



Tsartlip First Nation
P.O. Box 70, #1 Boat Ramp Road
Brentwood Bay, BC V8M 1R3
Phone 250.652.3988 - Fax 250.652.3788



TSARTLIP FIRST NATION LOGO REDESIGN

REQUEST FOR PROPOSAL (RFP)

PROJECT TITLE: Tsartlip Logo and Visual Identity Project

ISSUE DATE: June 29th, 2026

SUBMISSION DEADLINE: July 15th, 2026

CONTACT:

Project Coordinator

Phone: 250-652-3988 [Reception]

Email: Projectcoordinator@tsartlip.com

1. Project Overview

Tsartlip First Nation is seeking proposals from qualified Indigenous artists, designers, artist teams, or creative contractors to develop a logo and visual identity that reflects WJOLELP identity, values, culture, governance, and connection to place.

This project is primarily a **logo and visual identity project**. The final design may also be adapted into physical or place-based components, such as signage, carving, display artwork, printed materials, or other applications. However, this RFP is not intended to replace or duplicate any separate mural project or boardroom artwork application.

The purpose of this project is to create a strong, meaningful, and usable logo that can represent Tsartlip First Nation across a range of settings, including governance, administration, communications, events, reports, digital platforms, printed materials, and possible physical installations.

The total available project budget is **\$30,000**, inclusive of artist or designer fees, planning, design development, revisions, junior artist involvement, file preparation, usage rights, taxes, and all related project costs.

2. Eligibility

This opportunity is open to Indigenous artists with some requirements:

- Members of WJOLELP will be given preference, but those with ties to the WSÁNEĆ nations are also welcome.
- Experienced in creating professional-level graphic or visual art.

2. Project Goals

The successful proponent will work with Tsartlip First Nation to create a logo and visual identity that:

1. Reflects WJOLEEP identity, values, culture, and connection to lands and waters.
2. Can be used clearly and professionally across digital, print, administrative, governance, and public-facing materials.
3. Provides Tsartlip with a meaningful visual identity that is culturally grounded and practical for long-term use.
4. Includes a thoughtful design process with opportunities for review, input, and refinement.
5. Can be adapted into physical formats or project components where appropriate.
6. Supports mentorship, learning, or involvement of junior artists, where possible within the project scope and budget.

3. Scope of Work

The selected artist or team will be responsible for the following:

A. Project Start-Up and Direction Setting

The proponent will meet with Tsartlip representatives to confirm the purpose of the logo, intended uses, cultural considerations, themes, design preferences, and review process.

This may include discussion of:

- WJOLEEP identity and values.
- WJOLEEP lands, waters, teachings, and governance.
- Current and future uses of the logo.
- Preferred colours, symbols, forms, and visual direction.
- Cultural protocols or sensitivities.
- Practical requirements for print, digital, signage, and physical applications.

B. Logo and Visual Identity Development

The proponent will develop a logo concept and supporting visual identity elements. This may include:

- Initial logo concepts.
- Refined logo design.
- Colour palette.
- Typography recommendations, if applicable.
- Black and white version.
- Full colour version.

- Simplified version for small-scale use.
- Horizontal and vertical layout options, if applicable.
- Short written description of the design meaning and intended use.

The final logo should be clear, scalable, and usable across multiple formats.

C. Physical or Applied Design Components

While this is primarily a logo project, Tsartlip is open to proposals that include physical or applied components connected to the logo. These may include:

- A carved version or carved design element.
- A display panel.
- Signage application.
- Printed application.
- Branded templates.
- Decal or window application.
- Artwork that supports the logo's use in a physical space.
- Other creative applications recommended by the proponent.

Any physical component must be clearly connected to the logo and visual identity project. This RFP is not intended to fund a standalone mural project, as a separate application has been submitted for boardroom mural work.

D. Junior Artist Mentorship

Tsartlip First Nation would like this project to support mentorship, skill-building, and creative development for junior or emerging artists where possible.

To support fairness and access, Tsartlip may identify junior or emerging artists through a separate Expression of Interest process. This process may be open to Tsartlip members or other Indigenous artists, depending on project needs, available capacity, and the final project approach.

The selected lead artist or designer may be asked to work with one or more junior artists identified by Tsartlip. The intent is to provide meaningful involvement in the project, such as support with research, sketching, design exploration, digital preparation, physical production, documentation, or other appropriate project tasks.

Proponents should describe their willingness and ability to mentor or work alongside junior artists. This should include:

Area	Details to Include
Mentorship approach	How the lead artist or designer would guide and support junior artists
Suitable tasks	What parts of the logo or applied design process junior artists could support
Time commitment	Estimated number of hours available for junior artist involvement
Budget allocation	How junior artist wages, honoraria, or stipends would be included within the project budget
Supervision	How the lead artist or designer would provide direction, review, and quality control

E. Final Deliverables

The selected proponent will provide final logo and identity files suitable for Tsartlip’s future use.

Final deliverables may include:

- Final logo files in vector format, such as AI, EPS, or SVG.
- High-resolution PNG and JPG files.
- Black and white logo version.
- Full colour logo version.
- Transparent background files.
- Simplified logo version, if applicable.
- Basic logo usage guide.
- Colour codes.
- Font recommendations, if applicable.
- Written design rationale.
- Any agreed physical or applied project components.

4. Budget

The total available budget for this project is: **\$30,000**

This amount must include all project costs, including but not limited to:

- Lead artist or designer fees.
- Junior artist fees, wages, stipends, or honoraria, if applicable.
- Design and planning time.
- Meetings or review sessions.
- Research and concept development.
- Revisions.
- Digital file preparation.
- Materials and supplies, if physical components are included.
- Production or installation costs, if applicable.
- Travel.
- Taxes.
- Licensing, usage, or file transfer costs.
- Insurance or other contractor costs, if applicable.

Proponents must provide a clear budget breakdown showing how the \$30,000 will be used.

Tsartlip First Nation will not be responsible for costs beyond the approved project budget unless otherwise agreed to in writing.

5. Proposal Requirements

Proposals should include the following:

A. Artist, Designer, or Team Profile

Please provide a short introduction to the artist, designer, artist team, or organization. Include relevant experience, artistic background, design experience, community connections, and experience completing similar logo, branding, cultural design, or public-facing identity projects.

B. Project Approach

Describe your proposed approach to the project, including:

- Your understanding of the project purpose.
- How you would develop a logo that reflects Tsartlip identity, WSÁNEĆ values, culture, governance, and connection to place.
- How you would balance cultural meaning with practical logo use.
- How you would work with Tsartlip representatives during the design and review process.
- Whether you propose any physical or applied design components connected to the logo.
- How you would support junior artist involvement, if included.

C. Junior Artist Mentorship Plan

Please include a short Junior Artist Mentorship Plan that explains:

1. Whether you are open to working with junior artists identified by Tsartlip.
2. What types of tasks junior artists could support.
3. How you would provide mentorship, supervision, and guidance.
4. How junior artist participation would be built into the project budget.
5. Any limits, requirements, or safety considerations needed to ensure the work remains respectful, safe, and achievable.

D. Concept or Examples

Please include one or more of the following:

- Initial concept idea.
- Sketches or visual direction, if available.
- Examples of previous logo, design, branding, cultural design, carving, mural, or applied artwork projects.
- Photos or links to previous work.

A fully finalized design is not required at the proposal stage, but the proposal should provide enough information for Tsartlip to understand the proposed artistic and design direction.

E. Work Plan and Timeline

Please include a proposed timeline for:

- Initial meeting and project confirmation.
- Concept development.
- Draft logo options.
- Review and feedback.
- Revisions.
- Final logo and file preparation.
- Junior artist involvement, if applicable.
- Physical or applied project components, if included.

F. Budget

Please include a detailed budget showing all project costs within the maximum available budget of \$30,000.

6. Evaluation Criteria

Proposals will be reviewed based on the following:

Criteria	Weight
Alignment with Tsartlip, WSÁNEĆ identity, values, and project goals	30%
Artistic and design quality, experience, and past work	25%
Strength and clarity of proposed approach	20%
Feasibility of timeline, budget, and deliverables	15%
Junior artist mentorship approach	10%

Tsartlip First Nation reserves the right to select the proposal that best meets the project goals and community needs and may not necessarily select the lowest-cost proposal.

7. Project Timeline

The anticipated project timeline is as follows:

Proposals Due; including Junior artist Expressions of Interest: **June 15th, 2026**

Review of Proposals, and selection: **July 15th, 2026**

Project Kick-off: **July 31st, 2026**

Draft Concepts and Design plan: **September 15th, 2026**

Review and Revisions: **October 15th, 2026**

Final design files delivered: **December 1st, 2026**

Physical or applied design component completed: **January 31st, 2027.**

Final Completion and Ceremony: **February 15th, 2027**

8. Safety and Site Requirements

If the project includes any physical, installed, or site-based components, the selected proponent may be required to comply with Tsartlip First Nation site requirements, including safety expectations, access coordination, and protection of the workspace during production or installation.

Any use of paints, coatings, adhesives, tools, ladders, carving equipment, or installation equipment must be completed safely and in coordination with Tsartlip staff.

9. General Terms

A. Acceptance of Terms and Conditions

By submitting a proposal, Proponents accept all the terms and conditions set out in this RFP, including those set out in any appendices or addenda (if applicable).

Any and all expenses incurred by Proponents in preparing and submitting a proposal are the sole responsibility of those Respondents.

B. No Contract or Tender

This RFP is not a call for tenders or a request for binding offers, and no contractual or other legal obligations shall arise between WJOLELP and any Proponent as a result of the issuance of this RFP or the submission of any Proposal, until and unless WJOLELP and the Proponent enter into a contract for the services sought by WJOLELP under this RFP.

For clarity and without limiting the foregoing, this RFP does not commit WJOLELP in any way to treat Proponents in a particular manner, to select a particular Proponent, to proceed to negotiations with any Proponent or to enter any contract. WJOLELP expressly reserves the right to reject all proposals, to reissue a new RFP or to end this RFP process at any time, all at its sole discretion.

By submitting a Proposal and participating in the process as outlined in this RFP, each Proponent expressly acknowledges and agrees that no contractual relationship or legal obligation of any kind is formed with or imposed on WJOLELP, until and unless WJOLELP and a Proponent enter into a separate contract for the services sought by WJOLELP under this RFP.

C. No Obligation to Proceed

While WJOLELP fully intends at this time to proceed with works contemplated by this RFP, it gives no guarantee that the process initiated by the issuance of this RFP will continue, or that this RFP process or any RFP process will result in a contract with a successful Proponent.

WJOLELP is under no obligation to award a contract for the work set out in this RFP, whether or not any Proposals are received. The receipt by WJOLELP of any Proposals or other information from Proponents shall not impose any obligations on WJOLELP.

10. Submission Instructions

Proposals must be submitted by email to:

Project Coordinator
Projectcoordinator@tsartlip.com

Subject line: **Tsartlip Logo and Visual Identity Project**

Proposal Submission: Tsartlip Logo and Visual Identity Project

The proposal deadline is **June 15th, 2026**

Late submissions may not be accepted.