

Call for Expressions of Interest to design a new logo for Three D Radio's Program 'Elevate Radio.'

Introduction

The City of Norwood, Payneham & St Peters, in partnership with Three D Radio, invite young people, artists and designers within our community to submit an expression of interest to create a new logo design for the rebranded Three D Radio program 'Elevate Radio' (formerly New Vibes). A program presented by young people for young people broadcast on 93.7FM every Thursday from 4.00pm to 5.00pm.

The City of Norwood Payneham is initially seeking expression of interest (Eoi) for a logo design proposal leading to a commission to develop a design (please note logo design concepts are not being called for at this stage).

The selected designer will work closely with the Coordinator Youth Programs to produce an engaging logo design asset to help market the Elevate Radio program.

Background

The City of Norwood, Payneham & St Peters alongside Three D Radio, provides opportunities for young people aged 18 to 30 years old in gaining experience in radio and broadcasting training.

The Elevate program focuses on the development of young people within the radio industry and our community.

Twice a year, the City of Norwood Payneham and St Peters collaborates with Three D Radio to support 6 young people in participating in the program which provides hands on training in broadcast and radio production. With the guidance of a mentor, the 6 participants complete a 6-month program every Thursday.

Three D Radio is an organisation that is run by the commitment of its community of volunteers. The young participants of our program have proudly become part of this community.

Their passion for music and the way in which it tells stories on behalf of the musicians and listeners creates the foundation of which this organisation is based.

Time for a new name and look

When the program was first created, it was called 'Youth FM' which later changed to 'New Vibes'. Previous participants have now decided to level-up the program with a new name, 'Elevate Radio' and it is time to create a new look to help spread the word about this valuable program.

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

Telephone 8366 4555
Email townhall@npsp.sa.gov.au
Website www.npsp.sa.gov.au
Socials [f /cityofnpsp](https://www.facebook.com/cityofnpsp) [@cityofnpsp](https://www.instagram.com/cityofnpsp)



City of
Norwood
Payneham
& St Peters

Project Brief

The selected designer will be responsible for the design and layout of a new logo for the 'Elevate Radio' Mentor Radio Program.

Target Audience	18 to 30 years of age, passionate about music and sharing their stories behind the song, artist, band, group, style, and lyrics.
Style Preference	Contemporary
Type of logo	Can be: <ul style="list-style-type: none">• Wordmark (customise 'Elevate Radio' wording to give the logo a bit of flair)• Pictorial (simplified or abstract representation of objects associated with radio broadcasting)• Abstract (creative impression of the value or identity of the program)
Format	JPEG 300
Applications	Print Materials: Poster and Postcard promotions Online channels: including website, social media and eMail marketing. Logo will be presented alongside promotional text ' <i>Are you interested in Radio Production and Broadcasting?</i> '
Use of text	Can include image + text 'Elevate Radio' (Arial font)
Artwork Considerations	Design for: <ul style="list-style-type: none">• Readability• Simplicity (identifiable at all sizes & at great distances).• Versatility (appropriate to the variety of applications listed above)• Timelessness (don't follow trends, create a logo that won't go out of style in 1 to 2 years' time) Ensure any foreground and background colours have a minimum contrast ratio of 4.5:1 for normal text or 3:1 for large-scale text.

Design Commission Process & Timeline

Timeline	
Release of Expression of Interest (EOI)	5 December 2023
EOI Close	19 December 2023
Shortlist Artists	20 December 2023
Selected Artists informed	22 December 2023
Design Concept Submission	6 February 2024
Select design	8 February 2024
Production of final design	9 – 12 February 2024
Marketing Material Print	February 2024

How to apply (Stage 1: EOI)

Expression of Interest shall be forwarded to youth@npsp.sa.gov.au by 9am Tuesday 19 December 2023.

Please include the following:

- A cover letter outlining why you are interested in this project and your inspiration, method, or approach to developing the logo design, including the type of logo proposed, eg. wordmark, pictorial or abstract (no more than 500 words).
- CV and/or Artist Statement
- Maximum of 5 images of relevant original artwork or designs (if the files are larger than 2MB, please use an online file-sharing service such as Dropbox)
- Age range:
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65+

Design Concept – Shortlisted Artists/ Designers (Stage 2)

Up to 3 artists/ designers will be selected to create at least (3) different logo design concepts.

One (1) artist/ designer will be commissioned to create a final design.

Final Design Creation – Commissioned Artist/ Designer (Stage 3)

The commissioned designer will be contracted to develop a final design in accordance with the selected design concept and any agreed specifications of variance to the design.

Budget

STAGE	BUDGET \$	DESCRIPTION
Stage 1: Eol	0	No design concepts or fees are required at this stage
Stage 2: Design Concept	500	A one-off fee of \$500 will be paid to each shortlisted artist/ designer (up to 3 artists) to develop their concept proposals. Payable on delivery of the concept designs.
Stage 3: Final design Creation	1,000	One designer will be commissioned to produce a final logo design. Fee is payable on delivery of the final logo design. Final deliverables and contract will be negotiated with the successful artist/designer.

Selection Criteria (Stage 1: Eol)

- Strength of artists intended approach
- Quality of previous artwork/ designs
- The artist/ designer's interest in the project
- Evidence of appropriate skills to fulfill the project brief

Selection Criteria (Stage 2: Design Concept)

- Reflects the Elevate Radio program
- Artistic Merit, i.e., quality and originality
- Engagement with a broad audience, i.e., community-friendly
- Suitability of the design to the context of the Council's and Three D suite of brands
- Versatility of the design to successfully be applied to various online and print applications
- Readability
- Simplicity, identifiable at all sizes & at great distances
- Timelessness and uniqueness

Copyright and Moral Rights

All copyright in the designs belong to the City of Norwood Payneham & St Peters (NPSP). The successful designer agrees to grant NPSP the permission (in the form of an exclusive licence) to use, adapt, edit, reproduce, and publish any artworks for development and implementation of the branding, and marketing efforts. Such permission also extends to any moral rights in the design.

Enquiries

Stephanie Sribar-Bills
Coordinator, Youth Programs
08 8366 4514
Ssribar-bills@npsp.sa.gov.au