

Natick Town Seal Review Committee (TSRC)

Mia Kheyfetz, chair www.natickseal.org

New Town Seal Design | SCOPE OF WORK

SUMMER 2022

The TSRC is seeking a graphic designer to redesign the official seal of the Town of Natick. Interested applicants should submit the following to miaknatick@gmail.com by August 1, 2022.

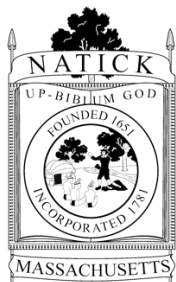
1. Cover letter
2. Resume
3. Statement of design philosophy if available
4. Samples of branding work (seal/logo design - minimum of 5)
5. References (minimum of 3)
6. Availability constraints (travel plans, etc.)
7. Pricing (Please indicate if any services will be provided pro-bono)

BACKGROUND

In Fall 2020, Town Meeting voted to create the Town Seal Review Committee (TSRC). The TSRC's charge includes "reviewing the history of the town seals in Natick and proposing a new town seal after a public process." The TSRC's goal is to recommend a new seal that accurately and respectfully reflects our community through an inclusive public process.

CURRENT SEAL

This design was created in 1951 to commemorate the 300th anniversary of Natick's founding as a Christian mission (Praying Town) for Nipmuc, Massachusetts and other Indigenous people. The image was officially adopted as the town seal in 1980. Currently, there are many versions of the seal in use, both in color and black and white. Below are two embossed versions used by the Natick Town Clerk as well as a digital image. There are a variety of others also in use.



Additional information about the current seal may be found here: www.natickseal.org

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PROJECT DESCRIPTION

Design a new Natick Town seal that accurately and respectfully reflects our community. The TSRC is in the process of conducting research and seeking public input to provide the designer with key stakeholder insights on Natick's past, present, and future for consideration in a new design. Attributes might include reference to the original Indigenous inhabitants, history, landmarks, industry, education, arts, and natural beauty.

- All designs will be required to be clearly readable small and large, in print and online or in other applications.
- Colors should be solid, without gradients, fades, or transparencies.
- Designer should avoid highly intricate designs which may be too complex for various modes of reproduction. There is a potential need for a simplified version of the seal.
- Design should address potential uses such as stamps, stationery, building/vehicle emblems, apparel, social media, etc.

DESIGNER SELECTION AND QUALIFICATIONS:

The project is open to any individual or organization that wishes to apply. The TSRC is seeking a designer who has previous experience working with a non-profit organization or a government entity. The designer must submit examples of seal/logo design. Familiarity with the history and culture of Natick is desired, but not mandatory. The TSRC may ask to speak briefly with candidates who are finalists.

Designers should submit the following to the TSRC:

- Cover letter
- Resume
- Statement of design philosophy if available
- Samples of branding work (seal/logo design minimum of five (5))
- References (minimum of three (3))
- Availability constraints (travel plans, etc.)
- Pricing (Please indicate if any services will be provided pro-bono)

PROJECT REQUIREMENTS AND ANTICIPATED PROCESS

Working with the TSRC

There will be one primary point of contact from the TSRC for the duration of the project.

After the designer is selected, the designer will be asked to participate in a project-kick off meeting (virtual or in-person) with the TSRC. The designer may also be asked to appear at up to three (3) TSRC committee meetings and/or one community forum (virtual or in-person).

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The designer will be supplied with survey results, and any other research the TSRC prepares to aid in concept development.

INITIAL SUBMISSION OF CONCEPTS & REVISIONS

- A minimum of three (3) rough distinct design concepts will be required for initial submission after the TSRC has met with the designer. These can be sketches or can be digitally produced.
- The TSRC will select one (1) of the original concepts to be further polished and ask for two (2) variations on this concept.
- Revisions as needed - minimum three (3) rounds, maximum five (5) rounds.

For the final design, a brief written description will be required detailing the motivation and the significance of the design components.

The preferred design will be selected by the Town Seal Review Committee and will be presented by the TSRC to Natick Town Meeting for final approval.

FINALIZATION:

Upon selection of a design, the designer will be required to prepare the following:

- Vector versions – color, black & white, grayscale, and reversed (knocked-out)
- Other file formats (color only) – PNG, PDF, EPS, JPG
- A brief brand guide detailing the motivation of the overall seal design and the significance of the design components, suggestions for proper usage of the seal graphic (sizing, spacing, proximity, etc.), color usage breakdown (Pantone Spot, CMYK, RGB, Hex), and font usage.

Once the design is approved for submission by the TSRC, the designer's work is complete unless otherwise agreed to by the parties.

Originality

It is imperative that all design submissions are unique and do not infringe on any copyright, intellectual property, nor are based on other existing work.

TIMELINE DRAFT (subject to mutual agreement)

A specific timeline for deliverables will be agreed upon by the parties, but shall not exceed seven months unless mutually agreed to.

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TIMELINE TO PREPARE FOR A SPRING 2023 TOWN MEETING VOTE

- June - September 2022 Engage designer and complete public engagement and stakeholder discussions
- October - November 2022- Presentation of initial design concepts
- December 2022 - January 2023 - Revisions
- February 2023 - Warrant submission deadline for Spring Town Meeting 2023
- February - March 2023- Subcommittee engagement
- April 2023 - Spring Town Meeting vote on final seal design submitted by TSRC