

Town of Wartrace, Tennessee

Request for Qualifications (RFQ)

Marketing Logo/Banner Project – Town of Wartrace

Release Date: October 1, 2025

Submission Deadline: November 7, 2025 by 4:00 p.m. CST

The Town of Wartrace is seeking talented and creative graphic design artists to develop a **new marketing logo** and **streetscape banner designs** that reflect the charm, character, and vision of our historic town. These visual elements will be key components of the town's branding, tourism, and downtown beautification efforts.

Eligibility

This RFQ is open to all qualified artists meeting the following criteria:

- Open to individual graphic designers and/or design firms.
- Must have a portfolio demonstrating relevant experience
- Applicants must be 18 years of age or older.
- Must be a U.S. Citizen.
- Previous municipal or community branding experience is preferred, but not required.
- Must be able to sign a contract with the Town of Wartrace.
- Must be able to pass a background check.
- Must have insurance, or be licensed and bonded.

Selection Criteria

Artists will be evaluated based on:

- Complete submission
- Visually striking, lively, and distinctive artistic style
- Expressive, engaging, and original concepts
- Bright, energetic, memorable, and ethereal qualities
- Use of color, vibrancy, and creativity
- Quality and relevance of previous work
- Ability to meet deadlines
- Late or incomplete submissions will not be considered.

Submission Requirements

Interested artists should submit the following materials:

1. **Artist Statement** – A brief introduction and explanation of your artistic vision and approach.
2. **Portfolio** – Provide up to 5 examples of previous logo designs.
3. **Résumé or CV** – Highlighting relevant experience and past graphic design experience
4. **References** – Contact information for at least two previous clients or collaborators.
5. **Proof of Insurance or Licensing** – Documentation verifying insurance coverage, license, or bonding.
6. **Fee Proposal** – provide a formal quote for projected cost of this project.

All materials should be submitted as a single **PDF file** via email.

Submission Instructions

Deadline: November 7, 2025 by 4:00 p.m. CST

Submit To: Mayor Brian Ross

Email: bross.mayor@townofwartrace.com

Subject Line: "Wartrace Marketing Logo/Banner Submission – [Your Name or Team Name]"

Project Timeline

- **RFQ Release:** October 1, 2025
- **Submission Deadline:** November 7, 2025
- **Selection & Notification:** November 2025
- **Design Phase:** December 2025 – February 2026
- **Logo/Banner Installation:** Spring 2026