. **Calder Gardens is not a museum and should not be described as such.** It aims to offer an experience in which visitors will have an **intimate, unmediated experience with Calder's work**, rather than a didactic or dispassionate one. Visitors will come away with a feeling of **replenishment and new perspectives**.
3. Elevate Calder Gardens' brand presence to the top tier of cultural destinations. It should be positioned amongst the most prominent single-artist destinations in the world.
4. Cultivate a strong organizational identity and value proposition that the average Philadelphian can articulate.
5. Calder Gardens should be perceived as a socially progressive institution that strives for equity and inclusion in all it does.
6. The new brand identity will inspire employees, volunteers, and partner organizations around the mission and direction of the institution, and it will help recruit qualified, diverse candidates for opportunities at Calder Gardens.

Our audiences

Calder Gardens' rotating art installations and programmatic offerings attract a broad group of people:

1. Primary audiences of Calder Gardens include ticket buyers, members, curators, journalists, cultural thought leaders, students, artists, community leaders and

organizations, program partners and participants, major donors, corporate sponsors, and job candidates.

2. Secondary audiences of Calder Gardens include staff, docents, volunteers, the Board of Directors, foundations and philanthropic organizations, government boards and commissions, and elected officials (local, state, and federal).

Statement of work

Calder Gardens seeks a branding firm with extensive experience in branding new or rebranding existing cultural organizations, preferably nationally known art museums or similar institutions.

The selected firm will work closely with Calder Gardens Communications Steering Committee to provide a comprehensive recommendation for rebranding the organization. The firm will be given access to—and is expected to seek input from—Calder Gardens Communications Steering Committee, the Calder Foundation, and Calder Gardens’ leadership and Board members as needed throughout the project.

At the conclusion of the project, the selected firm will provide Calder Gardens with a new visual identity, including logo and other graphic elements, fonts, color palettes, templates, brand guidelines, and other necessary tools to guide staff in seamlessly executing the new brand. **The building and launch of a website and other public-facing media will be a separate project following this work.** The firm will also provide guidance on the brand launch, up to and including creative recommendations for a brand campaign.

The new brand should be applicable across all Calder Gardens offerings and programs and demonstrate adaptability. The firm should consider key conceptual, aesthetic, and technical requirements so that the logo and identity systems will be scalable and flexible, for use at various sizes in a wide variety of formats and applications.

Required deliverables

1. New logo, including graphic elements, fonts, color palettes
2. Brand guidelines, including communications and visual standards
3. Print collateral and templates—minimum of 12 examples of brand implementation to commonly used print applications (letterhead, business cards, flyers, brochure covers, PDFs, fundraising collateral, invitations, etc.)
4. Templates for out-of-home advertising and artwork, including billboards and public transportation wraps, as well as large-scale outdoor banners
5. Presentation/PowerPoint template
6. Web design and digital media—3–6 examples of the brand applied to digital ads, video elements, social media, display screens
 - a. Design and User Experience Features
 - i. Responsive design that is both mobile and desktop friendly: Interactive, intuitive, and integrated interface
 - ii. Follows accessibility and user experience best practices, specifically AA and WCAG 2.2 guidelines

- iii. Intuitive navigation based on structure defined in Calder Gardens Website Skeleton document
- iv. Interface for ticketing and reservations
 - v. Design with quick loading speeds in mind
 - vi. Clear visibility of news on the homepage that is easily updateable
 - vii. A calendar of programming and events with dedicated pages that include information and images
- b. Design Deliverables
 - i. Mobile and desktop designs for the website delivered in Figma, InVision, or comparable program
 - ii. Web specific style guidelines with Figma (or comparable program) UI component library
 - iii. Icons for social media networks—Instagram, Facebook, Twitter, LinkedIn, YouTube
 - iv. Email template that renders properly across popular email clients: Gmail, Yahoo, Hotmail, AOL, MSN, Comcast, AT&T, and Verizon
 - v. E-commerce site design that can be implemented using Shopify
 - vi. ADA Compliancy audit of designs by an external vendor approved by Calder Foundation and Barnes Foundation representatives
- 7. Retail applications—2–4 examples of brand applied to retail packaging and/or merchandising, signage
- 8. Wayfinding and signage (internal and external)—2–4 examples

Potential additional deliverables

In addition to the brand deliverables, we’re asking you to supply ideas—further explorations and recommendations to enhance and extend the updated brand experience. Such ideas might include specialty retail products, advertising concepts for a brand launch, etc. Please submit your ideas, with a budget it would take to execute them, as an addendum to the core work.

Eligibility

Eligible respondents must:

1. Have experience providing services like those described in the Statement of Work (SOW) listed above.
2. Provide qualified personnel who have experience-related projects.
3. Be able to meet project timeline expectations with quality and on or under budget (provided scope remains largely the same).
4. Describe how they support diversity, equity, and inclusion.

Evaluation criteria and proposal format

We will award the project to the contractor that best meets the objectives listed above and presents a plan that we find inspiring. Please organize your proposals with the numbered

headings listed below. Please address all questions and topics mentioned in each section.

1. Agency overview:
 - a. Description of services you provide and why you are uniquely qualified
 - b. Your mission and organizational values
 - c. Brief summary of your commitment to diversity, equity, and inclusion
2. Process and approach:
 - a. Description of how you would approach this project
 - b. Summary of how you typically work with clients (degree of collaboration, etc.)
3. Schedule:
 - a. Proposed project schedule
4. List of assumptions
 - a. List of requirements considered critical to the project's success
5. Budget:
 - a. An estimate of the cost for the initiative including your fees
 - b. Any nonprofit discount or pro bono work
 - c. Outline of assumptions that go into the costs and describe any services not included in the cost estimate, but are regularly incurred on similar projects
6. Project team:
 - a. Brief bios and role descriptions of each team member on the project. Include relevant experience.
7. Relevant experience:
 - a. Two short case studies describing similar projects
 - b. Three client references
8. A list of any clients that may pose as a conflict of interest
9. Additional information:
 - a. Any other information we should know that shows why you're a good fit

Timeline

The solicitation process for this RFP will proceed according to the schedule below. Calder Gardens reserves the right to revise this schedule or any portion of this RFP by published addendum on the Calder Gardens' website.

1. Publication of RFP: 6 March 2023
2. Question period: March 2023
Questions may be submitted via email to Beryl Gilothwest, Deputy Director of Research and Exhibitions, Calder Foundation: beryl@calder.org. Members of the Calder Gardens Communications Steering Committee will make themselves available upon request to meet virtually with firms to ensure a shared understanding of the work.
3. Last day to submit written questions regarding the RFP: 24 March 2023
4. Proposal due date and time: 14 April 2023
5. Post-proposal interviews, if required: April 2023
6. Expected award of contract: 1 May 2023

7. Project work begins: June 2023
8. Design process, including planning and stakeholder meetings; design review; refinement; preparing for rollout: July–mid-September 2023
9. Brand delivered: 30 September 2023
10. Launch plan developed: October–November 2023
11. Tentative brand rollout: Q1 2024

Terms of contract

This RFP does not obligate Calder Gardens to enter into a contract or award any work, nor does it obligate Calder Gardens to pay any expenses related to the preparation and submission of proposals.

The Contract shall commence upon the execution of a contract by Calder Gardens with the Awarded Contractor, with option for renewal at Calder Gardens' sole discretion. The contract term may not be extended except by amendment signed by the parties.

All prices are subject to negotiation with a Best and Final Offer (BAFO). Calder Gardens may accept or reject any or all proposals and may issue a separate RFP for the services after rejecting some or all of the proposals. The services covered under this provision shall conform to the terms, conditions, specifications, and requirements as outlined in the request. Any resulting contract may be amended only upon the issuance of a written amendment showing the revision(s) prior to the services being provided as agreed, approved, and signed by both parties.

Calder Gardens will accept only written questions and requests for clarification emailed to the attention of the personnel below. Inquiries and comments must reference this RFP. Send direct written questions to Beryl Gilothwest, Deputy Director of Research and Exhibitions, Calder Foundation: beryl@calder.org. Questions submitted to Calder Gardens will be answered within three business days after receipt.

This project brief, and any information supplied by Calder Gardens or any of its affiliates in connection with the preparation of a proposal, is confidential. It must not be disclosed, reproduced, or used in any way by any agency except for the sole purpose of responding to this project brief. Likewise, all information that vendors provide in proposals and during negotiations, if held, will be regarded as confidential. Calder Gardens will not disclose your proposal or interview results to other potential partners at any time without your express written authorization.

Thank you! We look forward to your response.