

# Request for Proposals (RFP) for a New CEAL Logo Design

## --Council on East Asian Libraries (CEAL) Logo Committee--

January 13, 2012

### Background

CEAL, a committee of the Association for Asian Studies, is a group of East Asian librarians in North America, established in 1958. As a non-profit organization, the mission of CEAL is: to serve as a forum for the discussion of East Asian library issues of common concern; to formulate programs for the development of East Asian library resources, services, and systematic organization of all types of recorded information and knowledge; and to promote interlibrary and international cooperation in East Asian librarianship. For more information about CEAL, please see [the CEAL website \(http://www.eastasianlib.org/\)](http://www.eastasianlib.org/).

### CEAL Logo Committee

The current CEAL logo (see below) has been in use since about 1995. The CEAL Logo Committee is charged with seeking a new logo. The committee has decided on several attributes of a new logo, and on a process for commissioning and selecting the logo. We have contacted art and design departments at several academic institutions, informed them of our plans, and requested permission to post this Request for Proposals for a New CEAL Logo Design (RFP). We plan to solicit designs from anyone, but we specifically target students at these institutions.



### Specifications

We seek a new logo for the Council on East Asian Libraries, as specified below.

- **Intended Use**

We plan to use the new logo primarily on the CEAL website, but we may also use it for letterhead and other purposes such as public communications, sponsorships, endorsements, etc.
- **Concept / Theme**

The Logo committee prefers designs that represent the following concepts: East Asia (China, Japan, and Korea) and “library” / “books.” We have considered (but we do not necessarily require) incorporating into the design versions of two of the characters used in the word for “library”: 圖書 [traditional Chinese] / 图书 [simplified Chinese] / 도서 [Korean] / 図書 [Japanese].
- **Size**

The selected design will be scalable for high resolution use in various contexts, such as website banner, website footer, letterhead, etc. It therefore should use “vector graphics” to accommodate scaling for various purposes.
- **File**

Design must be submitted in a computer file format that is easily portable, such as JPG. Also, if other files types were used in production of the logo (such as CAD, GMP, etc.), the designer must also submit a copy of any files used in (those) file type(s).
- **Color**

The design should be in color, but should also be useable in black and white. The Logo Committee would like to include shades of red in the design.
- **Deadline**

Designs should be submitted no later than March 2, 2012. The CEAL Logo Committee’s choice of a winning design will be announced on April 13, 2012 or sooner.
- **Submission Requirements**

Proposed designs must be submitted by email to the Committee Chair, Rob Britt ([rrbritt@uw.edu](mailto:rrbritt@uw.edu)). One or more designs may be submitted. All submitted designs should include the following materials:

  - An Email message which includes:
    - Designer Contact Information (Name, Address, Email Address, Phone number)
    - A Designer Statement, consisting of a short description of the design or designs submitted, and explaining how (each) works in the context of the CEAL mission.
  - Design file(s) should be attached to the email message.
- **Compensation / Conditions**

The Designer creating the winning submission selected by the Council on East Asian Libraries (CEAL) based on the above specifications will receive US\$500 compensation. In consideration for reviewing your submission, you thereby warrant that you hold, and assign and convey all rights in the submission (including copyrights, trademark rights, and patent rights) to CEAL free and clear of all liens, claims, encumbrances or further payment obligations. All potential winning submissions are subject to a vote of the Council on East Asian Libraries (CEAL) Logo Committee, Executive Board and membership, whose decisions are final and binding in all matters related to the submission. Submissions become the sole and exclusive property of CEAL.

CEAL Logo Committee

Questions? Contact Rob Britt, Chair

[rrbritt@uw.edu](mailto:rrbritt@uw.edu) / 206-543-7447