



# ELLWOOD PARK NEIGHBORHOOD BRANDING REQUEST FOR QUALIFICATIONS

## OVERVIEW

The Southeast Community Development Corporation (Southeast CDC) is seeking qualified individuals, teams, and/or consulting firms that can lead a community design process to develop a visual identity for the neighborhood of Ellwood Park in East Baltimore. Consultants will ideally be bilingual in English and Spanish.

## BACKGROUND

Ellwood Park is a small neighborhood in East Baltimore that held primarily industrial uses at the edge of the city's limits until the early twentieth century extension of the electric streetcar line, which brought new residents and civic buildings. The neighborhood centers around the well-used city park, also named Ellwood Park, which was created during the Great Depression. Once primarily a segregated white community, made up largely of Czech immigrants, Ellwood Park is now home to Black, white, and Latino families. The neighborhood's street trees, park, murals, well-tended porch gardens, and caring residents are key assets.

Over the course of three years, from 2020-2023, Southeast CDC staff, residents, City staff, and community partners developed the Ellwood Park Community Plan. The plan guides the community's growth, with a goal of reducing vacant homes, addressing illegal dumping, increasing homeownership, and improving the aesthetics of both the neighborhood and the park. The draft plan, with additional neighborhood information, can be found at [www.southeastcdc.org/ellwood-park-community-plan/](http://www.southeastcdc.org/ellwood-park-community-plan/).

**DUE 5/1/2024**





## ELLWOOD PARK NEIGHBORHOOD BRANDING

# REQUEST FOR QUALIFICATIONS

### EXPECTED OUTCOMES

A brand guide with logo, colors, and typeface for Ellwood Park that can be incorporated into future neighborhood branding initiatives, such as a series of light pole banners in the park and a welcoming gateway mural.

Logo must be provided in .eps vector format and be able to work in one color and multiple colors.

### ACTIVITIES OF DESIGN CONSULTANT

- With Southeast CDC staff, develop and implement an inclusive community design process that elicits ideas from the neighborhood's diverse residents. (Ideally the designer will have bilingual English/Spanish capacity to lead this process but can lean on bilingual Southeast CDC staff if needed.)
- Create at least 3 logo variations for a neighborhood committee to choose from.
- Present a final branding guide to neighborhood committee and incorporate any final "design tweaks" if necessary.
- Present electronic design files (including logo, fonts, colors, and style guide) to Southeast CDC.

### ANTICIPATED TIMELINE

- RFP released: 4/1/2024
- Submission materials due: 5/1/2024
- Estimates from preferred consultants requested: 5/3/2024, with a 5/10/2024 due date
- Consultant selected: 5/13/2024
- Design development: 5/13/2024 – 6/14/2024
- Design options presented: 6/20/2024 (at the Ellwood Park monthly community meeting)
- Final design presented: 7/18/2024 (at the Ellwood Park monthly community meeting)

### BUDGET

This project is funded by a placemaking grant awarded to Southeast CDC by the State of Maryland; final budget to be determined collaboratively by consultant and Southeast CDC.

### SUBMISSIONS

Due by Monday, 5/1/2024 at midnight to Andy ([andy@southeastcdc.org](mailto:andy@southeastcdc.org))

Questions: Email Andy ([andy@southeastcdc.org](mailto:andy@southeastcdc.org)) before 4/22/2024.

Submissions should include:

- Artist/designer statement that includes a bio and description of your client engagement process
- 3-5 examples of previous design projects
- 2 client references from previous projects