



Organisation canadienne  
des activités de campus | Canadian Organization  
of Campus Activities

# REQUEST | FOR PROPOSAL

LOGO DESIGN: COCA 2018  
- COCA NATIONAL CONFERENCE -

The Canadian Organization of Campus Activities seeks concept proposals for a new specialized logo for the 2018 COCA National Conference. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with evaluation criteria and submission requirements.

## INTRODUCTION

The COCA – The Canadian Organization of Campus Activities – National Conference brings student and staff campus leaders and programmers together each year from more than 60 Canadian colleges and universities.

The national conference provides delegates with learning and engagement opportunities through education sessions and workshops, panel discussions, entertainment showcases and innovative new technology and campus strategies. The national conference also introduces delegates to businesses and organizations that provide resources, products and services to Canadian campuses.

The 2018 COCA National Conference will be held June 12-16, 2018 in Fredericton, NB.

**Theme:** “Creating a Campus Life Revolution”

**Tag:** “Education. Entertainment. Innovation.”

## ELIGIBILITY

This Request for Proposal (RFP) is open to registered students of COCA member schools.

## SUBMISSION DELIVERY

- Submissions should be emailed and include designer full name, school, program of study and design concept.
- Submissions should be sent to [Kenney.Fitzpatrick@MSVU.ca](mailto:Kenney.Fitzpatrick@MSVU.ca).
- Designers may submit up to 3 concepts for consideration.
- Submission concepts should reflect the national conference theme with consideration of the conference tag.
- Please include examples of previous logo work.
- Proposals should be sent in either Microsoft Word or PDF format. Graphic materials may be embedded in the document or visible via a website or Google Doc.

## DEADLINE FOR SUBMISSIONS

Submissions must be received before the official deadline of Friday, September 22<sup>nd</sup>, 2018 at 4PM EST.

## DETAILS

COCA seeks logo concepts for the 2018 COCA National Conference, as specified below.

- Your design concept should be dynamic, unique and creative
- Your design concept may incorporate other imagery or abstract symbols
- Your design concept must incorporate the word "COCA" in the original COCA Logo artwork
- All submitted work must be the original work of the entrant and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- The decisions of the Selection Committee will be final.
- You should refer to the COCA brand style guide for logo usage, brand colors and fonts. Additional colors can be considered for your concept provided that they are relevant to the conference theme and/or location of the conference (city or province).
- It is understood that you are submitting concepts for design and not the actual finished design.

## LOGO USE

The following should be taken into consideration when submitting your proposal:

- The logo will be used in both color and grayscale publications
- The logo will be used in both digital and print media
- The logo will be used on SWAG and promotional materials including apparel and product
- The logo may be used in a variety of multimedia formats including video
- The logo will be used in National Conference promotions and correspondence across Canada

## SELECTION CRITERIA

A COCA Selection Committee will evaluate all submissions based on the following criteria (though other criteria may be considered):

### Relevance

Does the concept align with the theme and goals of the COCA National Conference?

### Originality

Does the composition exhibit original design, creativity, and imagination?

### Aesthetic

Will the concept be visually appealing and appropriate for the national conference and the COCA organization?

## COMPENSATION

The designer creating the chosen concept will receive compensation in the amount of \$500.

## QUESTIONS?

For all questions regarding concept proposals please contact:

Kenney Fitzpatrick  
COCA Conference Chair  
[Kenney.Fitzpatrick@MSVU.ca](mailto:Kenney.Fitzpatrick@MSVU.ca).