



AKRON SOUL TRAIN REDESIGN PROPOSAL REQUEST

121 MAIN STREET, SUITE 500
AKRON, OH 44308

SUMMARY AND BACKGROUND

Akron Soul Train (AST) is currently looking to identify a partner to assist us in the development and design of a rebrand for the organization. The existing AST website was launched in 2016 as an immediate reaction to winning a 2015 Knight Arts Challenge. The artist residency village will be built in fall 2017 and we need to ensure our logo meets our needs and in turn design a new website and additional collateral materials. We hope to identify a partner who will work with us to assist us in identifying the best strategies to move forward.

Akron Soul Train will open in fall 2017 with two residential studios, office space, public restrooms, a gallery, and storage. Descriptions of materials needed for each aspect of the organization can be found on the following pages.

Our services include:

- Residential fellowships for multi-disciplinary artists
- Workshops and classes for the public
- Exhibitions and local entertainment
- Wellness classes and programs

PURPOSE

AST created its logo and website and determined its font and color scheme without any professional marketing involvement. Due to the organization's immediate need to create an online presence, the current materials were created but never analyzed nor critiqued by the board and other stakeholders. At this time, AST will open its doors this fall (date TBD by end of August) and so the visual representation needs to fit with the organization and be an appropriate representation of who we are and how we want to be seen.

PROJECT DESCRIPTION

AST is seeking a provider to create the following:

Visual Representation

- Logo
 - Is the logo an appropriate representation?
 - We like the simplicity
 - Need fonts that translate to digital format
 - Must be easy to read and print with tagline incorporated
 - No pictures
- Color
 - Currently use a green (PMS 382 C), but want a change due to the saturation of companies using a lime green color.
 - Board likes nature colors, retro, and hip, but also something with longevity.
- Collateral Materials
 - Business Card Template
 - Letterhead

Expectations

We would like to have three identities upon which to select a final. One identity should include a revision of our current logo.

Website

- User friendly
- Provides detailed information about our services and offerings
- Easy to add or modify content.
- Finished web site must allow AST to easily manipulate the layout and content in order to allow for frequent changes
- Must allow use of Stripe for online payments
- Must incorporate coding from Bloomerang database system for easy access between website and database
- Be able to track unique visitors
- Must be responsive web design for all devices
- Include a map
 - Proposed layout
 - Home page
 - Supporting/donors/grantmakers/memberships
 - About Us (mission, vision, etc)
 - Contact us
 - Board & staff
 - In the News
 - Northside District
 - Calendar: Events/workshops/exhibits (aka calendar)
 - Fellowships (current artists info & pix)
 - For potential Artists
 - Shop (eventually)

All text, copy and photography will be provided by AST.

BUDGET

AST has a budget of \$5,000 for the project. In exchange for some in-kind services, AST would be pleased to discuss opportunities for us to highlight your business online, in social media, and at our finished village.

Contact:

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Development Director

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