



Request for Proposal: Graphic Design Services for Asian American Journalists Association 2025 National Convention

Introduction

The Asian American Journalists Association (AAJA) is seeking proposals from experienced graphic designers to provide creative services for our upcoming 2025 National Convention in Seattle, WA. The selected designer will play a key role in developing the visual identity for the event and supporting its promotion across various platforms.

Scope of Work

The selected designer will be responsible for:

- Convention Branding
 - Create a cohesive visual identity for the convention, including a logo, color palette, typography, and design guidelines.
- Key Designs for Large Prints
 - Design large-scale materials such as banners, signage, stage backdrops, and other on-site branding elements.
- Event Marketing Templates
 - Prepare reusable templates for event promotions including flyers, brochures, email marketing, and event programs.
- Social Media Templates
 - Design social media-friendly assets for platforms like Instagram, Facebook, LinkedIn, and Twitter, ensuring they can be easily updated with new content.
- Production Materials
 - Collaborate with production teams to ensure branding and designs are implemented accurately for on-site materials, including event signage and multimedia needs.
- Prospectus (Sponsorship Grid)
 - Develop a visually compelling sponsorship grid/prospectus that outlines different sponsorship opportunities for potential partners.



Deliverables

- Full convention branding package (logo, color palette, etc.)
- Print-ready designs for large-scale event materials
- Digital templates for marketing and social media
- Sponsorship grid/prospectus document

Proposal Requirements

- **Portfolio:** Include samples of previous work, particularly in large-scale event design and branding.
- **Relevant Experience:** Outline your experience in event branding, digital marketing design, and collaboration with production teams.
- **Project Timeline:** Provide a timeline for key milestones in the design process.
- **Pricing:** Detailed pricing for the project, including any revisions, with a breakdown of services.
- **References:** Contact information for two to three references from past clients.

Submission Guidelines

Proposals should be submitted electronically to yi-shenl@aja.org by Monday, September 16, 2024. For any questions or clarifications regarding the RFP, please contact Yi-Shen Loo at yi-shenl@aja.org.