

# Boston-Edison Seeks Proposals for New Visual Identity

February 3, 2020

For Immediate Release

The Historic Boston-Edison Association (HBEA) requests proposals from designers to create a new visual identity for The Boston-Edison Historic District and for use by the Historic Boston-Edison Association. The new visual identity should help foster community, increase awareness of the neighborhood in the city and region, and connote positive feelings for current and future residents. Preference will be given to designers residing in Detroit. The visual identity will be used by HBEA in its business, communications, web, and social media functions; and by the historic district in its signage and related physical infrastructure assets. The selected designer will be able to share previously executed projects that demonstrate the ability to deliver a dynamic, multi-faceted, situationally appropriate, and successful project on-time and on-budget. HBEA will consider collaborative submissions from multiple designers or firms. Further details and contact information can be found below.

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## About Boston-Edison

Begun 1905, the Boston-Edison Historic District consists of a 36-block area containing approximately 900 houses in the geographic heart of the city. The District is bordered by Boston Boulevard on the North, Edison Avenue on the South, Woodward Avenue on the East and Linwood Avenue on the West. A community composed of stately and architecturally significant homes, Boston-Edison is on the US National Register of Historic Places, is a designated US Historic District, and is also a Michigan State Historic District. Boston-Edison District is a historic community that is beautiful, inclusive, and safe for neighbors and visitors. The mission of HBEA is to protect the historic character and values of homes in the district by offering programs that support safety and community beautification; hosting events that encourage a greater community bond among diverse neighbors; and, by promoting culture and civic engagement for residents that live within the District and beyond.

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## Required Submissions

Proposal **must** include the following deliverables:

- Logo and/or word mark
  - Letterhead
  - Identity Guidelines for print, web, social media, marketing, and signage. Should include font choices, colors, and other information necessary for the implementation of the visual identity for use by HBEA.
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## Optional Submissions

Proposal *may* also include:

- Design of light post style banner street signs
  - Design of street signage
  - Ideas for collateral materials and signage using the visual identity
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## Submission Process

Designers should submit:

- Cover letter—introducing themselves, their work, and interest in the project
- Portfolio or link to related work
- Contact information of designer
- Bid to complete required submissions (including narrative, methodology, and budget)
- Timeline to complete required submissions
- Bid to complete design for optional submissions (if desired)
- Names and contact information of 2 previous clients for whom similar work was conducted
- Other relevant or helpful information in evaluating the submission at the discretion of designer

Send all application materials to: [visualidentity@historicbostonedison.org](mailto:visualidentity@historicbostonedison.org)

Submissions received by February 28th, 2020 will be given priority consideration.

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## Other Project Requirements

The design process must be inclusive of diverse opinions and broad input, therefore:

- Designer must participate in a neighborhood tour with the committee
- Designer must facilitate one community stakeholder input meeting
- Designer must facilitate one at large design critique meeting

The design must respect the historic character and aesthetic standards of the district, therefore:

- Designer must work with committee to attain relevant research into signage which may have been historically present in the district
  - Designer must insure any designs for signage or other architectural features conform to the standards of the Detroit Historic Commission
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### **Evaluation Criteria**

Designer(s) will be selected based on the overall excellence of their portfolio, a demonstrated ability to complete the required and optional projects, and cost. Preference will be given to designers residing within the city of Detroit. The selection of the designer will be conducted by a committee tasked with overseeing the new visual identity. Selection of contract recipient and approval of final designs must be endorsed by the HBEA executive board.

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### **Timeline**

HBEA hopes to complete all “required submission” design work by May 1, 2020. A timeline for “optional submission” design work will be developed in collaboration with the selected designer. This work may be phased depending on the number of optional submissions accepted.

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### **Contact**

All questions and submissions may be sent to: [visualidentity@historicbostonedison.org](mailto:visualidentity@historicbostonedison.org)  
More information can be found at: [historicbostonedison.org/visualidentity](http://historicbostonedison.org/visualidentity)