

## Request for Proposals

**Proposal Release Date:** June 18

**Proposal Review Date:** June 26, first review

**Award Date:** Time is of the essence for this project, goal to select Artist in short amount of time

**Project Timeline:** First draft due July 15, 2026 final draft due August 3, 2026, or as negotiated otherwise between Artist and clients

**Proposal Contact:** ytimsa2023@gmail.com

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**PROJECT:** Design of a digital logo for the Yurok-Tolowa Dee-ni' Indigenous Marine Stewardship Area (IMSA)

**CLIENTS:** Tolowa Dee-ni' Nation, Pulikla Tribe of Yurok People, and the Cher-Ae Heights Indian Community of the Trinidad Rancheria

**INTRODUCTION:** The IMSA Advisory Council, an inter-Tribal initiative of three Tribal Nations, is seeking an artist to create a logo for the Yurok-Tolowa Dee-ni' IMSA, a Tribally-led initiative to protect marine biodiversity and support Tribal stewardship in the three Tribal Nations' ocean and coastal ancestral territories along northern California.

Indigenous Marine Stewardship Areas (IMSA) are defined geographies in ancestral ocean and coastal areas designated by Tribal Nations to achieve long term stewardship, management, and co-management of ecosystems. The intent of IMSAs is to reclaim and return Tribal ocean and coastal ancestral territories to Tribal governance and stewardship, to support cultural lifeways and economies, to enhance biodiversity, and to provide durable conservation measures designed to protect and restore ocean health that are rooted in Indigenous Traditional Knowledge (ITK).

The Tolowa Dee-ni' Nation (TDN) Aboriginal Territory encompasses the lands and watersheds of Daa-ghestlh-ts'a' Taa-ghii~li~ (Wilson Creek) to the South, the Ts'aa-xwii-chit (Sixes River) to the North, East to the Taa-xuu-me' (Applegate) watershed in the Coastal Range, and West to the Pacific Ocean horizon, all sea stacks including Point St. George Lighthouse, and all usual and accustomed places.

The Pulikla Tribe of Yurok People is a federally recognized Tribe of Yurok people, located on the far northern coast of California in Del Norte County, approximately forty (40) miles south of the Oregon border. The Tribe's ancestral territory extends from the northern boundary of Damnation Creek and south to Little River; from the mouth of the Klamath River, upstream to Slate Creek and extends west to include the Pacific Ocean.

The Cher-Ae Heights Indian Community of the Trinidad Rancheria (Trinidad Rancheria) is located within the unceded territory of the Yurok people. The ancestral homelands of the Yurok people extend from Damnation Creek in the north, to Little River in the south, to the confluence of the Klamath and Trinity Rivers in the east, and to the Pacific Ocean horizon in the west.

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**PROJECT SCOPE:** The IMSA Advisory Council seeks an Artist to create a digital logo for the Yurok-Tolowa Dee-ni' Indigenous Marine Stewardship Area. The logo will reflect the three Tribal Nations' connections to the Pacific Ocean and their coastal ancestral territories, traditional lifeways, and their dedication to ensuring the health and wellbeing of their ancestral waters and coast.

1. The logo must reflect elements that the Tribal Nations consider their strongest connections to their ancestral waters and coast, including:
  - Habitat: Pacific Ocean, coastline, seastacks
  - Species: salmon, candlefish, smelt, seaweed, mussels
  - Culture: tools and items that reflect traditional lifeways of hunting, fishing and gathering (canoes, nets, baskets, etc.)
  - Patterns specific to the three Tribal Nations
2. Digital files for the logo must be provided in SVG, JPEG, GIF, PNG, and TIFF formats
3. Logo design must include versions in full scale color, black and white, and gray scale
4. The Artist must be willing to work with and collaborate with the IMSA Advisory Council to create a final version of the logo (estimated 2-3 iterations of back and forth exchange of drafts / edits, over a timeline of approximately 2 weeks to 1 month).
5. The final logo will become the shared property of the Tolowa Dee-ni' Nation, the Pulikla Tribe of Yurok People, and the Cher-Ae Heights Indian Community of the Trinidad Rancheria, and any Tribal Nations to join the inter-Tribal IMSA initiative in the future.

**PROPOSAL REQUIREMENTS:** Each proposal must contain the following elements:

1. Five examples of previous works of art from the Artist
2. A mockup example of the logo including elements outlined above
3. A written statement from the Artist attesting to their ability to complete the project within the expedited timeline outlined above
4. Contact info (name, email, phone number) for the Artist

**PROPOSAL SUBMISSION:** Preference for proposals to be submitted to the IMSA Tribal Nations via email (ytimsa2023@gmail.com), though in person and mail proposals will also be accepted at the Tribal offices for each Nation. The Nations take no responsibility for submissions and the sender bears the responsibility for ensuring that email or physical copies of proposals are received and can be opened and viewed. Incomplete proposals will not be reviewed. All mockup logos and the final logo chosen will become property of the clients and any Tribal Nations to join the inter-Tribal IMSA initiative in the future.

**EVALUATION PROCESS:** Submittals received will be reviewed by the IMSA Advisory Council. All submittals that are determined to have the necessary components, as required in this Request for Proposals, will be qualified to be eligible for evaluation. The IMSA Advisory Council will review each submittal and prioritize respondents based on all elements required and the artistic flow of the logo. The Artist selected to complete the project will be notified via email and will be requested to join a phone meeting to discuss project details.