

Request for Quote – Map and Logo Design

Background:

A \$40,000 grant from the Colorado Tourism Office will help create the first-ever Colorado Historic Opera Houses Circuit, a joint promotion of five mountain opera houses and the destinations where they sit.

Colorado's historic opera houses offer a unique experience, where visitors can enjoy world-class performances, programs, and private events in a setting much like what they would have found over 100 years ago. This new cultural heritage travel offering will share the performances, programs, history, and stories of these opera houses, which were built between 1878 and 1913 and retain their original character.

This first-of-its-kind collaboration will help the opera houses and destinations recover from substantial pandemic impacts and will connect visitors with the arts and culture they have missed in the past two years.

The following organizations are Circuit partners:

- Aspen Chamber Resort Association
- Central City Opera
- City of Central City
- City of Ouray
- Gilpin Historical Society
- Lake County Tourism Panel
- Sheridan Opera House
- Tabor Opera House Preservation Foundation
- The Wright Opera House
- Wheeler Opera House

Together, they wish to promote the following:

- **Colorado's Contemporary Arts and Culture Scene:** The opera houses provide a mix of performances, films, festivals, and tours, across all seasons. Performances range from talented yet undiscovered local acts to those recognized worldwide. Collectively, the opera house performances provide a rich selection of culture and entertainment. This project would gather the options in one user-friendly spot for visitors.

Tours enable guests to experience the opera houses themselves, to marvel at the venues' stories and historic surroundings and to imagine themselves entering for a show dressed in Victorian finery, taking in the spirit of grand opera houses in the Old West. Rentals enable visitors to hold events with special personal meaning such as weddings in a one-of-a-kind setting infused with history and a Colorado vibe.

- **Colorado Heritage:** Common threads of interest to visitors would be the opera houses' histories of famous performers and patrons, architecture and origin, rehabilitation stories (preservation to tell the stories of the past well into the future), and ghost stories and legends.

- **Visitation to Rural Areas, to Support Local Economies and Disperse Visitors:** A complement to skiing and other outdoor recreation attractions, the opera houses add more flavor of the local area and provide a new activity, and a new window on the town, that visitors may not have known about before. The opera houses would also increase awareness of and draw people into the downtown areas, prompting more visits to local businesses.

Design Services Requested:

Using the provided creative brief, developed in consultation with partners, create visuals to exemplify the new brand.

and raise awareness of the circuit and partners' geographical proximity to each other. A designer will create a logo, brand colors and fonts, and an easy-to-use map graphic. These deliverables will be based on the branding guidelines produced at the project's start.

- **Logo and Visual Identity:** Create a logo and visual identity that provide a memorable visual identity for the project. While the circuit's many partners have different selling points individually, the visual identity will present a unified project based on the partners' collective similarities.

A very brief brand guide presenting brand colors and fonts is requested; the guide can be as short as 1-2 pages with the most pertinent information.

- **Map:** Develop an artistic map to be a key visual for the project. The map will raise awareness in visitors' minds of the opera houses and destinations and help travelers to quickly identify the locations they could visit for this Colorado cultural experience.

While the map can show key route numbers, its intent is to show the destinations' proximity to one another rather than to be used as a road map.

The designer will work from the branding guidelines produced at the project's start, creating a map that follows the project's visual identity.

Budget: The project budget includes \$2,000 for this design.

To Submit:

Please send quotes to Donna Childress at Donna@ChildressCommunications.com by **COB Tuesday, March 22, 2022**.

Questions:

Please email Donna Childress at Donna@ChildressCommunications.com or call or text her at 703-862-0313.